

Communications and Outreach - October 1, 2012 – Sept. 30, 2013

Policy Makers

GFDL's Lab Director gave briefings to the Senate Commerce Committee, the House Science Committee, and the House Natural Resources Committee in February 2013, based on a landmark National Research Council report, "A National Strategy for Advancing Climate Modeling".

The Chief of Staff for the House Committee on Science, Space, and Technology visited GFDL and Princeton University in October 2013. He was particularly interested in hearing about our collaborative institute and collaborative research with Princeton.

In January 2013, a GFDL scientist along with an economist from NMFS, gave briefings about fisheries-related climate science to staff members from the House Science Committee, the House Natural Resources Committee, and the Senate Commerce Committee.

NOAA (Internal Communications)

Approximately 20 significant papers were identified and sent to NOAA, one of which elicited a request for more information from the Secretary of the Department of Commerce.

Several GFDL scientists participated in the Central Library Brown Bag Talk series at NOAA headquarters and Scientist-to-Scientist webinars, to raise GFDL's profile within NOAA.

In January 2013, a GFDL scientist participated in NOAA Science Day, which is designed to raise awareness among NOAA leadership of innovative research advances. Only six scientists are chosen to participate, giving short talks to an audience at NOAA headquarters in Silver Spring. GFDL's scientist was also among a subset of those scientists selected to give a similar talk to a smaller audience of NOAA's senior leadership in Washington, DC.

In June, a GFDL scientist participated in a webinar on "Tropical Climate Extremes", as a panel member. The webinar was part of NOAA's Modeling, Analysis, Predictions, and Projections (MAPP) Program webinar series.

As part of the National Weather Service's Climate Services Seminar Series, a GFDL scientist gave a talk about climate models ("Climate Models 101") in June 2013. The talk was delivered as a webinar, so all NOAA staff were invited to participate.

A GFDL scientist was profiled in the 'Gateway to NOAA' exhibit, "Meet Our People" at NOAA headquarters in Silver Spring, MD.

GFDL scientists were recognized on numerous occasions in emails sent from the OAR Assistant Administrator to all OAR employees. Examples include several significant papers and four major awards won by GFDL scientists.

Media

GFDL received approximately 60 media inquiries from reporters and producers, by email and phone. GFDL research was covered in a broad spectrum of news outlets, including CNN, ESPN, New Republic, Boston Globe, and the Associated Press on many occasions.

One of the few remaining dedicated science reporters in the country, Stephanie Ogburn (Climate Wire), visited GFDL and met with several of our scientists. The visit offered her the opportunity to get in-depth background about climate modeling and to cultivate several expert sources at the lab, for future stories.

An Executive Producer of a documentary series about climate visited GFDL for background. He met with ten GFDL scientists to gain an understanding about climate modeling and climate projections. The series, “Years of Living Dangerously”, aired on Showtime.

<http://www.sho.com/sho/years-of-living-dangerously/home>

A major motion picture producer interviewed several GFDL scientists for a new fictional movie. The creators are planning to use a fact-based climate change scenario as context for the movie.

A filmmaker taped an interview with a GFDL scientist about his work on dust, and its direct and indirect effects on climate.

GFDL and NOAA held a media teleconference to publicize a *Nature Climate Change* paper from the lab (“Heat stress reduces labor capacity under global warming”). Major news outlets such as NPR, Thompson Reuters and Bloomberg participated.

Climate Central featured GFDL research on its web site several times, including stories about hurricanes and heat waves.

GFDL scientists who were major contributors to IPCC AR5 (e.g., Lead Authors, Review Editors) participated in a media coaching session held at Climate Central, sponsored by the UN Foundation.

Public Outreach

GFDL is a collaborator on a successful grant proposal funded by NOAA's Office of Education. Partners include Monterey Bay Aquarium, Florida Aquarium, and the Alaska SeaLife Center. Titled, "Building Ocean Awareness Together", this two-year project is designed to build capacity among informal science educators on the topics of ocean acidification, oil spills, biodiversity loss, sea level rise, and energy literacy.

Two GFDL scientists were featured speakers for the screening of the movies *Chasing Ice* and *The Island President* during the Princeton Library Environmental Film Festival in February. For these two events, our scientists explained the science featured in each film, and answered questions from the audience after the screenings. Both events drew large public audiences.

Every issue of our Cooperative Institute's newsletter included articles and photos highlighting various GFDL scientists' accomplishments and awards.

An undergraduate science writing class from Princeton's Environmental Institute visited GFDL. The students' assignment was to listen to a GFDL scientist give a talk about climate modeling, detection and attribution, and then write it up as a news story. The scientist was so successful at engaging the students, they stayed an extra 30 minutes - until their transportation could not be postponed any longer.

For the third year in a row, a GFDL scientist was asked to give a guest lecture about climate models to a Princeton University Engineering Department undergraduate class.

A GFDL scientist participated as a speaker on a panel for Princeton's Students United for a Responsible Global Environment.

GFDL scientists gave several talks at DOE's Princeton Plasma Physics Laboratory: A Colloquium talk, "Ensemble Modeling of Climate-Carbon Cycle Interactions", in January 2013; and Earth Day Colloquium talk, "How Global Warming Is Heating Things Up at Work", in April 2013. In June 2013, a GFDL scientist was the featured speaker at PPPL's Open House, to which the public was invited.

Three Girl Scout troops visited GFDL, including 7 adults. A GFDL scientist-administrator gave a talk about how exciting climate science can be, and career opportunities available for girls who excel in science.

GFDL received approximately 216 general public inquiries through the web site, ranging from students interested in internships, to scientists' requests for data, museum requests for visualizations, academic publishers' requests for use of or modifications to still images, etc. Total correspondence, including internal to gather necessary information, as well as replies sent, was about 650 emails.

Web Presence

The GFDL web site saw about 620,000 visits in this period, for an average of approximately 51,700 visits per month. Isaac Held's blog, the lab's Bibliography, and the Events page (which lists seminars) were among the pages that consistently had the most traffic. The top search terms used to find our site and within our site, were "GFDL", "carbon cycle", "Isaac Held", and "GFDL hurricane model".

GFDL began the process of reorganizing all of the research content on the lab's web site, moving away from an "org chart" approach to something more intuitive and theme-driven. A committee of senior scientists worked with the lab's communications director through a series of meetings to determine exactly which themes (and topics within those themes), should be represented on our web site. This effort will involve the development of approximately 70 new Research web pages.

GFDL released the code for five of our new models on our web site. As part of this effort, several new CMIP web pages were also created, to provide a framework for our CMIP models and available datasets.

The Modeling section of the lab's web site was reorganized and rewritten to reflect the lab's new approach to model development.

To showcase GFDL's contribution to the Intergovernmental Panel on Climate Change, Assessment Report 5, upon its release in late September, several new web pages were created. Our contributions are categorized and described on pages for: Models; Data; Contributors; and Papers.

As part of ongoing assessing of the lab's web content and traffic on the site, a new Events section was created, as well as an Awards & Honors page.

For each of the four major awards won by GFDL scientists this year, a story was published on GFDL's web site, as well as OAR's and NOAA's.

GFDL science was featured in OAR's "best of 2012" research stories on the OAR web site.

GFDL's use of GAEA was featured in an article on the NOAA web site.

All of the audio and video (visualization) files on our site were upgraded. The files were converted to HTML5, so that audio and video play natively. This negates the need for video or audio player plug-ins, especially important when our web site is viewed on hand-held devices or tablets.