

## 2022 Report of the Advisory Panel on *Science Communications*

The Advisory Panel on *Science Communications* (AP-SciCom) met virtually on September 19, 2022, right before PICES-2022 in Busan, Korea. The meeting was chaired by Tammy Norgard, and the focus was to review the AP's annual business report, and work together to complete a workshop proposal for PICES-2023. We also discussed finding a Western Pacific Co-Chair for our Advisory Panel.

### AGENDA ITEM 1

#### **Welcome and introductions**

Ms. Norgard welcomed members to the meeting and self introductions were made (*AP-SciCom Endnote 1*). Many members were unable attend, so the group plans to meet again in October when more people will be available.

### AGENDA ITEM 2

#### **Meeting agenda**

The agenda was reviewed by members and approved with no revisions (*AP-SciCom Endnote 2*).

### AGENDA ITEM 3

#### **Review of EG report**

AP-SciCom reviewed the report we made to Science Board for PICES-2022. Dr. Aoi Sugimoto's name was put forward as a co-chair from the western side of the Pacific. She declined the invitation but agreed to act as temporary Co-Chair until a permanent one could be found. Dr. Vera Trainer suggested this would be an excellent job for an Early Career Ocean Professional. (Dr. Natsuko Nakayama (Japan) was appointed Co-Chair later in 2022.)

### AGENDA ITEM 4

#### **Workshop proposal for PICES-2023**

A proposal for a workshop was submitted for learning how to create for fact sheets or information pamphlets, to be co-convened with AP-ECOP (*AP-SciCom Endnote 3*). Discussion also focused on potentially developing a workshop in 2024 around improving science communications through social media.

### AGENDA ITEM 5

#### **Next steps - Other business**

- Dr. Pengbin Wang suggested obtaining additional funding from UNDOS. Members discussed the idea but no action was started on applying for this funding.
- Dr. Sayaka Sogawa asked for a summary of PICES's social media accounts. Lori Waters gave this summary in the meeting.
- Dr. Sugimoto suggested that it would be a good idea to promote PICES through YouTube.

*AP-SciCom Endnote 1*

**AP-SciCom participation list**

Members

Tammy Norgard (USA, Co-Chair)  
Pengbin Wang (China)  
Sayaka Sogawa (Japan)  
Aoi Sugimoto (Japan)  
Vera Trainer (USA)  
Lori Waters (PICES)

*AP-SciCom Endnote 2*

**AP-SciCom meeting agenda**

*September 19, 2022*

1. Welcome and introductions
2. Meeting agenda
3. Review of EG report
4. Workshop proposal for PICES-2023
5. Next steps

*AP-SciCom Endnote 3*

**Proposal for a Workshop on  
“Creation of clear, crisp, concise fact sheets for PICES Expert Groups”  
at PICES-2023**

Convenors: Tammy Norgard (Canada), Vera Trainer (USA), Aoi Sugimoto (Japan), Andrea White (Canada)  
Alexandra Davis (Canada)

Duration: 1 day

Fact sheets are an effective communication tool that can be used to describe the accomplishments and future plans of PICES Expert Groups in a clear and concise format. Preparation of such fact sheets would provide an excellent opportunity to deliver an outstanding first impression, educate community members, and increase organizational recognition about the breadth of scientific work being conducted under PICES. Moreover, creating fact sheets will challenge PICES scientists to analyze the goals and objectives of their Expert Groups, and to efficiently describe their achievements concisely and clearly. With impressive fact sheets, interest in PICES Expert Groups will be aroused and end users will understand the key ideas and achievements of the Expert Groups, providing opportunities to promote and celebrate the science being conducted by PICES. It will also provide a simple way to communicate PICES science to potential collaborators and aid them in identifying with which Expert Groups they are most closely aligned, while at the same time sparking interest and encouraging them to ask for more information. The proposed workshop builds upon the 2-day Science Communications workshop in 2022 that had the primary goal of developing videos that describe the accomplishments, needs, and future plans of PICES Expert Groups. An expert writing coach will provide instruction to members of each PICES Expert Group as well as PICES ECOPs on how to: 1. Be strategic and unique in designing fact sheets, 2. Choose a great headline, 3. Select important testimonials and/or briefly communicate results, 4. Use an aesthetically pleasing format, 5. Choose appropriate images, 6. Communicate

effectively to an international audience. Participants will work together to develop brief descriptions of PICES Expert Groups to highlight the core features and accomplishments of these groups without overwhelming the reader. Attention will be given to using appropriate language that is understandable and appealing to all participating PICES countries. Completed fact sheets will be posted on the PICES website. In addition, the workshop provides an opportunity for participants to build their science communication skillset which they can take to their own work outside of PICES, thereby advancing the promotion of ocean science more broadly. These skills will be an asset to all participants, particularly early career ocean professionals (ECOPs). Fact sheets from the workshop will be published on the PICES website.