

IODP NZ voyages: Communications and outreach plan

This document provides a strategic approach and action plan for GNS Science and IODP partners¹ to celebrate and promote the International Ocean Discovery Program (IODP) expeditions in and around New Zealand from mid 2017 to late 2018.

Research vessel JOIDES Resolution will make six voyages in New Zealand waters between July 2017 and October 2018, berthing in New Zealand ports five times. Each port call is an opportunity to celebrate the value of the science and the calibre of New Zealand earth science and scientists.

GNS Science and partners want to ensure they make the most of opportunities to share the excitement and lessons from what's happening, grow appreciation and enthusiasm for earth sciences, and continue to demonstrate the value of GNS Science and its IODP partners.

GNS Science, as New Zealand's lead IODP institution within ANZIC², has developed this document. Once finalised, it is intended that the plan should be shared with all partners. GNS Science will then either lead or co-ordinate all agreed outreach and communications activity.

This plan outlines an approach to maximise the visits to achieve these aims. It includes:

- Objectives of communications and outreach activity
- Challenges and opportunities for communications
- Audiences
- Key messages
- Implementation plan
- Appendix One

1. Objectives of outreach activity

The objective of this communications and outreach activity is to:

Celebrate and promote the opportunity to learn more about Zealandia (the New Zealand continent), and NZ scientists' expertise and leadership in this important science.

Secondary objectives are to:

¹ NIWA, Victoria University, Otago University, and Auckland University

² ANZIC Australian New Zealand IODP consortium (<http://iodp.org.au/>)

- Increase awareness and appreciation of geoscience and its role and value to all New Zealanders. For example, improved understanding of Earth's climate and oceans and assessment of earthquake and tsunami hazards
- Demonstrate the value of large international projects such as IODP to politicians and other funders
- Show that the NZ Geoscience community is world class and capable of attracting international initiatives to our EEZ and the Ross Sea
- Provide invaluable training opportunities for the next generation of New Zealand scientists and deliver unrivalled opportunities for students, teachers, and the public to engage with science
- Promote the value and safety of scientific drilling

2. Challenges and opportunities

This section explores a range of challenges and opportunities that will affect our ability to achieve our communications objectives.

Potential challenges

Potential challenge	Communications response
Many players involved in voyages - challenge to ensure share of voice while properly acknowledging all players - Need to agree how much input and sign off each party has	- Liaison at Board level about the high-level comms approach - Agree ownership, activity, and sign off processes for all activity - Single point of media contact - Share plans for media outreach to avoid duplication or cross-selling - Make use of owned channels to tell each organisations' story and leverage involvement (e.g. GNS Science website, facebook etc.)
The ship's visit may spark existing concerns about deep-sea drilling and seismic surveys	- Understand concerns, create clear messaging and back-pocket comms to respond - Use easy-to-understand analogies (e.g., size of a football field) to help explain impact
Iwi concerns - East Coast iwi have raised concerns about Petroleum companies exploring for oil and gas. - There are many iwi who may have an interest across the six voyages	- GNS Science iwi liason already underway
Limited resource to deliver comms and outreach plan	- Agree budget and resource, then prioritise activity to meet objectives, e.g., consider focussing activity on two port calls in different cities rather than attempting outreach at all five.
The voyages involve complicated science which can be hard for the layperson to understand.	- Ensure all storytelling is simplified as much as possible while maintaining accuracy. - Review all communications material to give it the 'layperson test'.
Voyages occurring over election year - Not known if the ministers will be the same - Parliament rises in August for General Election.	- Leverage opportunity as a good news story for politicians looking for them - Place the IODP visit on the agenda for GNS Science's early post-election

- MPs likely to be focused on other issues from mid-2017 until early 2018.	Communications with the minister
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Potential opportunities

Potential opportunity	Communications response
Great stories that will invoke NZ pride and curiosity - broad range of story angles - widespread local interest in earthquakes and how much we can understand of them.	- Use varied spokespersons and angles to maximise coverage - Media training and support for spokespersons
Opportunities to learn from successful engagement campaigns in Australia	- Connect with IODP colleagues in Australia to discuss what worked. - Ask to share materials (don't reinvent the wheel)
Existing warm relationships can help share the story more widely	- Engage early with partners, provide support as needed

3. Audiences

Audience	What we want them to think / know	How we'll reach them
-Policy-makers and politicians - Ministers Goldsmith, Joyce, Collins, Bridges, and PM English - Local MPs - Officials - Councils	Earth sciences deliver real value to NZ It is important for NZ to be involved in big projects such as the IODP, and these require funding, including post-voyage analytical funding, to deliver true benefits and provide science diplomacy opportunities (NZ-AUS, for example)	Meetings Letter / phone call to office VIP tour Website / media
Science and community leaders		As above
GNS Science staff		
Iwi		On-going iwi liaison through Bevan Hunter and existing connections between scientists and iwi groups (leverage from VMCF)
NZ news media - National - Regional - Science / education - Maori		Media release(s) and backgrounder(s) Press conference / ship tour Sell in individual stories
Science teachers and schools		Geocamp-style hands-on learning experiences. Invitations for ship visits and to join audiovisual classes on ship

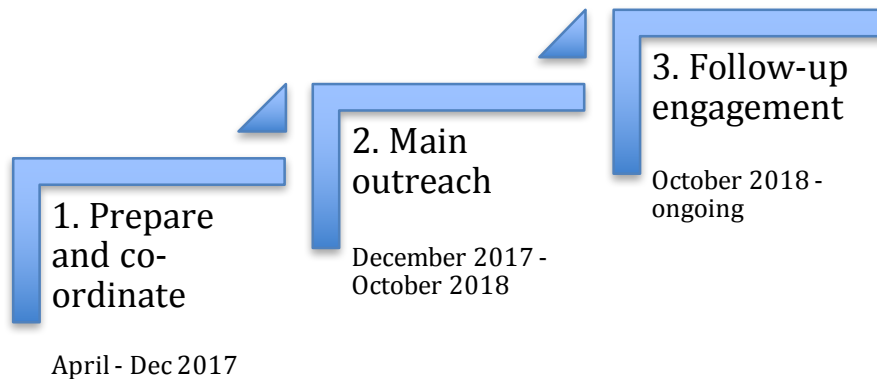
Funding agencies including MBIE, Royal Society of NZ, Antarctica NZ, MFAT, MFE, EQC, TPK		Letter Invitation to tour
End users of research e.g. EQC, Civil Defence, Councils		Letter Invitation to tour
Story-telling partners e.g. East Coast LAB, Royal Society, Antarctica NZ, Gisborne and Hawke's Bay Regional Councils, Science Media Centre, MCDEM	Share and celebrate the stories through their own channels	Pre-voyage letters and engagement Provide materials (backgrounders, photos etc.) as required
All NZers		Through media, social media and tours

4. Key messages

We will use the key messages to frame up all communications (with further detail and story angles too) to help us achieve our objectives. The key messages deliberately avoid talking directly about drilling, to avoid raising concern where it doesn't exist. But we will have responses prepared if asked.



5. Implementation plan



1. Prepare and co-ordinate

April - December 2017

- **Align expectations and agree priorities and resourcing –**
 - Agreement from GNS Executive (and other key stakeholders) on what is possible within resourcing limitations.
 - Agree strategy with local partners (NIWA and Universities) as well as Australian (ANZIC) and US (USSSP³) partners
 - Understand processes and sign-off requirements, including for port visits.
- **Risk management –** anticipate risks (risk register) and create back pocket responses, identify possible objectors and connect ahead of time
- **Identify speaking talent and story ideas –**
 - create a story bank of ideas and proposed media targets and share across all partners (GNS Science, NIWA, and universities) to avoid double up;
 - media training and support for key spokespeople
 - Create short videos of selected GNS Science participants explaining their work, both as media training exercise and as useful collateral for internal and external comms (GNS Science website, YouTube, Facebook etc.)
- **Gather information and create materials –**
 - Backgrounder(s) – overview and individual expeditions
 - Press releases
 - Op Eds (e.g., from chief scientists, CEO) celebrating NZ science and aspects of the voyages
 - Material for website and social media
 - Stock photos and video
 - Short video animations of ship undertaking scientific drilling missions
 - Draw up VIP invitation list for tours
 - Seek information on berthing. If possible, request public area, e.g., Te Papa berth in Wellington. Liaise with IODP about organising public tours noting that lists of people for each tour have to be provided to ship operators (and port authorities) some days in advance.
- **Early outreach**
 - Seek support of partners to expand story telling reach
 - Connect with potential detractors early and address concerns

³ U.S. Science Support Program

- Pre-election communications with Ministers to build engagement in the visit, seek interest in promotion (e.g., event at Parliament in Nov-Dec 2017 or early 2018)
- Iwi liaison – use existing GNS Science iwi liaison protocols to ensure appropriate contact and communications.

2. Main outreach

December 2017 – October 2018

Most outreach will be centred around port visits, though it is worth exploring the possibilities of flying VIPs and media out to the ship while it works if resources allow.

Recommend identifying 2-3 key stop overs to focus our efforts, e.g:

- 4 January 2018 in Wellington – media/VIP tours (Minister unlikely to be available)
- 8 March 2018, Wellington: Minister, VIPs, media again for Ministerial launch (important to have new angle here)
- 5 May 2018, Auckland: Auckland tours, Auckland media (and second cut at national media)

Outreach will be centred around the following activity:

- **Tours**
 - Send letters inviting key stakeholders (Ministers and officials, scientists and academics, industry, science teacher groups, science student groups, media)
 - Manage list and resourcing – guides and spokespeople, clearance with port operator etc.
- **Media engagement**
 - Backgrounder
 - Consider creating video and photos to provide to media
 - Promote IODP blogs
 - Invitation to tours / media briefing
 - Connect journalists with particular stories / scientists
 - Regional connections
 - Blogs – offer to prepare stories for influential blogs such as The Spinoff
 - Place further stories on the conclusion of each voyage.
- **Lecture series**
 - Arrange and host keynote speeches from key scientists, publicise through usual channels
- **Website, social media**
 - Maximise use of owned channels, place all suitable materials on owned websites and social media
 - Ensure pages are regularly updated
 - Clear branding (e.g. if using GeoDiscovery website, ensure clear GNS Science branding)
- **Education and Outreach from specialist on board JOIDES Resolution**
 - Maximise use of E&O personnel and resources on board for each expedition
- **Partnerships to increase reach**
 - Urge and support partners to promote and talk about the voyages and the science on their platforms.
 - Regular check-ins to ensure they have everything they need to tell the stories
 - Consider an event at Parliament if there is Ministerial appetite and resources allow.

- **Shipboard Education and Outreach**
 - Put NZ education and outreach officers aboard key expeditions: need agreement from Sharon Cooper at USSSP
 - Promote zoom education sessions from the ship to secondary schools and universities; need to make contact with Sharon Cooper in advance.

3. Follow up engagement to build on relationship

End 2018 - ongoing

- **Follow-up letters** to ministers and other guests, thanking them for their visit and providing information on the remainder of the tour, demonstrating results, invitations to get in touch
- **Identify further story ideas** from the voyage and send to key media
- **Connect interested guests to other GNS Science and partner stories**
- **Internal communications** to thank staff for their support, celebrate the success of the whole project.

Measurement

Once we have established available budget and resourcing, we will set key measurement targets to include media coverage, quality and quantity of stakeholder engagement (letters, tours etc.), and reach through partnerships, etc.

Appendix one: schedule of IODP activity

Expedition Name	Expedition Number	Liaison / co-chief scientist	NZ Scientists / E&O	Dates	Activities	Port Call
School of Rock		Sharon Cooper	Places for one early career scientist and one teacher from NZ	10 – 27 July, 2017	Blogs; ship-shore video	Subic Bay / Townsville
Tasman Frontier Subduction	371	Rupert Sutherland (VUW)	Wanda Stratford, Hugh Morgans, Kristina Pascher (all GNS) US and Aus E&O team	27 July – 26 Sept 2017	Blogs; ship-shore video	Townsville / Hobart
Australia Cretaceous Climate and Tectonics	369	Brian Huber (Smithsonian, US)	None, US E&O	26 Sept – 26 Nov 2017		Hobart/Fremantle
Creeping Gas Hydrate Slides and Hikurangi LWD	372	Ingo Pecher (Auckland U) and Phil Barnes (NIWA)	Joshu Mountjoy (NIWA)	26 Nov 2017 – 4 Jan 018	Port call	Fremantle / Wellington
Ross Sea West Antarctic Ice Sheet History	374	Rob McKay (VUW)	Giuseppe Cortese (GNS),	4 Jan – 8 Mar 2018	Blogs; ship-shore video; port calls	Wellington /Wellington

Hikurangi Subduction Margin Observatory	375	Laura Wallace (GNS)	Martin Crundwell, Claire Shepherd (GNS); Phil Barnes (NIWA); Annika Greve (VUW); US and NZ E&O team	8 Mar – 5 May 2018	Blogs; ship-shore video; port calls; Shipboard E&O targeted to East Coast iwi, communities; media/VIP ship visits	Wellington / Auckland
Brothers Arc Flux	376	Cornel de Ronde (GNS)	3 applicants;	5 May – 5 July 2018	Blogs; ship-shore video; port calls; media/VIP ship visits	Auckland /Auckland
School of Rock/ANZIC Masterclass		Sharon Cooper / ANZIC			Port-based school of rock for early career scientists/teachers; ship tours for schools	Auckland or Wellington
South Pacific Paleogene Climate	378	Debbie Thomas (Texas A&M) ?	Hollis? US E&O	14 Oct – 14 Dec 2018	Blogs; ship-shore video; port call	Wellington / Papeete
Amundsen Sea West Antarctic Ice Sheet History	376	TBD	Prebble? US E&O	18 Jan – 20 March 2018		Punta Arenas / Punta Arenas

Port Calls in 2018

Port calls are intervals of 3-4 days between expeditions when the ship is docked in port for re-provisioning and exchanging science teams. They are ideal opportunities for education and outreach initiatives, including ship tours and media briefings.

1. Wellington ~4 January: Gas Hydrate Slides/Hikurangi Subduction Margin/Antarctic Paleoclimate
 - a. Good time for major events around these two topics
2. Auckland ~5 May: Hikurangi Subduction Margin / Brothers Volcano
 - a. Good time for events around these expeditions
3. Auckland ~5 July: Brothers Volcano
 - a. Good time for event around this expedition's findings; followed by School of Rock program either in Auckland or Wellington.
4. Wellington ~14 Oct: South Pacific Paleogene climate
 - a. Good time for concluding symposium/public event on results from previous 4 expeditions and potential outcomes of upcoming "deep-time" paleoclimate expedition.