1. PROJECT INFORMATION

<table>
<thead>
<tr>
<th>GOA IERP Project Number:</th>
<th>G87/F1505-06</th>
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<tr>
<td>Title:</td>
<td>Communication, education, outreach for the NPRB Gulf of Alaska Project</td>
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<tr>
<td>Overall project duration</td>
<td>March 13, 2013-January 31, 2015</td>
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<td>Overall project funding</td>
<td>$54,052</td>
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<tr>
<td>Report submission date</td>
<td>December 1, 2013</td>
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<tr>
<td>Lead Author of Report*</td>
<td>Lisa Busch</td>
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*Although there may be only one lead author of the report, all PIs and co-PIs of the project, as identified in the approved statement of work and listed below, are responsible for the content of the Semiannual Progress report in terms of completeness and accuracy.

Principal Investigator(s), Co-Principal Investigators and Recipient Organization(s): Lisa Busch, Liz McKenzie, Sitka Sound Science Center

2. PROJECT OVERVIEW

a. Briefly (4-5 sentences) describe the core purpose of your project, and the underlying need for this research. The Sitka Sound Science Center provides NPRB with outreach services to engage communities around the Gulf of Alaska with the important research that is being conducted by G OAIERP. Our part of the project has increased NPRB’s social media profile and web presence and relays scientific process and information to a general audience on a regular basis.

b. State the specific GOAIERP hypothesis or hypotheses that your project is addressing.

N/A

c. List the specific objective(s) of your research project.

The objectives of this contract are to engage members of coastal communities in the science that GOAIERP researchers are conducting. We are helping with community engagement by producing four short videos that profile GOAIERP researchers; by encouraging local news outlets to report on GOAIERP work and by broadening the audience for the research through social media outlets and four short videos.
Video goals: To explain GOAIERP to the general public in the most engaging way, so viewers become interested in the work that researchers are doing and gain an understanding of the importance, unique features and value of GOAIERP. Another goal of the videos is to inspire young people who may be thinking about going into marine science, by showing researchers at work in the field. Each of the videos will put more focused stories into the broader context of the whole project, so that viewers are exposed to the project, even if they only see one of the videos.

3. PROGRESS SUMMARY

a. Provide a table showing the timeline and milestones for the current reporting period only.

This project is ongoing for one more year. Outreach and education will include notifying the general public when data analysis has results that are important to people that depend on marine resources. SSSC will try to engage people in science data analysis as well as the people who conduct the work while also keeping central to the outreach effort how this science relates to the people who help fund it through taxpayers dollars and local community members who could be influenced by the scientific findings.

b. Describe report period progress.

This past field season there were 7 stories and radio interviews that were printed or aired on GOAIERP. Several of these stories were aired statewide on public radio networks and several of them were carried by the Associated Press in larger distribution papers like the Anchorage Daily News and the Juneau Empire.

Gulf of Alaska Facebook page was started and the engagement through that social media outlet expanded slowly but steadily as posts were made two or three times a week.

Field Blogs were uploaded regularly throughout the field season and connected to facebook and NPRB website readers.

Coastal Community members were also reached by outreach efforts made by NOAA at the Sitka Whalefest, hosted by the Sitka Sound Science Center.

The educational tools resource list was completed.

Video progress is as follows:

Videographer met with researchers at various locations in Seward, Juneau, Sitka, and Seattle; and recorded more than 20 interviews as well as many hours of cover video. Video work was done onboard the Tiglax, Oscar Dyson, Northwest Explorer, and Seaview cruises in Seward, Juneau, and Sitka to film and photograph researchers and their ships. Other filming was done in the offices and labs at NOAA (Juneau), NOAA (Seattle) and diving seabirds and target fish species at the Alaska Sea Life Center (Seward).

Videographer worked with PI’s and others on UTL, MTL, and LTL cruises to obtain onboard footage; with the NOAA lab in Kodiak and Alaska Department of fish and game about submersible footage of target fish species; and with modelers and acousticians to obtain moving graphics representing their work on the project.
Currently the videography work includes reviewing footage, filming some additional b-roll, and beginning preliminary editing of the four videos. Additionally, the large amount of contributed footage will be reviewed and rendered to make it usable for GOAIERP videos.

c. Describe preliminary results.

Please describe any preliminary results for this project, including tables and figures where appropriate.

d. Describe integration activity.

e. Describe any concerns you may have about your project’s progress.

The biggest hurdles in our part of the GOAIERP project have been that some [delete Many] of the scientists involved have not responded to the need for outreach activities, such as with sharing photos or brief updates. [delete We did not expect scientists to be reluctant to share photos or brief updates.] We have overcome these difficulties by focusing on the [delete few ] scientists that have been willing to be interviewed by local media, share photos and updates on social media outlets.

For video work, the large amount of contributor video is invaluable and will add greatly to the project, but it does require a significant amount of time to review. Also, the video formats require a process called rendering (and scaling in many cases) to make them usable with the GOAIERP videos. This is also a very time consuming process. Additionally, due to the government shutdown of NOAA offices, the availability of some of this video was delayed.

f. Poster and oral presentations at scientific conferences or seminars

Please tell us about any significant scientific presentations related to this project.

g. Education and outreach

The education and outreach is going extremely well. Many communities have done stories in the newspaper and on the radio about the GOAIERP project. The field season was especially interesting and was covered by several reporters including the ones below:

- Olav Ormseth(bottom right) hits the radio waves with this story [http://www.kcaw.org/2013/08/05/integrated-research-aims-to-paint-big-picture-in-gulf/](http://www.kcaw.org/2013/08/05/integrated-research-aims-to-paint-big-picture-in-gulf/)
- Wyatt Fournier(bottom middle) was recently highlighted in a story in the Sitka Sentinel, by Tom Hesse, that was on the AP wire and appeared in the Juneau Empire and the Anchorage Daily News. Click this link to read the

- Ron Heinz (bottom left) and Phyllis Stabeno were recently part of a public radio story on GOAIERP. Story was done by Ed Schoenfeld of CoastAlaska. Clink link to hear the story. http://www.kcaw.org/2013/07/12/can-new-studies-make-gulf-fisheries-more-predictable/

Although Education and Outreach efforts are being coordinated by the NPRB, please do list a brief description of any education and/or outreach activities related to this project that you were involved in (NPRB funded or otherwise). Note that NPRB does not consider posters or oral presentations at scientific conferences as education and outreach activities.

4. PROGRESS STATUS

Overall the outreach and education is going well. Local reporters have been extremely interested in the topic as evidenced by the many stories that were done this past field season, and our facebook “friends” has increased from zero to almost 300.

(See below for progress on videos)

5. FUTURE WORKPLAN and DATA DELIVERY

Describe your workplan for the next 6 months and provide information regarding data delivery to the central system over the next 6 months using the tables below:

Profile 1: The Gulf of Alaska Project (Overview)

Description: This video will show the main components of the Gulf of Alaska Project, describe the importance of the project, the integrated nature of the study, and the importance of the Gulf of Alaska.

Rationale: This video provides a general overview of the Gulf of Alaska project, so that a viewer can go to the NPRB website and watch a short video in place of (or to supplement) the written materials about the project. Additionally, many people are visual and/or auditory learners, so the video will provide them with a more accessible way to understand the project.

Work Completed:

- Interviews: Ron Heintz, Jamal Moss, Olav Ormseth, Russ Hopcroft, Alexis Will, David McGowen, Sarah Hinckley (audio), Leslie Slater (phone), Jeff Napp, Nancy Kachel, Ana Aguilar-Islas, Suzanne Strom, Wyatt Fournier, Marty Reedy, Georgina Gibson (phone).

- Cover video: Middle Trophic Level (near shore purse seining and acoustic survey), St. Lazaria Island and sea bird studies, ship preparations (Tiglax, Northwest Explorer, Oscar Dyson), NOAA lab work (Juneau), and fieldwork (contributed footage from Tiglax, Northwest Explorer, Oscar Dyson and MTL surveys).
Work to be Completed:

**Interviews:** Follow up sound bites as needed

**Cover Video:** B-roll as needed and review and rendering of contributed video (LTL, MTL, UTL, modeling, acoustic, submersible footage).

Profile 2: The Gulf of Alaska Project (Science at Sea)

**Description:** This video will show the interesting field work (oceanography, LTL, UTL) that takes place at sea in order for researchers in the Gulf of Alaska project to collect vital data. It also puts the work into the broader context of the Gulf of Alaska project--exploring the significance of the project and the importance of the Gulf of Alaska.

**Rationale:** The general public does not have knowledge of the scientific work that goes on at sea. Viewers will be fascinated to see the researchers doing their fieldwork in the ocean environment, while they also learn about the challenges and rewards of scientific research. Importantly, the video will also help people understand why this type of research is necessary. Because this more focused story will grab the viewer’s attention, it creates a special opportunity to provide broader information about the GOAIERP project.

**Work Completed:**

**Interviews:** Jamal Moss, Russ Hopcroft, Ana Aguilar-Isles, Suzanne Strom, Dean Stockwell, Nancy Kachel, Dave Kachel, Jeff Napp, Ron Heintz, Wyatt Fournier, Dave McGowen, Marty Reedy, Captain and Crew of the NW Explorer.

**Cover video:** Preparations (Northwest Explorer), Tiglax (leaving from Seward at dusk & some preparations), fieldwork (contributed video from LTL and UTL cruises).

Work to be Completed:

**Interviews:** Follow-up sound bites as needed

**Cover Video:** B-roll as needed and review and rendering of contributed video of contributed video of at-sea operations.

Profile 3: The Gulf of Alaska Project (Olav Ormseth and near shore field work)

**Description:** This video will show the near shore environment and the field research conducted there. It explains the importance of the near shore areas for fish in the study and puts the work into the broader context of the Gulf of Alaska project, shows the significance of the project, and highlights the importance of the Gulf of Alaska.

**Rationale:** Many people in the general public are familiar with the life cycle of salmon, but few are aware that other fish species are born at sea and then come into the near shore areas to grow. While learning about the research conducted in these areas, viewers will also learn more about the life cycle of target species and why these bay areas are so important to healthy fish populations. This video will be very visually engaging—the setting is beautiful and watching the work carried out in a small inflatable will appeal to a broad audience, including young people who may
be thinking about going into science. This more focused story will hold the viewer’s attention, which provides an opportunity to explain broader information on the GOAIERP project

Work Completed:

**Interviews:** Olav Ormseth

**Cover video:** St. John the Baptist Bay near shore seining, fish caught in seine net, measuring, recording, etc., other instrument deployment and acoustic survey, video of support vessel *Seaview,* and contributed video from spring, summer, fall surveys.

Work to be Completed:

**Interviews:** Follow up sound bites as needed

**Cover Video:** B-roll as needed and review and rendering of contributed video of from Olav’s Spring/Summer/ Fall Cruises

Profile 4: The Gulf of Alaska Project (St. Lazaria/ Seabird Studies)

**Description:** This video shows the fascinating work conducted on seabirds, while explaining the land based part of the project, the connections to other components of the study, the importance of the Gulf of Alaska project, and the importance of the Gulf of Alaska.

**Rationale:** While the seabird studies are a smaller component of the Gulf of Alaska study, they are some of the most easily understood for the general public—and the most appealing to a broad, diverse audience. As with the other focused videos, this story will capture the viewer’s attention, providing an opportunity to present broader information on the GOAIERP project. Alexis explains the broader Gulf of Alaska project; she makes connections between sampling in the trawl nets and her own sampling of seabird diets; she is very engaging; and she will appeal to a broad audience, including young people and women. There is fascinating footage of seabirds diving and feeding, and of the chicks being taken from burrows for measuring. Additionally, St. Lazaria is visited by thousands of tourists each year, it is a visually stunning place, and it gives tangible evidence of the richness and importance of the Gulf of Alaska ecosystem.

**Main Narrator:** Alexis Will

Work Completed:

**Interviews:** Alexis Will, Leslie Slater (phone)

**Cover video:** St. Lazaria Island, seabirds, chicks in burrows, rhinoceros auklets and storm petrel sampling, rhinoceros auklets at night; Alexis Will processing samples; rhinoceros auklets surface and diving; tufted puffins surface and diving.

Work to be Completed:

**Interviews:** Follow-up sound bites as needed

**Cover Video:** some additional b-roll as needed
Estimated Completion Date for videos: March 1, 2014