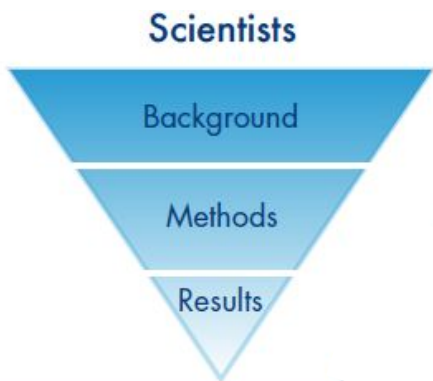


Communicating the Importance of Ocean Observations



GOMO Community Workshop
July 27, 2023



GOMO Communications Team

Jessica Mkitarian, Communications Specialist

Sarah Tucker and Jesse Gwinn, 2023 GOMO Knauss Fellows

GOMO's Communications Goals

To promote GOMO's research, activities and significance, in line with Strategic Plan goals:

- 1. Internally to NOAA Senior Leadership
- 2. Internally (cross line office) within NOAA to facilitate coordination
- 3. To the Ocean Observing Community
- 4. Externally to Capitol Hill
- 5. Externally to the variety of public audiences to raise awareness

Audience Groups!

**[Reference GOMO Comms Strategy document](#)*



GOMO Supports Half the World's Ocean Observing Research

Ocean observations are used in climate and weather prediction models and help us understand our changing ocean and its impact on the environment.

Increasing our knowledge of patterns, trends, and the state of the global ocean can help with **prediction of hurricanes**, interannual events such as **El Niño**, and even the **10-day weather forecast**.

Ocean observing research also helps with **maritime safety** and navigation, **coastal planning**, farming, and the blue economy. Our research **informs policy** and it helps improve the livelihood of **communities from the Arctic to island nations**.



How do we communicate our science?

outreach and communications activities during GO-SHIP A16N

External | Inbox | Communications | GOMO | ocean carbon

Leticia Barbero - NOAA Affiliate <leticia.barbero@noaa.gov>
to Laura, me, Diana, Emily, Emily, Olivia, Rayne, Denis

Hi all,
I am contacting you to set up an initial meeting to work on social media and outreach/comms activities as part of 2023 on the Ronald H. Brown.



GOSHIP A16N Comms
Wednesday, March 1 - 9:30 - 10:00am

Join with Google Meet
meet.google.com/qpv-rggd-qjo

Join by phone
(US) +1 470-735-3455 PIN: 744 132 273#

More phone numbers

Take meeting notes
Start a new document to capture notes



GO-SHIP A16N Cruise 2023

March 6 - May 9, 2023

[A16N 2023 GO-SHIP/CO2 Repeat Hydrography Cruise](#) website
[2023_03_GO-SHIP_A16N](#) Photo/Video/Journal

OVERVIEW

Global Ocean Ship-based Hydrographic Investigations Program (GO-SHIP) brings scientists with interests in physical oceanography, the carbon cycle, marine biogeochemical systems, and other users and collectors of hydrographic data to develop a coordinated network of sustained hydrographic sections as part of the global ocean observing system.

Twitter Stats:

Impressions: 18,926

Average: 6,589

Engagements: 346

Average: 209

Link Clicks: 40

Average: 21

NOAA Research @NOAAResearch
Scientists have boarded the @NOAA ship Ronald H. Brown in Brazil for a 55-day cruise to Iceland. With 150 planned stops along the way, data will be collected from the ocean's surface to the seafloor, sometimes reaching more than 3 miles deep!
Learn more: globalocean.noaa.gov/first-go-ship-...

9:06 AM · Mar 9, 2023 · 19.5K Views

29 Retweets 4 Quotes 122 Likes 3 Bookmarks



NOAA
GLOBAL OCEAN
MONITORING & OBSERVING

First NOAA GO-SHIP cruise in 5 years departs to study unique Atlantic basin

30-years of ocean observations provide view into long-term ocean trends On March 6, a team of scientists on the NOAA Ship Ronald H. Brown departed from Suape, Brazil for a 55-day cruise to the northerly waters of Reykjavik, Iceland. With 150 planned stops along this cruise track known as A16N, measurements of



Guiding Questions

1. **How can we better coordinate communications across our community?**
2. **How can we communicate our science beyond the ocean observing community?**
3. **How do we develop consistent and effective messaging on the value of ocean observing?**

Panel of Experts



Adi Hanein

Communications & Outreach Specialist
NOAA Pacific Marine Environmental Lab



Rayne Sabatello

Communications Specialist
NOAA AOML, Physical Sciences Division



Claire Montgomery

Communications & External Affairs Lead
NOAA Research Communications



Monica Allen

Director of Public Affairs
NOAA Research