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).