

A large, semi-transparent globe is centered in the background, showing the continents of North and South America. The globe has a blue and white color scheme with a slight glow.

LTER Communication and Outreach

2012 Mid-term Review

McOwiti O. Thomas
Public Information Officer



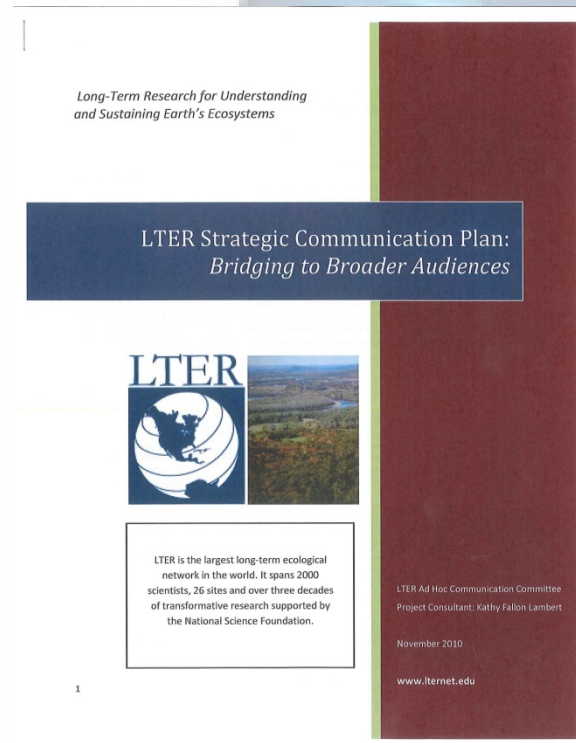
Public Information Office

- ▶ **LNO objective** is to maintain a strong public outreach program.
- ▶ This objective **derives** from the LTER goal of Outreach.
- ▶ The **specific actions** are set out in the Strategic and Implementation Plan (SIP).



Strategic Communication Plan

Greater and smarter efforts to communicate information about LTER and its accomplishments to the research community and the public.



- ▶ **Objective:** To be proactive.
- ▶ **Approach:** Involve all LTER so that the SPC is demand-driven and satisfies needs of the LTER community rather than LNO's.
- ▶ **Completion:** December 2010 (draft plan reviewed, approved by LTER Science Council and Executive Board).

Implementation of Communication Plan

- ▶ **Implementation** is currently in progress. The steps are described in detail in the SIP.
- ▶ Our **biggest challenge** is limited resources—the Communication Plan envisages many new activities (but the Public Information Office comprises only one person).
- ▶ We are, therefore, carrying out **phased** implementation.



Expanded media outreach efforts

- ▶ **BioScience** special section on LTER (samples in your packet/on table).
 - Jointly with David Foster (editor) and his team at Harvard Forest, NSF, the publishers, and LTER sites.
- ▶ We prepared and sent out **national and regional press releases**.
- ▶ The Executive Board (EB) **visited Congress** in March as part of the LTER mini-symposium.
- ▶ **Further outreach** is envisioned.



New website

- ▶ Communication survey and annual LNO survey indicated the **current website was seriously dated** in terms of look and feel.
- ▶ The Network Office is **developing a new website**, with major input from the Communication Committee and EB.
 - LNO Design team: Marshall, Leanne + Bob and me.
- ▶ Education Committee is **preparing content** for specific sections.



Firefox | Topical Pla... | Vegetable G... | Caribone - ... | Yahoo! Mail... | UNM Web... | www.circuit... | clarion 720e... | Hotmail - t... | The Lon... | NoScript - J...

sage.lter.net.edu

Most Visited | Getting Started | Latest Headlines

The Long Term Ecological Research Network [Search]

HOME | PEOPLE | PUBLICATIONS | SITES | RESEARCH | NETWORK | DATA PORTAL

Watching from Space
The domain of the Santa Barbara Coastal LTER as seen from 438 miles in space.

◀ Pause ▶

For Researchers
Materials & Information for Researchers

For Educators & Students
Materials & Information for Educators & Students

For Media Professionals
Materials & Information for Media Professionals

For Decision Makers
Materials & Information for Decision Makers

Click to navigate!

The LTER Network

The Long Term Ecological Research (LTER) Network was created by the National Science Foundation (NSF) in

News/Opportunities

News | Opportunities

- MCR scientists win NSF grant to study effects of ocean acidification on coral reefs
Friday, March 9, 2012 - 11:13

Featured Site

Andrews LTER

The Andrews Forest is situated in the western Cascade Range of Oregon in the

javascript:void(0);

3:134

UK: Sun 03:55 | US Pacific: Sat 19:55 | Hong Kong: Sun 10:55 | GMT/UTC: Sun 02:55 | Nairobi: Sun 05:55 | US Mountain: Sat 20:55 | US Eastern: Sat 22:55

8:55 PM 5/26/2012

sage.LTERnet.edu

LTER NETWORK OFFICE

Feedback



E-newsletter

- ▶ Communication Committee concluded that an **electronic newsletter** was more effective than print.
- ▶ The LTER e-news is **sent by email and posted online** at LTER news portal, news.lternet.edu
- ▶ So far we've produced Spring & Fall 2011; Spring 2012 (v1).
- ▶ **Goal: 12 issues a year.**



Representation at meetings and conferences

Showcase LTER accomplishments at scientific meetings.



- ▶ Annual meeting of the Ecological Society of America (ESA).
- ▶ Annual LTER mini-symposium at NSF.



LTER traveling exhibit

A new, modular design for LTER traveling exhibit.

- ▶ So far 11 panels (7 featuring sites and 4 focused on the LTER Network) have been developed.
- ▶ 4 more planned for 2012.



Site and Network brochures

- ▶ In 2009 we finished doing the full complement of 26 site brochures, plus LNO's.
- ▶ Sites will revise brochures if and when they wish, but LNO will help out.
- ▶ Network brochure will be replaced by an LTER annual report.



Other current and proposed future activities

- ▶ A workshop for Communication point persons and interested scientists and students at ASM.
- ▶ Communication best practices guidelines for LTER scientists.
- ▶ Editing of key findings for general audiences and inclusion in LTER annual report.
- ▶ Enhance our social media presence.



A few things we can't do with current resources

- ▶ Hire a Communications Director.
- ▶ Provide a communication supplement to build site communication capacity.
- ▶ Equip network synthesis initiatives with communication resources.
- ▶ Conduct social network analysis and media monitoring project.





Questions?

For more information:

McOwiti O. Thomas (tmcowiti@lternet.edu), 505.277.2638 , Public Information Officer

LTER Network Office, CERIA Bldg. #83, Ste 320, Department of Biology , MSC03-2020,1 University of New Mexico, Albuquerque, NM 87131-0001.

www.lternet.edu

