

### Communication, Education, & Outreach for the NPRB Gulf of Alaska Project

The North Pacific Research Board seeks to enter into a contract with an Alaska non-profit organization with expertise in marine science for communication, education, & outreach for the Gulf of Alaska Project. NPRB is soliciting a proposal from your organization and two others. If you are interested in submitting a proposal, please do so no later than March 1, 2013. The maximum amount of the contract is \$55,000.

The \$17.5 million Gulf of Alaska Project began in 2010 and will continue through January 2015. The project focuses on the challenges that commercially and ecologically important young-of-the-year groundfishes face that may affect their survival and recruitment. More than 40 scientists from 11 institutions are taking part in this interdisciplinary study of one of Alaska's most productive marine ecosystems. A website for the project may be found at <http://gulfofalaska.nprb.org/>.

The first of two main field seasons was completed in 2011 and another is planned in 2013. The types of data collected by the program include oceanographic, acoustic, primary production, iron, zooplankton, ichthyoplankton, fish, seabird, marine mammal data and others.

The successful proposal for communication, education, & outreach should include the following elements:

- Dedication of staff time for maintaining content on the project website and social media (i.e., Facebook page), and interacting on a regular basis with project scientists to create content for outreach materials.
- Production of videos that showcase the variety of research conducted by this project and the integration of analyses among disciplines. Some portion of these videos should be filmed in the field in 2013. Expenses for travel to meet the ships in Juneau, Kodiak, and/or Seward should be included in the budget. (It is unlikely that there will be an opportunity to go to sea, but filming could be done aboard a vessel while it is in port.)
- Facilitation of lectures by project scientists in Alaska communities as travel schedules allow. Most of the scientists are based in Juneau, Seattle, and Fairbanks.
- Radio interviews and press releases publicizing the project.
- Proposals must include funds for travel to attend the annual Principal Investigator meeting (held in Seattle, Juneau, or Anchorage) in 2013 and 2014 and the annual Alaska Marine Science Symposium (held in Anchorage) in January 2013 – 15. At least one member of your team must attend the 2013 PI meeting Mar. 19 – 21 in Seattle.

Please note that NPRB pays invoices on a reimbursable basis. Financial forms will be submitted and paid quarterly.

Please send proposals to Danielle Dickson, NPRB Program Manager ([Danielle.Dickson@nprb.org](mailto:Danielle.Dickson@nprb.org)) no later than March 1, 2013. You will be notified of our decision sometime the following week. Please be prepared to travel to the PI meeting March 19 – 21 in the event that you are the successful candidate.