**LTER Communication Committee**  
**Report for the LTER Executive Committee**  
**April 27, 2012**

**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.

**Phone conference meetings during the 2011-2012 reporting period:** June 28, July 27, September 27, November 11, January 9, April 16, and May 2.

**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:
- Met via phone conference seven times to discuss progress on working group activities listed in Table 1.
- Conducted communication survey of sites to understand current communication capacity.
- Established list of communication point persons at each LTER site.
- Drafted job description for Communication Director and forwarded to Executive Board for discussion.
- Developed prototype for new LTER website [http://sage.lternet.edu/](http://sage.lternet.edu/) (LNO)
- Initiated work on ASM training workshop for site communication persons.
- Launched online LTER newsletter (LNO).
- Included visits to Hill as part of LTER Mini-Symposium.
- Encouraged sites to participate in AIBS congressional visits program.
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:
• Launched LTER science journalism program at Harvard Forest (MBL program team).
• Edited “transformational science” bullets for each site (LNO).
• Began developing guidelines for new LTER publication focusing on key research results.
• Implemented press strategy for BioScience release (HFR and LNO).
• Began development of LTER expert database as part of new website (LNO).

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 development of ASM training workshops for site communication persons and scientists.
• Launched online LTER newsletter (LNO).
• Established list of communication point persons at each LTER site.
<table>
<thead>
<tr>
<th>Working Group</th>
<th>Reporting Period Activities</th>
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<tbody>
<tr>
<td>(1) New LTER gateway website</td>
<td>• Provided input into design and content for site</td>
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<tr>
<td></td>
<td>• Solicited feedback from sites on new design</td>
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<td></td>
<td>• Initiated work on expert database</td>
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<td>(2) Science journalism program</td>
<td>• Initiated LTER science journalism program in NE</td>
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<td>(3) Expand mini-symposium</td>
<td>• Developed and implemented strategy for 2012 symposium</td>
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<td></td>
<td>• Included visits to Hill as part of symposium</td>
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<td>(4) Electronic LTER Network Newsletter</td>
<td>• Developed list of site newsletters</td>
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<td></td>
<td>• Identified communication point persons at each site</td>
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<td></td>
<td>• Produced two newsletters (LNO)</td>
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<td>(5) Provide input into the</td>
<td>• Began developing guidelines for new publication</td>
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<tr>
<td>LTER Transformational Science</td>
<td></td>
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<tr>
<td>publication</td>
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<td>(6) ASM communication workshops</td>
<td>• Drafted proposal and agenda for two workshops</td>
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