

2024 Report of Advisory Panel on Science Communications

The Advisory Panel on Science Communications (AP-SciCom) met virtually on September 3rd/4th 2024, before PICES-2024 in Honolulu, USA. This meeting was chaired by Tammy Norgard and Natsuko Nakayama. In addition, members generally meet monthly throughout the year to plan and discuss activities related to the Terms of Reference.

AGENDA ITEM 1

Introductions and review agenda

AGENDA ITEM 2

Requests to Science Board and our Parent Committee

- We discussed mentioning to Science Board that we would like to encourage all member countries to attend AP-SciCom meetings and always welcome more members.
- The ToR was not reviewed in the virtual meeting. It was emailed to members for comments and none were received.

AGENDA ITEM 3

Update on planning Science Jam workshop for PICES-2024

- We reviewed the agenda for the workshop at PICES 2024 “Science Jam–Bridging the gap between science and social media to communicate PICES accomplishments with the world.”
- A workshop planning document was created to share with all members on a google drive.
- A workshop agenda was agreed on and tasks, such as creating presentations, were assigned to members. (See the [Workshop Report](#) for the details.)

AGENDA ITEM 4

Discussion of ideas for Science Communications Workshop for PICES 2025

- One idea for next year’s workshop was to bring in science artists like those that came to MSEAS-2024. Graphical recordings were created to convey major messages and challenges of the meeting to a wider audience.
- We discussed the potential of having our Advisory Panel members attend each session and spend a few minutes talking about science communication and some of the communication products PICES is working on, including fact sheets.
- No decisions were made on whether we would submit a workshop proposal or what the topic would be. The group was focused on preparing for the 2024 workshop and will revisit this agenda item at the next meeting.

AGENDA ITEM 5

Review progress on developing new fact sheets for PICES Expert Groups

- Members updated their progress on working with Expert Groups (EG) to complete fact sheets. Previously, a spreadsheet was created to track progress and assign members to contact EGs. An email template was shared for members to use when contacting groups. Each member reported

which Expert Groups they had reached out to and if they made any progress.

- Overall, there was little progress on completing fact sheets and EGs gave little response or engagement. Members discussed that scientists are likely lacking time, capacity, and training to make communication products themselves.
- To date, three fact sheets have been completed, including AP-ECOP, Sayaka's research program, HAB Section.
- PICES Communications Officer (Devon) reported that PICES is keen to prioritize creating fact sheets and that the Communications Officer will have more capacity to give support needed to Expert Groups in drafting, formatting, and editing facts sheets.
- The upcoming annual meeting will be used to increase awareness, support, and engagement from EGs. The Communications Officer will email EG chairs prior to the meeting offering support, if needed, and suggest EG may want to put fact sheets on their business meeting agenda to discuss a plan as a group. For example, appointing a fact sheet lead, attending the fact sheet topic at the "Science Jam" workshop, or requesting help of the Communications Officer/AP-SciComm.

AGENDA ITEM 6

Discuss the next steps for social media planning

- Devon updated the team on the social media strategy, which included the goals for social media, reviewed what social media platforms PICES uses, and outlined types of content that will be used on social media.
- A calendar/schedule was proposed, where posts will be made around four themes that will rotate each month (one theme per week). The themes proposed include: 1. PICES Promotion ("did you know" and "fun facts"); 2. PICES Members and Partners spotlight; 3. PICES Expert Group highlights and fact sheets; 4. North Pacific Science Stories highlighting a relevant recent publication.
- As needed and on an ongoing basis, PICES social media will also be used for announcements and other content, such Annual Meeting updates and information, reposting partner organization content or events, etc.
- Members supported the strategy and calendar/schedule.

AP-SciCom Endnote 1

AP-SciCom participation list

Members

Tammy Norgard (Canada, Co-chair)
Natsuko Nakayama (Japan, Co-chair)
Sayaka Sogawa (Japan)
Vera Trainer (USA)
Phoebe Woodworth-Jefcoats (USA)

PICES

Devon Warawa (Secretariat)

AP-SciCom Endnote 2

AP-SciCom meeting agenda

1. Introductions and Review Agenda
2. Do we have any requests to send to Science Board or our Parent Committee FUTURE

(example request - Travel support fund, change in members/chairs/ToRs, an extension of the term (only WG), planning of capacity development event, new EG idea, etc.)

3. Update on planning Science Jam workshop for PICES-2024
4. Discussion of ideas for Science Communications Workshop for PICES 2025
5. Review Progress on developing new fact sheets for PICES groups
6. Discuss the next steps on Social Media planning