

PICES Communications
(exchange of information)
Study Group

(originally prepared as a CSG Report to GC at
Jeju by David Fluharty)

Seoul, Korea

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OUTLINE

Terms of Reference

Process

Acknowledgments

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Conclusion

Terms of Reference

- To identify PICES objectives for communications consistent with the PICES Strategic Plan, Action Plans of Standing Committees, and the FUTURE Science Plan;
- To evaluate the principal audiences for scientific and other products in PICES;
- To evaluate the role that PICES should play in educating diverse audiences about the marine ecosystems of the North Pacific;

Terms of Reference (cont.)

- To review options for PICES products and partnerships (including national member resources) that can accomplish the communication objectives for these audiences;
- To deliver a report on the overall goals of communications that PICES should undertake, with recommendations for how PICES should develop internal structure to accomplish them.

PROCESS

- Communications Study Group (CSG) established at PICES 2007 annual meeting
- CSG met first time at Dalian 2008 annual meeting
- Brief report provided to Science Board
- CSG participation in FISP and intersessional meeting Qingdao
- Email exchanges among members
- CSG met second time at Jeju 2009

PROCESS (cont.)

- A draft report with recommendations and justifications presented to GC at Jeju
- Draft final report, April 5, 2010
- Some recommendations in action (Sendai symposium, wiki, PICES DDL,...)

ACKNOWLEDGMENTS

Overall conclusion is that PICES does an excellent job with scientific peer-review publications/communication. Focus of CSG recommendations is on value added and reaching other audiences.

ACKNOWLEDGMENTS

Since 2008, PICES Secretariat has:

١. Doubled the number of library repositories receiving all PICES publications
٢. Created a CD with all PICES publications – 500 copies distributed at July 2009 GLOBEC meeting (another CD planned for next annual meeting)
٣. Obtained agreement from Elsevier to provide a PICES acknowledgment on first page of each PICES paper and include PICES logo on special/theme issues
٤. Created notebooks, pens and bookmarks for this meeting – “branding” of PICES

CAVEATS

CSG recommendations should be practical:

١. Directly tied to PICES scientific and technical Committees (e.g., Monitor, TCODE, etc.) and FUTURE.
٢. Implementable without significant new resources.
٣. Utilize electronic media rather than print media to reduce costs and maximize distribution.
٤. Produce measurable results (ability to track web traffic, downloads of PDFs).

CAVEATS (cont)

These recommendations are not necessarily directly responses to the PICES Strategic Plan, Action Plans of Standing Committees, and the FUTURE Science Plan

- The key reasons for this lack of direct response relate to limits on the resources the SG-COM could devote to the task
- More importantly, the SG-COM did not envision ways to address certain aspects of the TOR charge given the lack of identifiable financial resources to cover the costs of advancing in certain directions

Priority audiences

- PICES Members
- The scientific community in which PICES exists but who are not engaged
- Targeted new scientific disciplines which can contribute to PICES main interests and new users of scientific results
- Promoting broad scientific literacy in member countries

COMMUNICATION OF SCIENTIFIC PUBLICATIONS

RECOMMENDATION 1.

Use the completion of the PICES Ecosystem Status Report in 2010 to develop a pilot news media strategy for reports / significant publications:

١. Brochure/electronic with “highlights” of Status and Trends
٢. Press release with key messages
٣. Widespread electronic dissemination

(The idea of a pilot news media strategy would be to target one or a few PICES meetings/products/activities to test the techniques and to stay within limited resources.)

COMMUNICATION OF SCIENTIFIC PUBLICATIONS (cont.)

Ideally, specific messages should be crafted for different audiences:

- Scientists
- Managers
- Policy/Decision Makers
- Stakeholders
- General Public

But this stresses the capacity of PICES. We do not conceive of a mechanism for how to do this without additional funding.

COMMUNICATION AROUND HOLDING A MAJOR SYMPOSIUM

RECOMMENDATION 2.

Use the PICES et al. April 2010 Climate Symposium in Sendai as a pilot for involving news media. Seek volunteers from local organizing committee:

- Press release with key issues
- Press conference with PICES scientists
- Invite science writers and journalism/science writing students

COMMUNICATION IN WG TOR

RECOMMENDATION 3.

PICES has asked working groups to consider revising their Terms of Reference in light of FUTURE. CSG recommends that each WG commit to increasing internal PICES communication for better information and integration, and to agree to write a short “electronic brochure” for communicating highlights of final reports as part of its TOR.

Each WG will be asked to identify a point person(s) to interact with PICES Secretariat to annually communicate the developments of the WG.

(PICES Secretariat will develop a pilot electronic reporting format for brief final report of WG in non-technical language – what was done, what was learned and what are the implications for society, management and further research.)

INTERNSHIP PROGRAM

Recommendation 4.

Use PICES ability to appoint an intern in the near term to assist Secretariat website staff in increasing electronic communications capacity (see next recommendation).

WEBSITE COMMUNICATION

RECOMMENDATION 5.

Develop a part of the PICES website for the general public (highlight PICES science results – content to be derived from brief reports mentioned in Recommendation 3.)

Develop a web link for involving new scientists as PICES members or as participants in PICES activities:

“How to get involved in PICES”

Develop ability to search PICES publications for metadata/ geo-referenced information (TCODE method)

WEBSITE COMMUNICATION

RECOMMENDATION 5 (cont.)

Increase the web links to PICES with key websites of ocean interests (member nominations).

Monitor PICES website visitation data from current baseline to assess how these recommendations work.

Experiment with Wikipedia and other networking sites (need volunteers to translate and maintain in all PICES member languages).

COMMUNICATION AND FUTURE

CSG notes that FUTURE through AICE, COVE and SOFE, has a strong commitment to communication consistent with other components of PICES, e.g., Status and Trends reports. However, PICES faces new challenges with communicating Outlooks and Forecasts. These represent an order of magnitude greater degree of communication sophistication than even the complex ecosystem status reports. These tasks should not be underestimated. **CSG believes that technical advice and capacity building in PICES is necessary.** (See Recommendation 6.)

CSG ROLE

RECOMMENDATION 6.

CSG recommends that Science Board consider creating an on-going Communications ad hoc committee consisting of communications professionals from PICES members with experience in science communications (including forecasts and risk/uncertainty) within member countries. This committee would plan and implement specific PICES communications under a designated PICES structure.

GC comments

- CSG failed to identify all PICES objectives for communications
- To reach a broader audience, PICES needs to communicate not only texts but multimedia stuff as well, e.g., to take clips with interviews with leading marine scientists and make them available on the Internet.
- George Boehlert (USA) informed that people that train science writers will be invited to participate in the PICES 2010 meeting in Portland.

GC comments (cont)

- Recommended to circulate the report to all Standing Committees
- After SGC.COM disbanded, GC will make a decision on how to manage PICES communication issues

Actions: Symposium in Sendai

- Developed a press release with key issues, organized press conferences with PICES scientists, invited science writers and journalism/science writing students
- All invited speakers provided several paragraphs and 2-3 figs through PICES Secretariat.
- Ishida-san drafted English/Japanese Brochures (~30 man/hours)

Actions: Symposium in Sendai

- Ito-san suggested to select only seven talks.
- Ito-san kindly redrafted the contents of these talks in easy Japanese based on his understanding and made a draft of Japanese leaflet (~20 man/hours)
- Ishida-san distributed Japanese/English drafts and asked to translate into Chinese, Korean and Russian and post on the web (~10 man/hours)

Actions: Wiki

- An article was compiled
- I approached leaders of all mentioned PICES projects to update (in vain)
- Visitation data available

Actions: TCODE Geonetwork Portal

- Geo-referenced metadata records for all PICES scientific and technical reports prepared (PICES intern participated)
- PDFs are copied
- Visitation data monitored

CONCLUSION

The members of CSG thank PICES for the opportunity to be of service and to provide ideas for using communications to advance the broader understanding of PICES science, the implementation of FUTURE, and the ongoing success of PICES and its members.