

Outreach Task Force Meeting
Tuesday 27-Wednesday 28 September 2011
IODP-MI Tokyo Office, Tokyo, Japan

Ippan Shadan Hojin IODP-MI
Tokyo University of Marine Science & Technology
Office of Liaison & Cooperative Research, 3rd Floor
2-1-6, Etchujima, koto-ku, Tokyo 135-8533. JAPAN

Agenda

V1.0 /30 August /2011

Participants

Chair	Organization	Contact
Miyuki Otomo	IODP-MI	motomo@iodp.org
Members of Task Force		
Sarah Saunders	USIO	ssaunders@oceanleadership.org
Tadashi Yoshizawa	CDEX	yoshizawat@jamstec.go.jp
Patricia Maruéjol	EMA	maruejol@crpg.cnrs-nancy.fr
Alan Stevenson	ESO	agst@bgs.ac.uk
Albert Gerdes	ESO	agerdes@marum.de
Observers		
Shingo Shibata	MEXT	shibata@mext.go.jp
Shin'ichi Kuramoto	MEXT	kuramoto@mext.go.jp
Kiyoka Miki	MEXT	k-miki@mext.go.jp
Kiyoshi Suyehiro	IODP-MI	ksuyehiro@iodp.org
Hans Christian Larsen	IODP-MI	hclarsen@iodp.org
Jamus Collier	IODP-MI	jcollier@iodp.org

Introduction

This Task Force has its roots in planning workshops that took place in February and May of 2004 with a group of advisors convened by the IODP-MI President to construct a fundamental framework of duties and responsibilities to be carried out in an integrated IODP Education and Outreach program. The Task Force has since a responsibility: devising and implementing creative education and outreach strategies meant to raise IODP visibility by heightening understanding of scientific ocean drilling. In this year, we aim to achieve the following goals:

Goals

- Review outreach activities and implementations
- Review status of the outreach efforts and develop strategy to fill gaps in cover
- Develop plans for FY12 and FY 13 outreach activities

Logistics

Meeting Location

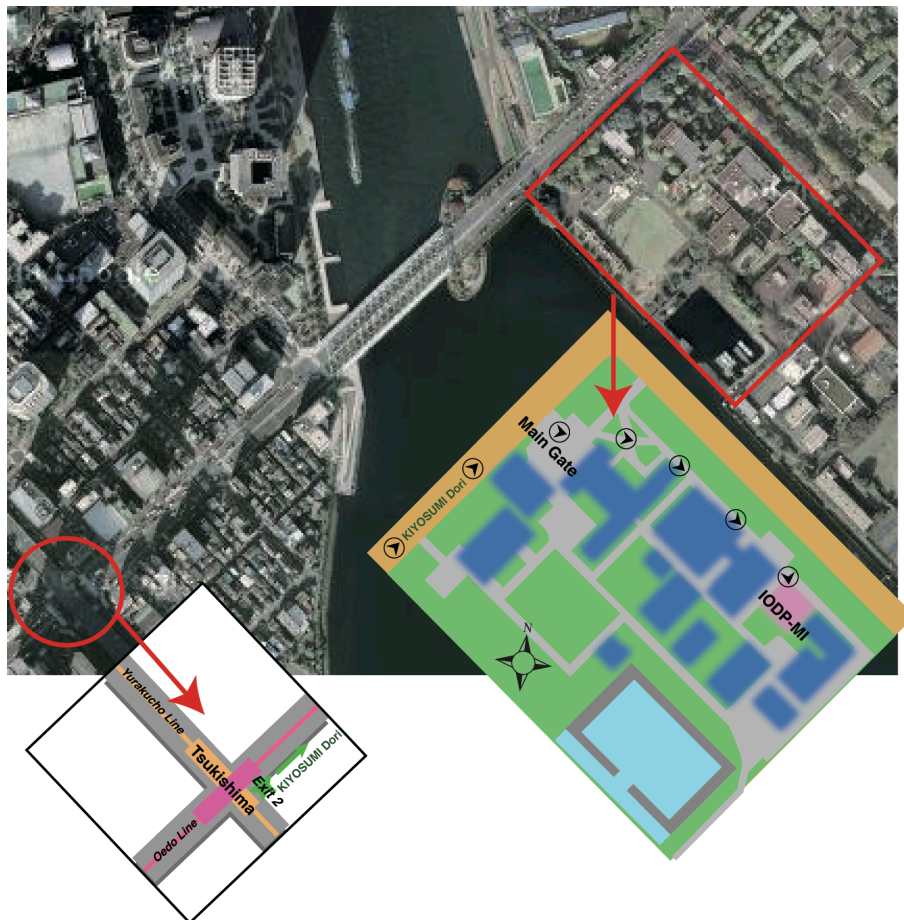
- *Ippan Shadan Hojin* IODP-MI,
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2-1-6, Etchujime, Koto-ku, Tokyo
135-8533 Japan
(“Kaiyo Daigaku Etchujima Campus” in Japanese)



Route

- Use subway, Toei “Oedo Line” or Tokyo Metro “Yurakucho Line.” Get off subway at “Tsukishima” station, and go out #2 Exit. Walk 10 minutes along the “KIYOSUMI Dori (street).” Walk through the open main gate.

NOTE: Another route is available at <http://www.iodp.org/locations/>



Accommodation

IODP-MI Tokyo office have reserved the following hotel for those participants who are coming from overseas. Confirmation Sheet will be sent individually to these participants.

PARK HOTEL TOKYO
Shiodome Media Tower

1-7-1 Higashi Shimbashi, Minato-ku, Tokyo, 105-7227, JAPAN

Tel: +81-3-6252-1111

<http://www.parkhoteltokyo.com>

Transportation

- Direction from Narita Airport
There is an Airport Limousine Bus service between Narita Airport and the hotel.

Time table:

1) Narita Airport to Hotel

DEPARTURE TIME			Approximate Time of Arrival at Park Hotel Tokyo
Terminal #2	Terminal #1, South	Terminal #1, North	
08:45	08:50	08:55	10:50
13:50	13:55	14:00	15:45
14:30	14:35	14:40	16:20
16:20	16:25	16:30	18:20
17:20	17:25	17:30	19:20
18:50	18:55	19:00	20:45

2) Hotel to Narita Airport

DEPARTURE TIME	Approximate Time of Arrival	
Park Hotel Tokyo	Terminal #2	Terminal #1
07:20	08:40	08:45
08:20	09:40	09:45
11:20	12:45	12:50
13:20	14:45	14:50
14:20	15:45	15:50
16:20	17:45	17:50

For more information, please visit: <http://www.limousinebus.co.jp/en/>

- Direction from Hotel to IODP-MI Tokyo office
Subway, Toei "Oedo Line" may most convenient and fastest way to get to the IODP-MI Tokyo office. Subway station near the hotel is as follows.



<http://www.parkhoteltokyo.com/directions/index.html>

Miscellaneous

- Lunch

We will provide you lunch for two days. If you prefer vegetarian dish, please let me know your preference by 16th September (outreach@iodp.org).

Agenda Scheduled

NOTE: Each presentation time include question-and-answer session.

Day 1: 27th September, 2011 – Tuesday

Morning 09:00-12:00

Introduction and welcome

- Kiyoshi Suyehiro, President & CEO, IODP-MI
To be addressed post 2013 program

Overview of the meeting

- Miyuki Otomo, Outreach and Communications Manager, IODP-MI

A. Outreach Activity Reports

- Highlight activities of last year, What we learned and Future plans-

- USIO (30 minutes)
- CDEX (30 minutes)
- ECORD/ESO (30 minutes)
- IODP-MI (30 minutes)

Coffee break (~15 minutes)

B. Exhibitions and Town Hall Meetings

-Tentative participation in FY12: AGU, EGU, IGC, AOGS, JPGU, OTC-

- Reviewing last year's events and identifying issues to be improved
- Discussing scientific areas and projects to be promoted

Lunch break 12:00-13:00

Afternoon 13:00-17:30

C. Media Relations

- Getting media interests (topics and timing), developing networks and ensuring quality of press releases
- Media strategies for selected future projects (RRD?)
- Brief presentation from each IO and IODP-MI for media strategies, good and bad examples
- Future press conferences: topics and timing
- Media risks: handling enquiries and misinformation

Coffee break ~15 minutes

Evening 18:00-20:00

Group Dinner Details will be informed respectively.

Day 2: 28th September, 2010 – Wednesday

Morning 09:00-12:00

D. Continue discussion from Day 1

Coffee break ~15 minutes

E. IODP New Website (CMS and Site Re-Design for IODP.org)

- Providing project status and discussion of plan (Jamus Collier and Miyuki Otomo)
- Discussion on new function “IODP-Tour”
- How to attract visitors
- Learning from Oceanleadership’s website project and efforts from CDEX and ECORD

F. Possible Future Video Projects

- Developing concepts of possible video projects

Lunch: 12:00-13:00

Afternoon 13:00-17:30

G. Mantle Drilling (Kiyoshi Suyehiro)

- Providing current status and plan
- Outreach efforts by scoping office and cooperation with IODP outreach

H. Graphics and Publication

- Discussing tentative promotional materials to update and develop (e.g. 16 pages, New brochure for potential member countries, IODP calendars, Three vessel specifications, Expedition and research highlights)

Wrap up

- Summary of the meeting (IODP-MI)

**IODP Outreach Task Force Meeting
Tuesday 27-Wednesday 28 September 2011
IODP-MI Tokyo Office, Tokyo, Japan**

Meeting Report

Participants

Task Force Members

Miyuki Otomo, IODP-MI (Chair)
Sarah Saunders, USIO
Tadashi Yoshizawa, CDEX
Patricia Maruéjol, EMA
Alan Stevenson, ESO
Albert Gerdes, ESO

Observers

Shingo Shibata, MEXT
Kiyoka Miki, MEXT
Kiyoshi Suyehiro, IODP-MI
Hans Christian Larsen, IODP-MI
Jamus Collier, IODP-MI

Introduction and Welcome

Miyuki Otomo opened the meeting by welcoming the Outreach Task Force members and observers to IODP-MI. Kiyoshi Suyehiro also welcomed the group and said that outreach was of critical importance to IODP and that the annual meeting presented an important opportunity for face-to-face discussions about the present and future of IODP.

Overview of the Meeting

Miyuki Otomo reviewed the agenda and presented organisational/safety information. The emphasis of the meeting would be to look at outreach priorities and plans for the next year, and to consider the post-2013 outlook.

Kiyoshi Suyehiro presented a forward look. The Annual Program Plan for FY 2012 had been approved, during which some funds would be moved from SOC's to POC's to support 8 months of *Joides Resolution* operations. Following the US's NSF announcement that there would no longer be co-leadership of IODP by the US and Japan after 2013, there are now discussions taking place with all IODP members to produce a plan for the structure of the new program. IODP-MI represent the international community, who recognise that some form of international integration is important, therefore there is optimism that this will be part of the post-2013 plan. From the outreach perspective it is important that the achievements of the current program continue to be promoted and for post-2013 the relevance of integrated

activities will not go away. The outcome of the IODP members' discussions will be presented at the AGU Townhall Meeting in December. Dr Suyehiro ended by saying that it would be important for the meeting to identify outreach priorities, especially as each IODP-MI function will be reduced to some extent.

Discussion

All recognised that although the future structure of IODP is not known yet, the science priorities included in the new Science Plan do not change. The need to promote the science outcomes from the past and future IODP expeditions is relevant to both the current program and the post-2013 program.

A. Outreach Activity Reports

1. USIO report (Sarah Saunders)

The USIO provides communications support for both JR expeditions and US scientists participating in other IODP expeditions. Kris Ludwig had moved on and will be replaced in the next few months by a trained science writer with media experience. A communications intern, Alexandra Sutton, had provided excellent support to the USIO outreach team from June-November 2011. A new Newsletter 'Core Discoveries' to publicise US scientific ocean drilling will be published 3 times per year. A new booth graphic had been developed and the USSSP website has been re-launched (<http://www.ussp-iodp.org/>). Experience gained in constructing this website will be passed on the IODP-MI to help develop their new site. The USIO supported JR port calls in Auckland, New Zealand and Puntarenas, Costa Rica. This experience resulted in the USIO deciding that they will always have their staff on site if ship tours are involved. SS also participated in IODP expedition 335 (Superfast Spreading Rate Crust 4), which was good experience that helped to understand what to write in blogs etc.

The USIO have had several media successes with contributions to, for example, the History Channel and the NPR's (National Public Radio) 'Science Friday' programme. Planned initiatives include the development of a US IODP 'Splash Page' and Online Newsroom; a change to Vocus marketing and PR software; a new slideshow for AGU; building better relationships with reporters on Twitter; updating the IODP, scientific drilling and *Joides Resolution* pages on Wikipedia, which will be circulated to the other members of the outreach team for comment (see **Action 1**).

Discussion

There is some scepticism in the USIO about the effectiveness of press releases in attracting attention to program science. For example, the Washington Post receives over 1000 per day. Developing personal relationships with journalists was considered a more effective approach e.g., using Twitter etc.

Publicising published papers is also an important communications objective. There is some concern about the outreach team being made aware of publications in scientific journals, especially if this relies on co-chief scientists making the

information available. One possibility is to retain regular contact with the expedition staff scientists to ensure that this becomes part of their routine (see **Action 2**).

2. CDEX report (Tadashi Yoshizawa)

TY tabled a list of CDEX activities. Having broader support from the public is essential for the program. The challenge is to continue to raise the profile of IODP/JAMSTEC as both are still relatively unknown in Japan despite over 100,000 people having visited the *Chikyu* at open house over the last five years. The approach is to focus on 'People in Program' at popular sites using methods such as podcasts and SNS. 'Chikyu TV' was awarded the best 20 video podcast prize for 2010. A science documentary programme based on Expedition 331 Deep Hot Biosphere aired on NHK was considered a success.

TY also presented about situation of the *Chikyu* and CDEX at the earthquake and tsunami in March 2011.

Discussion

MEXT observers Kiyoka Miki said TV program such as NHK documentary is quiet good for receiving support and understanding from the broader public because it is important factor to manage the program. Shingo Shibata asked what CDEX are doing to encourage TV interest for the next phase of the program. TY said that collaborating with media is very important for public relations and we keep communicating with lots of international media. On the other hand, sometimes it was difficult to develop ideas with TV programmers as there isn't much flexibility in the programmer's schedules. This had also been the experience of ESO. Dr Shibata asked about the distinction between different media (e.g. websites, TV, multimedia etc) – do they target different audiences? If so, what are the lessons learned. TY said that large number of audience of *Chikyu* TV on CDEX web indicates we can communicate directly to the public even if we could not invite media in the expedition successfully.

3. ESO report (Alan Stevenson, Patricia Maruéjol and Albert Gerdes)

AS explained the roles of the ECORD outreach team for the benefit of the observers. The Implementing Organisation ESO (AS and AG, who both work only part of their time in ESO) works closely with the EMA Outreach Co-ordinator (PM) and ESSAC Science Co-ordinator. ESO are primarily responsible for promoting mission-specific platform expeditions, whereas EMA have wider responsibilities including ECORD websites, brochures and booths at EGU etc. ESSAC are responsible for more educational activities (e.g. Summer Schools).

There had been no MSP expeditions during the last year therefore main activities had included the production of an ECORD film with the financial support of IODP-MI, contributing to the new science plan, and six conferences. The ECORD video (16-minute version) had been produced in time for the EGU Conference in April 2011. Subsequently a short (6-minute version) was made and presented at the launch of

the new Science Plan. PM presented information about ECORD/IODP participation at AGU, EGU (jointly with ICDP), Goldschmidt (Prague), 3P Arctic Conference (Halifax, Canada), EurOcean 2010 (Ostend, Belgium; jointly with the Deep Sea Frontier (DS3F) programme) and the joint GAC-MAC Conference (Ottawa). Involvement in the 3P Arctic Conference aimed to promote close collaboration between industry and science in the Arctic region, an initiative which had been prioritised and led by the ECORD Industry Liaison Panel. AG presented a summary of the media conferences held during the last year. The EGU 2011 had led to coverage by the BBC and others. AG also worked with MO for organizing the media conference in Amsterdam with IODP-MI to promote the new IODP Science Plan. Future plans include supporting IODP-MI at AGU and the USIO during the *Joides Resolution* portcall in Lisbon in January 2012.

Discussion

Lessons had been learned from the Amsterdam event, which had been successful in terms of the event organisation and particularly the web-streaming. The event had resulted in some media coverage in the UK, Denmark and Norway, but had not attracted as much media attention as we would have liked.

4. IODP-MI report (Miyuki Otomo)

MO presented a summary of IODP-MI outreach activities in FY11. IODP-MI focuses on websites, international press, presentations and booths at major international conferences and develops program PR materials. The activities complement those of the IOs with whom there is regular contact. With possible budget reductions for outreach in FY12 it was important to prioritise which conferences IODP-MI could support.

Discussion

Some of the items discussed are included in the following sections (e.g. media relations). The conferences that would be supported next year would be AGU, EGU, IGC, OTC and JPGU plus the Goldschmidt conference in Montreal if finances allow and mainly staffed by ECORD. The AOGS would not be supported. It was recognised that different conferences attract different age groups and it is important to aim the IODP publicity at all groups but especially early career scientists. Jamus Collier raised the question of engaging younger scientists who perhaps are rejected when they apply to sail. Use of the IODP data and sample archives for research may not be well known and can help to encourage involvement in the program (this was agreed as an item to include in a new brochure to explain how scientists can become involved in IODP – see section H). Patricia Maruéjol mentioned that in Europe national offices are relied upon to target student involvement with support of ESSAC.

Dr Shibata asked that the IODP-MI strategy and priorities should be written and shared with the funding agencies and IOs. It was recognised that IODP-MI has a unique role in outreach activities that complements the IOs. As Dr Shibata expects the IOs to have more responsibilities in the future it was important to clarify the relationship with IODP-MI. An overarching strategy document for outreach had been

drawn up by IODP-MI during the early stages of the programme, which would be revised/updated and circulated as requested (see **Action 9**).

B Exhibitions and Townhall Meetings

The main discussion focussed on the AGU Fall Conference in San Francisco in December and particularly on plans for the Townhall Meeting at which the future programme will be presented. The general format will be to have presentations from the NSF, MEXT and ECORD (with co-ordinated and agreed message) followed by a Q&A session. To finish the programme, an independent speaker would be invited to present a talk on the scientific achievements of IODP (see **Action 3**).

A media conference may be organised based on a theme to be agreed to promote IODP science. Topics suggested included rapid response drilling, climate change and microbiology. Speakers such as Steve Dunn, Katrina Edwards and Heiko Palike were proposed, however details will be agreed during the following weeks. Albert Gerdes will organise the media event and make contact with Peter Weiss at AGU (see **Action 4**).

Sarah Saunders explained the format of the booth, which will have a 'reception area' and displays from IODP and the USIO.

A special session on science communication is being organised at AGU by oceanographer-turned-documentary director Randy Olson. IODP have been invited to submit video material which would then be critiqued by the audience. It was agreed not to submit IODP films, but that MO will attend the session to find out what format the session takes. This will allow the group to decide if we will participate in the future (see **Action 5**).

C. Media Relations

Issues discussed included how to gain media interest and develop networks; media strategies for selected future projects (such as rapid response drilling), press conferences and media risks.

As discussed under previous items, there were some concerns about the effectiveness of press releases. The view that building personal contacts with journalists was more productive was supported. The means of doing this can be achieved a number of ways; however the use of social media is a method that is increasingly used. Social networking has proved useful during recent conferences and has clearly attracted interest to the IODP booths (e.g. at the recent Goldschmidt Conference in Prague). The group concluded that they should continue to use all forms of media engagement, including press releases, and that different techniques should be used to attract different audiences. The risks associated with media contact, such as being misquoted or incorrect information being published was discussed. The delivery of scientific information to the media is mainly focussed through the co-chief scientists and the process of helping the scientists to work with

the media should be started as early as possible in each expedition. Communication plans help this process. In general, it was accepted that the benefits of speaking to the media always outweigh the risks (see **Action 6**).

E. IODP New Website

Jamus Collier opened the discussion by saying that IODP-MI is going to change their content management system (CMS) to Joomla, an open-source CMS. The CMS is used to keep track of every piece of content on the website such as text pages, photos, videos etc. The IODP website has a very complex architecture with 1000 pages and about 2000 links. The new website should deliver a more intuitive interface for the different audiences such as the public, IODP community, funding agencies, media etc. Analysis of the most viewed pages is helpful in prioritising sections that can be improved; the expeditions and publications pages are most popular on the current website.

The new website will aim to make the structure of the program clearer, for example explaining the role of the Implementing Organisations. It will include a 'tour' of scientific ocean drilling based on a timeline that will feature images and video material at various stages in the development of the program and the legacy programs (DSDP, ODP). An external advisory committee has been set up to help construct the new website, which includes members of the Outreach Task Force. IODP-MI had also looked at a number of websites to identify the best aspects that could be implemented in the new website. The plan is to launch the new system by the time of EGU in May 2012.

Discussion

The group recognised that the website content was very complex and also that there are multiple points of entrance to the IODP site (e.g. through the funding agencies, IOs, Science Support committees etc). The timeline should be selective and present program highlights. It was also discussed that the 'tour' would be guided by a scientist with good communications skills who could present interesting stories at each stage of the tour (see **Action 7**). The group talked about using people and science to drive the story rather than the technology of the various platforms. Images are clearly important and gathering the best images from the IODP community was important – Sarah Saunders will set up a 'Basecamp' for the Task Force and other members of the IODP community to deliver a wide range of images. The USSSP was discussed as a good example of an IODP website that had recently been launched and the lessons learned could be applied to the IODP site.

F. Possible future video projects

The main videos produced during the last year had been the INVEST video and the film made to describe the work of ECORD and the mission-specific platform expeditions.

Ideas for new videos were discussed. A combination of program highlights and a forward look was agreed. Despite the uncertainty in the future structure, the science plan had been agreed and a video that promoted the science would be a useful addition to the IODP video library. Explaining the program science would benefit from high-quality animations, which would bring the diagrams in the science plan to life and help explain the concepts of the four main science themes. Although this could be expensive, a number of options could be explored e.g., involving graphic design students etc. The concept and timelines for production of the film will be agreed with a view to delivering the video by AGU Fall in December 2012. The target audience would be general (see **Action 8**).

G. Mantle Drilling

Kiyoshi Suyehiro presented the 'Borehole into the Earth's Mantle' (BEAM) concept, which follows the objectives of 'Project Mohole'. A number of workshops over the years have led to BEAM and a 500,000 USD grant from the Sloan Foundation has been awarded to develop the idea and to develop relationships with the Deep Carbon Observatory. BEAM is expected to be a scientific and engineering success will address various themes including Mantle Discovery, Deep Frontiers, Crustal Accretion etc. These themes have to be translated into meaningful language for non-experts e.g. using phrases such as 'what's inside our planet?' There are risks associated with the BEAM concept such as safety, funding, technical feasibility, environmental affects and some negative comments have been published in e.g. National Geographic. Public support is therefore an essential element of the project and will require a communications strategy to emphasise the positive aspects. The costs will be substantial (500 million to 1 billion USD) and will require funding beyond IODP. A provisional road map through to 2024 was presented, showing a timeline for reaching the mantle in 2018-19.

Discussion

The discussion was wide-ranging, including the type of platform to be used, the engineering development, and about identifying people who could speak about the program in language that the public would understand, to help reduce any negative reactions to the concept of mantle drilling.

H. Graphics and Publications

Miyuki Otomo said that the new 16-page IODP brochure would be released by the end of October. The IODP calendar would probably be discontinued as priority would be given to the website and other urgent deliverables. A new brochure aimed at new member countries was discussed, but was not considered to be a priority at the moment due to the change in the program structure post-2013. The group discussed keeping the specifications/statistics for the three platforms up to date as these were useful for poster presentations e.g. ECORD use these in the posters displayed at EGU and other European conferences.

Priorities for new brochures/leaflets were considered to be one based on research highlights i.e. 'IODP Greatest Hits' and a one explaining how to get involved in IODP. The latter could include information about, for example, proposal writing/submission, how to apply to sail, how to use the IODP sample and data resources, IODP workshops and summer schools, distinguished lecturers and the use of core replicas (see **Action 10**).

AOB

A short discussion on the production of promotional materials to give away at booths etc covered a range of opinions. It was generally agreed that expensive items were not appropriate, but that low-cost items such as key-rings and pens could be considered.

Sarah Saunders raised the issue that the science community may not be fully aware of the new proposal submission process. It was discussed if this should be presented at AGU; however the consensus was that this should be highlighted on the IODP website.

Thanks were extended to Miyuki Otomo and her colleagues at IODP-MI for chairing and organising the meeting, and to the observers for their interest and support of the Outreach Task Force.

Wrap-up and summary of actions

1. **Wikipedia.** Add the USIO's draft once agreed. Promote the Wikipedia pages at the AGU booth, websites, IOs and PMOs and eNews to solicit contributions to science content from IODP scientists.

ACTION: Sarah Saunders (USIO draft by end-October 2011); Task Force.

2. **Communication with scientists.** To ask that scientists inform IODP-MI and IOs in advance of any scientific publication. Continue to find ways to improve this communication (e.g. making use of staff scientist contacts).

ACTION: Miyuki Otomo to discuss with IODP-MI Science Director Kevin Johnson immediately.

3. **AGU Townhall Meeting.** Continue to develop plans for the structure and content of the presentations.

ACTION: Kiyoshi Suyehiro, Hans-Christian Larsen, Miyuki Otomo

4. **AGU Media Conference.** Discuss opportunities and themes, speakers and appropriate title.

ACTION: Albert Gerdes, Miyuki Otomo and Task Force. Speakers to be decided/invited by end-October.

5. AGU Communications Workshop. IODP will not participate, but Miyuki Otomo (and others interested) will attend to gather information that could be useful for future IODP video productions, which will be shared by the Outreach Task Force.

ACTION: Miyuki Otomo to attend workshop.

6. Media Relations. Work closely to handle press enquiries especially regarding sensitive issues. Emphasise the benefits and risks of media contacts to the IODP community. Continue to discuss channels of communications (e.g. press releases, Twitter etc) and ensure the quality of outputs. Communicate any media tool developments.

ACTION: Task Force to action throughout the year.

7. IODP website. Suggest possible scientists for the 'IODP Tour'.

ACTION: Task Force members to submit names to Jamus Collier by end-October.

8. Video Productions. Develop a communications plan with themes, target audiences and circulation focussing on presenting the science themes of current and future program. Depending on available fund.

ACTION: Miyuki Otomo.

9. IODP Outreach Strategy. Update strategy and send 2-3 page summary to MEXT.

ACTION: Miyuki Otomo.

10. Publications. Develop information materials to encourage new member countries and 'how to get involved in IODP'. Priorities will be to attend and distribute IODP materials at AGU, EGU, JPGU, IGC and OTC and then AOGS and Goldschmidt Conference if funds allow. High priority publications will be the 16-page IODP brochure and 'highlights and achievements' ('Greatest Hits'). Low priority will be given to give-way goods, calendar and video.

ACTION: Miyuki Otomo; Task Force.