

2023 Report of the Advisory Panel on Science Communication

The Advisory Panel on Science Communication (AP-SciCom) met virtually on September 6th, 2023 before PICES-2023 in Seattle, USA. Many of our members otherwise couldn't attend the meeting. This meeting was chaired by Tammy Norgard and our focus was to review our annual business report and work together to complete a workshop proposal for PICES-2024.

AGENDA ITEMS 1 and 2

Introductions and agenda review

AGENDA ITEM 3

Review Terms of Reference and discuss achievements and next year's plan

We discussed the need to determine the communication and outreach needs of PICES members. We suggested a survey as a potential way to collect this information. We also discussed that the website remains a high priority. We suggested that we invite working group representatives to our monthly meetings to discuss outreach ideas and to share information and the video we have created. We talked about reminding PICES members to complete social media posts throughout the year and to tag PICES when doing so.

PICES Strategic Communications Planning and Implementation

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| <ul style="list-style-type: none"> • Create and maintain a PICES Strategic Science Communications Plan to share the findings and importance of PICES Science. Include short- and long-term communication goals to reach target audiences and specify a timeline for delivery. • Review and develop best practices for Science Communications and provide recommendations for media and messaging within PICES. • Determine and document measures of success of PICES Science Communications. • Review PICES brand and communication tools, especially the PICES website. Develop a plan for improvement, updates, and long-term maintenance. • Develop and practice a scheme to more effectively and regularly share the scientific results and achievements of PICES Expert Groups via the website, social media, and other available tools. |
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PICES Science Communications Training and Capacity Building
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| <ul style="list-style-type: none"> • Develop an annual Science Communications Training Plan including workshops, sessions, and symposia related to Science Communications. • Develop a Science Communications Training section of the PICES website to share Science Communication resources, opportunities, and potentially Science Communication case studies. |
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AGENDA ITEM 4

Requests to send to Science Board or our Parent Committee

We discussed a future proposal to Science Board to hire a professional videographer to engage with the working group team that develops factsheets to make professional short videos. Additionally, we will discuss with Science Board the need to provide more members. We are going to email the AP-SciCom members to see if they are still able to participate on the panel.

AGENDA ITEM 5

Review Workshop proposal for PICES 2024

We are going to develop a workshop for PICES 2024 called “Science Jam 2024”. The idea for this workshop will be to bring together all we have learned about communication products to create a science communication summary. This will be a working workshop to make factsheets and videos following the methods we have learned at the past two workshops. Natsuko will work with Vera, Julie, and Maggie. We discussed the need to inform people about the workshop and to spread the word about it with members’ PICES teams. Overlap of the workshop with other workshops may create a lack of participation among members.

AGENDA ITEM 6

Update on film proposal

Tammy provided an update on the film proposal. Jennifer Jackson is contacting a videographer to provide a proposal to create three short videos (2-3 minutes long) that highlight PICES science and serve as a tool to educate, inform, and inspire a broader community. Examples of the videos could include showcasing one or two of the workshops, highlighting the work of ECOPS, or showcasing a unique story that occurs when PICES membership comes together. We are open to the videographer's suggestions on what types of films would be engaging.

AP-SciCom Endnote 1

AP-SciCom participation list

Members

Tammy Norgard (Canada, Co-Chair)
Natsuko Nakayama (Japan, Co-Chair)
Takahito Ikenoue (Japan)
Sayaka Sogawa (Japan)
Vera Trainer (USA)

Members unable to attend

China: Jie Chen, Pengbin Wang
Japan: Aoi Sugimoto, Eisuke Tachikawa
Korea: Bum Soo Park, Jongwoo Park
USA: Hannah Lachance, Phoebe Woodworth-Jefcoats
Secretariat: Devon Warawa

AP-SciCom Endnote 2

AP-SciCom meeting agenda

1. Introductions
2. Review agenda
3. Review our Terms of Reference for our Advisory Panel. Discuss achievements and what we would like to focus on next year.
4. Do we have any requests to send to Science Board or our Parent Committee FUTURE (e.g., travel support fund, change in members/chairs/ToRs, an extension of the term (only WG), planning of capacity development event, new EG idea)?
5. Discuss a science communications workshop for PICES 2024 – Natsuko to lead
6. Update on film proposal for PICES 2023

AP-SciCom Endnote 3

Proposal for a Fact-Sheet Workshop at PICES-2024

Below is a proposed agenda for a workshop at PICES-2024

Workshop ID: W1

Corresponding Convenor: Natsuko Nakayama nakayama_natsuko37@fra.go.jp

Dates: All day October 20th , morning of Oct 21st

Sponsor CMT: TCODE, FUTURE, HD

Co-Sponsors: AP-ECOP

Day 1:

- 9:00–9:30 Introductions and summary of workshop objectives (Convenor)
- 9:30–10:30 Messaging for impact: how to design a science story (Julie Claussen)
- 10:30–10:50 Coffee break
- 10:50–12:00 Questions, discussions, and start to work first draft of the text
- 12:00–1:45 Lunch break
- 1:45–2:50 How to engage your audience with visuals factsheets (Maggie Mooney-Sues)
- 2:50–3:20 From research to fact sheet: A case study of how to turn your research into a fact sheet (Sayaka Sogawa)
- 3:20–3:40 Coffee Break
- 3:00–4:30 Work on Fact Sheets with assistance from invited speakers

Day 2:

- 9:00–10:30 Factsheet feedback session
- 10:30–10:50 Coffee Break
- 10:50–12:00 Final changes on fact sheets based on feedback
- 12:00–12:30 Final presentation of finished fact sheets

//end of workshop