

**LTER Communication Committee**  
**Report for the LTER Executive Committee**  
**May 6, 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:

- Held workshop in June 2013 on science communication for science communicators associated with 19 different LTER sites.
- Produced LTER 2013 Annual Report, focusing on key research results.
- Published four issues of the LTER Network Newsletter (in March, June, September and December 2013) and March 2014. All issues were sent out by email and are archived online at [news.lternet.edu](http://news.lternet.edu).
- Developed information material for and highlighted the LTER Mini-symposium at NSF, including a webcast of the forum sessions as a means of extending the audience of the symposium, and provided a permanent link to a video archive of the presentations at the University of New Mexico for reference and for those who were unable to attend the sessions.
- Continued to maintain and update the LTER websites, particularly the online news portal and the news section of the main website, but also worked with members of the Education Committee to create the LTER Education Digital Library in support of LTER Education efforts and broaden the impact of LTER research.
- Continued maintaining LTER social media presence through regular postings on Twitter and Facebook.
- 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) with Baltimore Ecosystem Study in May 2014.
- Distributed the LTER 2013 Annual Report, which focuses on key research results, at important forums and meetings attended by decisions makers, such as the Mini-Symposium.
- In tandem with the Mini-symposium, developed information material (flyers and copies of annual reports, news releases, etc.) for AIBS-organized visits to congressional offices in DC.
- Shared information on our website and social media forums about site activities that relate to information sharing with decision makers, e.g. the launch of Harvard Forest LTER's Changes to the Land report.
- Promoted on our website and social media forums the newly published EcoTrends book, inviting scientists and decision makers to download and peruse the significant findings on recent ecological trends revealed in the book.
- Updated the LTER entry in the Springer Encyclopedia of Sustainability Science and Technology.
- Increased capacity of 19 site science communicators to communicate science findings to a variety of audiences through sessions during a June 2013 workshop.

## 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:

- Hosted exhibit booths and interacted with participants at the annual meeting of the Ecological Society of America in Minneapolis, MN, the SACNAS National Conference in San Antonio, TX, and the International Ecological Congress (INTECOL) in London, UK.

- Organized and hosted a training workshop for site science communicators in June 2013 to share information on successful communication practices, interacting with policymakers, and using social media, among other things.
- Continued postings of relevant material on the LTER websites, which is accessible to anyone with Internet access and can therefore spread news about LTER and its accomplishments throughout the world.
- Continued sharing useful relevant information from LTER and like-minded organizations using our social media platforms (Twitter and Facebook), thus promoting not only LTER science, but ecological and related sciences in general.
- Continued support for not only the various student blogs, but also facilitated a Climate blog operated by Bruce Hayden.