

**LTET Communications Committee
Report the LTET Executive Committee
May 17, 2011**

The LTET Communications Committee consists of the following people: Marcia Nation (chair), David Foster (vice-chair), Chris Neill (vice-chair), Phil Robertson, Lina Digregorio, Julie Doll, Peter Groffman, Nick Oehm, Charley Driscoll, Karen Baker, Daniel Nidzgorski, Jonathan Walsh, and McOwiti Thomas and Robert Waide of the Network Office.

The Committee met by phone conference February 25 and March 23, 2011. Key actions were: (1) set priorities based on the November 2010 LTET Strategic Communication Plan, and (2) establish subcommittees to implement the priorities.

Communications Committee priorities are:

- (1) Revamp the LTET Network website to increase its usefulness and impact,
- (2) Develop a science journalism program within LTET modeled after the program at the Marine Biological Laboratory that has run within the Arctic, Palmer and Plum Island LTETs,
- (3) Plan for additional LTET "mini-symposia" for both the all-scientist meeting and other venues (especially in Washington, DC),
- (4) Convert the LTET newsletter to electronic form and embed within a revamped website,
- (5) Develop guidelines and mechanisms for improving LTET site outreach to media and policymakers. These include creating and database of LTET expert scientists, advice on packaging potentially high-profile results and other activities,
- (6) Provide input into the design, production and review of the LTET Transformational Science publication.

LTER Communications Committee Activities and Sub-Committees

Working Group/Sub-Committee	Key Tasks/Focus	Membership
(1) New LTER gateway website	<ul style="list-style-type: none"> • Provide input into design and content for site • Assist in designing website development process • Develop tag line & core messages • Get feedback from sites on new design 	McOwiti Thomas, Chair Nick Oehm Catherine Laroche (FCE) Lina Digregorio
(2) Science journalism program	<ul style="list-style-type: none"> • Draft structure proposed • Get buy-in from multiple sites • Outline timetable for implementation • Identify potential sources of funding 	Chris Neill, Chair Nick Oehm Julie Doll Daniel Nidzgorski
(3) Expand mini-symposium	<ul style="list-style-type: none"> • Develop topic for 2012 • Determine new venue • Determine form of presentation in new venue 	Phil Robertson, Chair Peter Groffman
(4) Electronic LTER Network Newsletter	<ul style="list-style-type: none"> • Overarching focus: develop mechanisms for delivering newsletter content • Develop list of site newsletters • Identify communication point persons at each site • Explore variety of existing potential content • Explore mechanism for getting feedback on current content • Provide input into design of e-newsletter 	McOwiti Thomas, Chair Marcia Nation Nick Oehm Susan Dailey (FCE)
(5) Improve LTER outreach to media and policymakers	<ul style="list-style-type: none"> • Develop guidelines on media releases for sites and site scientists 	Jonathan Walsh

	<ul style="list-style-type: none">• Assist with development of searchable expert database for decision-makers and the media	
(6) Provide input into the LTER Transformational Science publication	<ul style="list-style-type: none">• Determine the who, what, & when of this publication	Marcia Nation, Chair McOwiti Thomas