

LTER Communication Committee
Report for the LTER Executive Committee
April 27, 2012

Membership of the LTER Communication Committee: David Foster (co-chair), Marcia Nation (co-chair), Chris Neill (co-chair), Phil Robertson, Susan Dailey, Lina Digregorio, Julie Doll, Peter Groffman, Nick Oehm, Charley Driscoll, Daniel Nidzgorski, Jonathan Walsh, and McOwiti Thomas and Robert Waide of the Network Office.

Phone conference meetings during the 2011-2012 reporting period: June 28, July 27, September 27, November 11, January 9, April 16, and May 2.

Progress toward SIP Goals and Objectives

Goal 1

Become recognized as a leading resource for long-term ecological research by the broader LTER scientific community, decision makers, and the media.

Specific objectives for this goal include:

- A. Build capacity across the Network to engage target audiences through communication activities.
- B. Strengthen LTER's name recognition and reputation among decision makers and the media as a source of rigorous, long-term ecological research information.
- C. Increase opportunities for scientists to highlight LTER accomplishments to funders and other target audiences.

Activities during reporting period:

- Met via phone conference seven times to discuss progress on working group activities listed in Table 1.
- Conducted communication survey of sites to understand current communication capacity.
- Established list of communication point persons at each LTER site.
- Drafted job description for Communication Director and forwarded to Executive Board for discussion.
- Developed prototype for new LTER website <http://sage.lternet.edu/> (LNO)
- Initiated work on ASM training workshop for site communication persons.
- Launched online LTER newsletter (LNO).
- Included visits to Hill as part of LTER Mini-Symposium.
- Encouraged sites to participate in AIBS congressional visits program.

Goal 2

Harness the power of long-term ecological research for decision making through two-way exchange between LTER scientists and policy makers, natural resource managers, funders, and the media.

Specific objectives for this goal include:

- A. Engage decision makers in developing questions and informing distillation activities particularly related to synthesis efforts.
- B. Expand the Network's capacity to disseminate high-impact scientific findings to local, national, and international media.

Activities during reporting period:

- Launched LTER science journalism program at Harvard Forest (MBL program team).
- Edited "transformational science" bullets for each site (LNO).
- Began developing guidelines for new LTER publication focusing on key research results.
- Implemented press strategy for *BioScience* release (HFR and LNO).
- Began development of LTER expert database as part of new website (LNO).

Goal 3

Strengthen communication within the Network and between the Network and the broader scientific community to advance scientific collaboration and innovation.

Specific objectives for this goal include:

- A. Promote a shared mission and sense of community by strengthening communication channels for reaching all LTER participants.
- B. Advance network-scale science, synthesis, and other collaborative activities by facilitating regular interactions across sites and among all LTER participants.

Activities during reporting period:

- Initiated development of ASM training workshops for site communication persons and scientists.
- Launched online LTER newsletter (LNO).
- Established list of communication point persons at each LTER site.

Table 1: Communication Committee Working Group Activities

Working Group	Reporting Period Activities
(1) New LTER gateway website	<ul style="list-style-type: none">• Provided input into design and content for site• Solicited feedback from sites on new design• Initiated work on expert database
(2) Science journalism program	<ul style="list-style-type: none">• Initiated LTER science journalism program in NE
(3) Expand mini-symposium	<ul style="list-style-type: none">• Developed and implemented strategy for 2012 symposium• Included visits to Hill as part of symposium
(4) Electronic LTER Network Newsletter	<ul style="list-style-type: none">• Developed list of site newsletters• Identified communication point persons at each site• Produced two newsletters (LNO)
(5) Provide input into the LTER Transformational Science publication	<ul style="list-style-type: none">• Began developing guidelines for new publication
(6) ASM communication workshops	<ul style="list-style-type: none">• Drafted proposal and agenda for two workshops