

**LTER Communication Committee**  
**Report for the LTER Executive Committee**  
**May 9, 2013**

**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.

**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:

- Conducted two surveys of sites to understand current communication capacity, communication practices, and training needs.
- Established list of site science communicators at each LTER site.
- Launched new LTER website (LNO).
- Conducted a two-part training workshop on science communication at LTER ASM, which was attended by close to 50 scientists, many of whom were early career scientists.
- Designed training workshop for site science communicators (to be held June 2013).
- Launched LTER social media (Twitter and Facebook – maintained by LNO).
- Produced LTER 2012 Annual Report, focusing on key research results (LNO).
- Continued progress on online LTER newsletter (LNO).
- Encouraged sites to participate in AIBS congressional visits program (LNO).
- Worked with KBS to identify LTER scientists to participate in climate change communication workshop (to be held June 2013).

*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:

- Continued LTER science journalism program (MBL program team).
- Produced LTER 2012 Annual Report, focusing on key research results (LNO).
- Developed capacity of close to 50 scientists to communicate their scientific findings to media outlets through science communication workshop at LTER ASM.
- Worked with KBS to identify LTER scientists to participate in climate change communication workshop with journalists (to be held June 2013).
- Designed training workshop for site science communicators (to be held June 2013) that will include sessions on mass communication, interacting with policymakers, and using social media.
- Explored collaboration with COMPASS, an organization that provides training on science communication to scientists.

### *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 the development of a cadre of site science communicators through a meeting at the ASM and an upcoming workshop in June 2013, which will be attended by individuals from 20 sites.
- Launched new LTER website, which reaches out to all LTER participants (LNO).
- Launched LTER social media (Twitter and Facebook – maintained by LNO), which promotes LTER science.
- Launched graduate student blog (initiated and maintained by graduate students).