**Communication Committee meeting - LTER ASM – October 2, 2018**

Attendees: Julie Doll (KBS), Clarisse Hart (HFR), Nick Oehm (FCE), Sarah Garlick (HBR), Alexandra Rose (MCM, NWT), Lauren Wood (VCR), Lina DeGregorio (AND), Kristen Weiss (NCO), Peter Groffman (HBR), Marty Downs (NCO)

1. **A bit of history about the committee and its goals**
2. **LTER Stories project**

How can this committee play a role in reviewing the manuscripts?

Sarah Garlick, Julie Doll (will think about being guest editor) will work with Peter on a

strategy

We can aim for a companion podcast series (perhaps produced externally via a partnership with NPR).

1. **Discuss nominations and process for electing co-chair**

Julie Doll would like to step down as co-chair. We will follow up via email with details about the nomination process.

1. **Budget plan ($6k for participant support – just not salaries)**

* Professional development needs – with input from site survey
* Offer PD scholarship to communicators in the Network (site level communicators, not scientists)
* Product development – policy briefs, stakeholder communications, LTER calendar, videos, LTER site trading cards, podcast series across sites, exhibit for ESA/other venues (landscape change over time)
* Broadening participation is a goal across the network; are the communication venues that we are considering (e.g. podcasts) are an appropriate way to reach new audiences? Could we bring someone in to talk about how to use marketing strategies/research to understand audience and best reach them?
* In-person meetings for project work
* Scott Simon in the EOC group has the idea of developing videos for each site (including PDs for video production training). Right now maybe a quarter of sites have a video. This is a goal for the NCO. Erika Zambello has been visiting each site to blog about it, and has collected b-roll from each site.

Can we encourage the sites to sit together and figure out what they want to say, bridging among Comms/Scientists/IMs.

For 40-year review, what are useful impact metrics (quantitative and stories) for LTER Network and sites? Every site will be creating their 2-pagers, and the Network will create a package due in about a year. Can we use the stories generated from this process to make communications products (podcasts, etc.) – and can we use partners like Science Friday to leverage expertise/audience instead of reinventing the wheel?

1. **Community of Practice** – what is workable/useful for people; what format, PD or internal discussions
2. Role of this committee
   1. New initiatives for 2019
   2. Committee activities

We’ll meet every other month moving forward.