

Breakout Session Summary

Room 1

Report-Out by: *David Millar, Ngozi Oguguah*

Duplicate slides per question as needed

What is the role of observing institutions and stakeholders in developing a messaging strategy (e.g., storytelling, advocacy)? Where can coordination among these institutions be improved?

- Scientists understand how hard it is to get observations. Having a dedicated and professional communications group to communicate Ocean Observations can be useful.
- Partnerships with NGO which specialize in science communications is a good way to go.
- Getting new funding sources, partnerships, who is the audience.
- Messaging to address current challenges through stories / case studies to demonstrate need that justifies additional funding for sustained observations.
- The entire research community need to come together with a collective compelling statement. Have a specialist group focus group on the messaging.
- Use professional science communicators to communicate the story.
- It is essential to have sustained ocean observations capabilities. It allows to secure funds for long term observation.

What connections/organizational relationships could help to facilitate the development of a collective messaging strategy to convey the value of sustained ocean observations?

- Have professional communicators create specific messages.
- Linking up different groups together to carry out observations. Integrate traditional / indigenous knowledge.
- Develop Ocean Observation principles like the ocean literacy principles
- demonstrating benefits of observation while communicating challenges of future obs.
- Who are the users of Ocean Observation, some specific users need to pay- turn it into a business model.
- Communicating elements of novelty, transfer into managing resources. Ways of communicating to our peers, our students and others are different.
- Having the right approach to the messaging.

What are the governance and organizational structures needed to support the development of a concerted message development strategy?

- How is feedback collected. Ensure a feedback loop and modify comms as required
- Having standards and consistency in messaging / communications is important.
- How much information is needed.
- Open to innovation practices or best practices to reduce operational costs and to allow development in quality and quantity.
- The collective impact organization could be a collection of collective impact organizations, but the coordination of communications is critical and required.

Other pertinent, high-level ideas that arose during the breakout session.

Breakout Session Summary

Room #2

Report-Out by: *Jan Newton, Emily Lemagie*

Duplicate slides per question as needed

What is the role of observing institutions and stakeholders in developing a messaging strategy (e.g., storytelling, advocacy)? Where can coordination among these institutions be improved?

- Building **trust** over time : patience and consistent messaging
- Audience matters - it is a mistake to use the same message across organization (should craft the same message different ways?)
- Craft a community agreed-upon message (concepts and visual imagery)
- Collect success stories and highlight the positive
- Fit for purpose technologies that are rugged and affordable
- Shared language (understanding key terminology such as monitoring vs. management)
- Timing (“teachable moments” like hurricanes)

What connections/organizational relationships could help to facilitate the development of a collective messaging strategy to convey the value of sustained ocean observations?

- Connections with private foundations/donors that have personal interest
- Small companies may not have resources to participate in workshops such as this (need economic incentive to share data and ideas)
- Consider and incorporate non-traditional avenues of collaboration and funding
- Bring in social scientists to the conversation
- More frequent avenues/meetings for discussion

What are the governance and organizational structures needed to support the development of a concerted message development strategy?

- Europe may have a greater focus on clusters than the U.S.
- Ocean Literacy as a priority in schools : could use ocean technology as a theme across curriculums that fits within the common core
- Institutions to incentivize outreach
- International requirements from governments for shared infrastructure (e.g. underwater cable) for top-down support
- Incorporate indigenous voices and perspectives
- Umbrella message (consistent messaging build trust)
 - emphasize role of visual art
 - Message matrix
- Research round tables for more frequent communication

Breakout Session Summary

Room 3

Report-Out by: *Molly McCammon, Lance Kittel*

Duplicate slides per question as needed

What is the role of observing institutions and stakeholders in developing a messaging strategy (e.g., storytelling, advocacy)? Where can coordination among these institutions be improved?

- The responsibility to *develop* the messaging strategy, rather than relying on others (politicians, leaders, etc.)
- Strategy: A balance between mainstream science objective points, told in a compelling advocacy story *without* alienating other sectors
- Choosing concrete, common themes, coordinate similar storytelling opportunities between organizations
- Momentum for ocean operations has *not* been lost, organizations must take advantage of the continuing energy to tell compelling stories that are relatable to individuals, communities, and the sustainability of ocean protection initiatives
- Stimulating productive partnerships in academic, government, and private sectors (Continued...)

What is the role of observing institutions and stakeholders in developing a messaging strategy (e.g., storytelling, advocacy)? Where can coordination among these institutions be improved?

- The private sector should be allowed a seat at the table, and should be offered education opportunities through diplomatic discussions and participation
- The public is drastically impacted by messaging strategies, and leaders should ensure messaging is impactful for communities and public interest
- Consider *primary and secondary audiences*, and tailor each message for each audience differently (consider techniques, language, technology)
- “Benefits of Ocean Observing Catalog” via NOAA’s IOOS
 - Built as a tool for organizations to use in communications, and capability to allow for benefits to exist on multiple scales
- Communications are a MASSIVE skillset, and having a structured approach is beneficial to facilitate better communication connections
 - One-day trainings, compass trainings, science communications trainings are accessible and helpful

What connections/organizational relationships could help to facilitate the development of a collective messaging strategy to convey the value of sustained ocean observations?

- Developing *similar messages and priorities* between organizations would assist in delivering a similar message across platforms and networks
- Aiming to continually develop communications plans through iterations (which may be the ‘crisis of the day, although focusing on benefits and positive outcomes has similar outcomes’) helps further develop engagement and education of larger-scale issues
- Defining “layers” to each messaging opportunity helps develop effective messaging to differing audiences
- Agreeing upon a “big story”, which also speaks on the history of ocean observations, helps guide future operations and priorities
- Implementing strategies that span industries and studies, but still point back to the big story without devaluing the bigger pictures/goals
- Internal communications are just as important to facilitate and develop messages

What connections/organizational relationships could help to facilitate the development of a collective messaging strategy to convey the value of sustained ocean observations?

- What does it take to reinvent the wheel? How do we crack through our traditional messaging and existing partners/relationships molds to capture new audiences, industries and sectors?
 - We're really good at "talking to ourselves"

What are the governance and organizational structures needed to support the development of a concerted message development strategy?

- Ensuring we don't inhabit the same echo chamber, and instead build audiences from different sectors to engage in the conversation
- Identifying strategic groups who haven't engaged in these topics - like agriculture, tourism, and fisheries industries
- Creating forums that are suitable for the mentioned industries, and organizing a format which is engaging to multiple industries
- Speaking with inspirational concepts, uniting messages, and relating unlikely stakeholders to a common interest
- Further, channeling a unified call-to-action that speaks to each stakeholder and compels action from everyone
- Identify organizing entities to lead discussions

Other pertinent, high-level ideas that arose during the breakout session.

- Utilize aggregated resources to appeal to larger audiences, without convoluting the overall message or goal
- Focus on building commonalities between unlikely partners and stakeholders; listen to their common themes and build upon those to reach the goal
- Identifying champions in relevant industries could aid in developing communications with larger-picture groups
- Identifying international opportunities to engage leaders, raising the collective energy throughout the world

Breakout Session Summary

Room 4

Report-Out by: *Raymond Schmitt, Leah Mupas Segui*

Duplicate slides per question as needed

What is the role of observing institutions and stakeholders in developing a messaging strategy (e.g., storytelling, advocacy)? Where can coordination among these institutions be improved?

- Ocean is underappreciated – it is important to highlight how the ocean affects us all in our every day lives.
- Harness the public's fascination of the ocean to draw them into the conversation, even if it does not begin with the most important message (start with a hook).
- Communicate that we need to take ocean information from niche to norm.
- Can pivot from negative messages about ocean issues to messages about the positive effect of interventions.
- Can connect ocean observing and information to the “Blue-Green Economy”.
- Observing institutions can share discoveries and the importance of the ocean's role in weather while highlighting the monitoring that allows these discoveries to happen.

What is the role of observing institutions and stakeholders in developing a messaging strategy (e.g., storytelling, advocacy)? Where can coordination among these institutions be improved?

- Storytelling is an impactful way to share information, but the way the story is crafted depends on the audience (general public vs. government).
- Need for active facilitation to bring stakeholders together to share and coordinate messages before the messages are shared with the public.
- Ocean observations are siloed but we can fit all of our work under the themes of curiosity and economics.
- The ocean observations community can learn lessons on unified communication from the space community, though the space community has few large actors (e.g. NASA) that have a communications strategy.
- Communicate the full value of information, in terms of what is lost or what is gained, and the different sectors it impacts.

What connections/organizational relationships could help to facilitate the development of a collective messaging strategy to convey the value of sustained ocean observations?

- Engage with informal science institutions that have expertise with communicating with the public.
- Engage with boundary organizations that have expertise in strategic communications (e.g. Alan Alda Center for Communicating Science, COMPASS)
- Celebrity champions of the ocean can help engage with younger generations.
- There is a need for a collective impact organization that connects the dots among stakeholders and organizations that communicate the value of ocean observing.
- A unified message may relinquish ownership and therefore possibilities for funding, which is unappealing when there is high competition for research funds.

What are the governance and organizational structures needed to support the development of a concerted message development strategy?

- Funding calls could include an outreach component in funding calls - include a science communication expert to share outcomes of the study.
- WMO is a global voice for weather but ocean is lacking this voice. IOC has too small of a voice.
- What are the other global organizations that champion the ocean and can they create a unified communications strategy (e.g. GOOS, JCOMMOPS)?
- Can we use The Decade to accomplish our communication need?
- Ocean observations and communication needs large amounts of funding. Political power has influence on funding, however working with philanthropists could be a funding avenue. Multiple foundations for the ocean exist and some support ocean science communication.
- The UN Decade of Ocean Science for Sustainable Development is a unified brand and an opportunity to pool funding.

What are the governance and organizational structures needed to support the development of a concerted message development strategy?

- Resources for ocean observations exist but the challenge is sustaining these systems long-term