



Agenda for ASP communication meeting – June 3rd, 2014

Present: Peter SM; Peter BC; Lucette B; Michelle W.

Regrets: Lene KH; Emma K., Signe H

Referee: Lucette B

1. Update on Website

- a. We received a request to add holidays in the calendar
 - We tried and discussed, and decided not to include this
- b. Activity on website – slight decrease this month
 - to be expected as many are in the field
- c. Twitter – continues to see activity
- d. Stories from the field
 - CEOS has posted 2 stories from Daneborg;
 - ARC is following up with researchers to get more stories from Daneborg;
 - LB to talk to John Iacozza to get stories from Cambridge Bay.
- e. Videos – leadership supports videos on an ‘opportunity’ basis; suggestion from leadership to create a 2min video clip or slide show presentation on major publications; link to the video/presentation could be included in the ‘publication’ page.
 - Great idea but we need to think about how this can be done effectively
 - Lucette to send link of a journal that is using this approach
 - One idea is to prioritize which papers get this level of communication
 - Need to discuss this at the November meeting with the leadership – need to explore how we can do this.

2. Internal/External communications

- a. Newsletter/ASP Update
 - We will create a simplified ‘ASP Update’ that is sent out 2 times a year
 - Feedback from template sent by LB:
 - Content categories are fine – address all areas of ASP and the website – can make changes as necessary
 - If you want to receive this newsletter....subscribe....PSM will contact Martin for suggestions re: distribution lists especially for external people
 - Research – publications – pick one story as a feature – go to ASP publications for more information; 1-3 publications max.; include a short description
 - Distributed 2 x per year
 - Have a dedicated ASP communications meeting one month prior to the distribution to collect content
 - Peter will ask graphic people at ARC to look into a nicer format.
 - Format – email vs pdf
 - Will discuss at the next meeting

3. Communications Report – Aarhus

- Getting stories from Daneborg right now
- Peter BC going to Daneborg June 17th – plan is to do videos and write stories

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4. Communication Report – CEOS

- a. Cambridge Bay – Arctic Science Day in Cambridge Bay went really well
 - Approx. 35 students from the high school participated
 - John Iacozza – positive response from students, teacher and community after the project
 - Michelle will add summary and photos on the website
- b. ASP field school included 3 outreach activities
 - Michelle will add summary and photos on the website
- c. Adding Amundsen projects to the website – Lucette needs to follow up with project leads
- d. Working with UofM communications people to develop a strategy to promote and communicate Soren’s activities – LB to follow up and will forward any new communication pieces to the ASP Communication team
- e. We need a better system for documenting Soren and other ASP leaders activities – ie participation at major conference and policy related meetings; major funding announcements; significant publications, etc.
 - Lucette sent a template
 - After a discussion we decided not to do this – will send email to Soren to correspond with CERC newsletter requests
 - LB to cc Peter(BC) and Peter (SM) on items sent to CERC

5. Communication Report – GCRC

- a. Daneborg/Young sound campaigns are going well - lost valuable equipment; interesting findings related to polynyas – might be a good story
- b. Workshop at institute re: Adaptation to a Changing Arctic – PSM to ask someone to write a short
- c. Update on ASP meeting in November – will be held in Aarhus; Nov.4-5, 2014; Only one from each time/year will attend – due to resources and need to continue operations/activities at home institutions
- d. Still working on improved relations between science and military – ongoing this year

6. Action Items

- a. Get research stories for Cambridge Bay (LB)
- b. Get ARC research stories for Daneborg (PBC)
- c. Send link to the journal that is using video clip to communicate publications (LB)
- d. Explore different options for including short video clips/slide shows for major publications (All)
 - to be discussed at the next meeting
- e. Contact Martin for suggestions: distribution lists for newsletters ie options for external people to subscribe and receive our *ASP UpDate!* (PSM)
 - to be discussed at next meeting
- f. Ask ARC graphic people to come up with a nicer format/design for the *ASP UpDate!* (PBC)
- g. Follow up with UM and CERC communications people re: promotion of CERC activities, and forward any new communication pieces to Peter (SM/BC) - (LB)
- h. Add summaries and photos on ASP outreach activities (MW)
 - ASP field school – 3 outreach activities conducted
 - Arctic Science Day – Cambridge Bay Campaign
- i. Amundsen campaign – list of projects – (LB)

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- j. Write-up on GINR hosting the Adaptation and a Changing Arctic workshop – (PSM/LKH/EK)
 - Small paragraph with photos
 - To post on News from ASP -
- k. Change photos in photo gallery with ASP photos (All)

Next meeting – NOTE the change: July 1st is Canada Day (holiday) – next meeting will be Tuesday, July 8th

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