

6<sup>th</sup> (semi)annual meeting of the OPST  
*OceanPredict Science Team*

# Communications & Online Presence

**PN Vinayachandran, Kirsten Wilmer-Becker  
and the OP communication committee**

**16 June 2022**

# Communication – part of strategy

- **OP strategy and the ForeSea programme** have identified interaction and collaboration with an increasing number of new partners requiring increased communication

## Content

Recap: Communication committee

Terms of Reference

Online inventory

Options to Improve

# Communication committee

## Communication plan

**Purpose of communication**

**Types of communication**

**Value of communication**

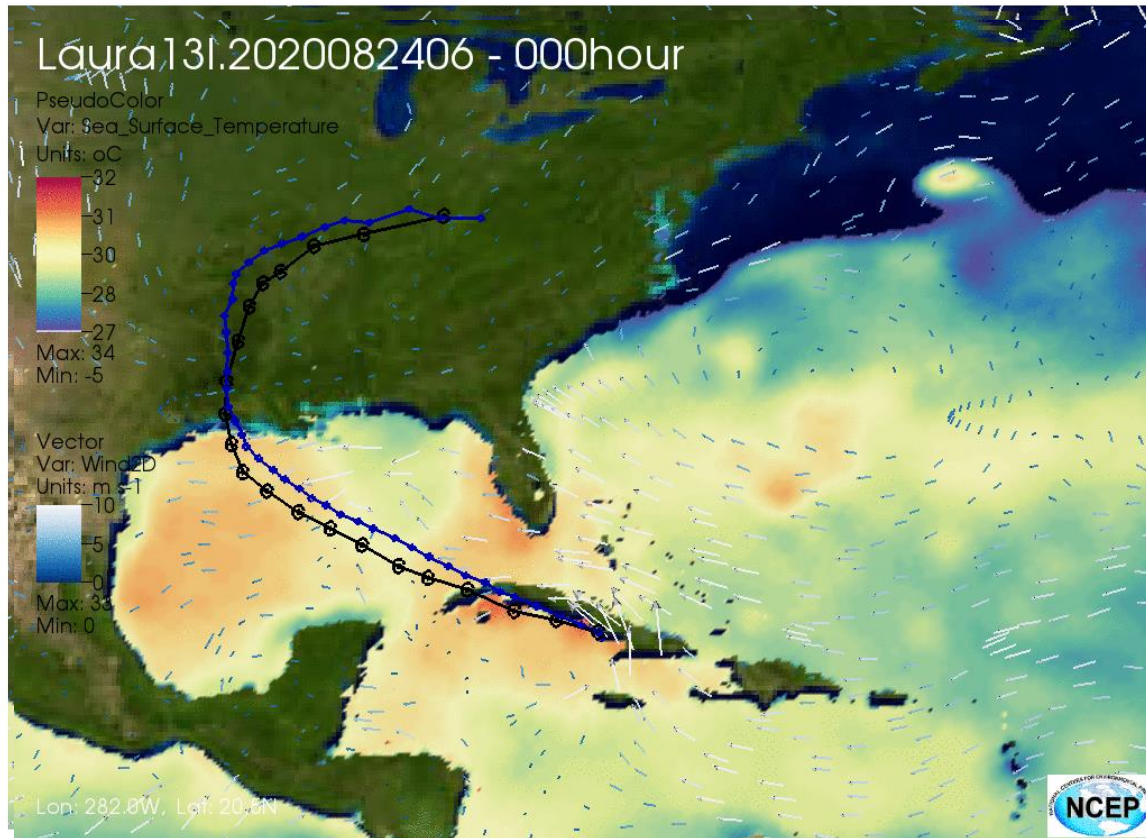
**Target audiences**

**Communication tools /methods**

**Example: Develop a regular OP newsletter**

# **Ocean Predict** Newsletter 1

December 2021



**Figure:** 3D-animation of coupled experimental Hurricane Analysis and Forecast System (HAFS) for Hurricane Laura prior to landfall on Gulf of Mexico coast in August 2020. The ocean model states are derived from RTOFS nowcast and forecasts. The model forecast track (in blue) matches well with NCEP/NHC's best track (in black). Upwelling caused by the storm can be seen in cooler SST's near the storm vortex.

May 2022

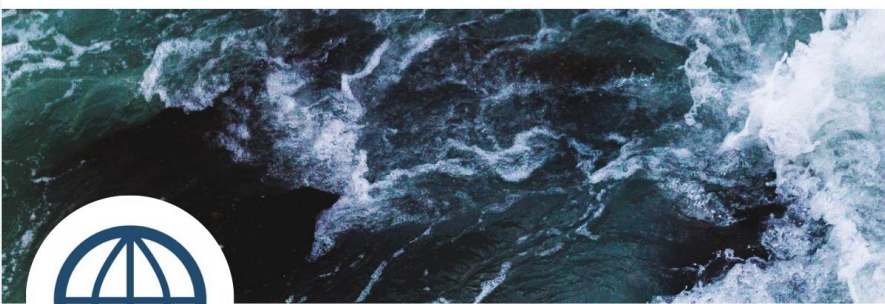


## Content

- [UN Decade Programme News](#)
- [OP Task Team News](#)
- [OP Operational Ocean Forecasting System News](#)
- [General OP News](#)
- [Events \(recent and upcoming\)](#)
- [Contact](#)



## News from ForeSea, SynObs, CoastPredict and ObsCoDe



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### OceanPredict

@OceanPredict

International Programme for Advancing the Science of Ocean Prediction

Joined June 2020

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**Sheila Heymans** @sheilaheyman · May 10

Emma highlights the @OceanPredict achievements and that @Euro\_Sea should put in abstracts for their workshop in June!



1

2

2

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# Ocean Predict

## Communication Plan

May 2021

*Contributions from the members of the Communication Committee*

*(Shared editing)*

### Content

- General
- Purpose
- Value of communication for OP
- OP communication structures
- Target audiences
- Types of communication
  - Internal
  - External
    - Intergovernmental
    - Research community
    - Maritime industry
    - Public
  - Special: UN Decade
- Methods of communication
- Costs
- Communication priorities 2021 to 2025 (or similar)
  
- Sandbox
  - Ideas for specific targeted communication
  - Other topics related to OP communication (not yet covered)

### Sandbox

#### Ideas for specific targeted communication

- Attractive brochure/doc about OP (long-term validity) to disseminate to possible new partners, university, academia, etc.). Would need to be nicely illustrated and worded to attract attention and higher visibility of OP efforts (Clemente)
- Collection of material / presentation for all OP members to use at conferences to show OP strategy and workings, so all deliver the same OP (representation, consistency, recognisability, ..) (Elisabeth)
- An up-to-date animation about OO in general coupled to the work of OP (expensive but very impactful!) (Andreas)

#### Other topics related to OP communication

- Develop a plan for how to show where OP fits into the constellation of other groups, how OP supports other groups/sector efforts and why it is therefore useful for external groups to support OP, also linking this into the UN Decade effort of a “healthy ocean”, a “predicted ocean” , etc. (Eric)
- Suggestions to add a webpage to the OP site that clarifies OPs links with its external partners (later also covering all UN Decade linkages)



# In the near future

- Embed OP and ForeSea in the UN Decade landscape.
- Develop effective relationship with DCC.
- What could be a mechanisms for projecting a brand like OP/Foresea ?

# Options to improve / Augument

- Repository of OP resources
- Educational toolkits
- Forum for ECS
- Communities
- A popular article in *different flavors*.

**Thank you**

