



May 25th 2006

Dear Principal Investigator/Programme Leader:

International Polar Year: Media communication, education and outreach

Congratulations on the endorsement of your programme for International Polar Year. As you know, education and public engagement are integral aspirations for IPY. The time has come to develop short, plain language summaries for each IPY programme that can be used for media and other forms of public engagement.

It is impossible for the IPY IPO to produce these summaries quickly and accurately for over 200 projects. We require your assistance in preparing and agreeing on the content of media-accessible summaries with your colleagues. We already receive keen interest from journalists seeking detail of the scientific content and activities of IPY. Therefore, we need you, as a matter of urgency, to complete an online form by no later than Friday 30 June 2006. This important information will contribute to a virtual media room on the www.ipy.org website and, of course, help you communicate your plans to the public. The link can be found at:

<http://www.ipy.org/international/joint-committee/eoc/>

We know that many of you have recently submitted funding requests for your IPY activities. For this exercise, we ask you to assume success of those proposals - media professionals also have long lead times, and may need to develop proposals to fund their own activities. **TO DEVELOP EFFECTIVE MEDIA PARTNERSHIPS, WE MUST PROVIDE INFORMATION NOW, EVEN IN THE ABSENCE OF FIRM FUNDING DECISIONS.**

We strongly encourage you to work with your organisation's Press Office or the Press Office of one of your collaborators. Their knowledge and experience of the media will help you in completing this form and help your spokespeople prepare for potential interviews. To give you an idea of what we need, examples of a completed form are accessible at the above link.

In the next few days, a member of the IPY Education & Outreach Committee (EOC) will contact you to check progress and offer assistance. You can also reach your contact directly via the addresses at the end of this letter. If you do not have access to a Press Office, the EOC will try to put you in touch with a relevant contact in your country.

Promoting your programme through positive media exposure will bring many benefits to you and your colleagues and to IPY. Coverage has the potential to engage people from many sectors of society; it can stimulate young people and future scientists, as well as raise the profile of your organisation. Successful media relations can also generate world-wide interest and awareness of our science – a strategic objective for IPY.

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Your existing programme summaries, whilst informative for the science community, require re-packaging to attract media attention and public interest. We need 'tasters'— something to catch the eye of busy journalists and prompt them to seek out more detail. You may find that expressing a complicated international and interdisciplinary programme in 60 simple but exciting words presents an unexpected, and perhaps annoying, challenge. Nevertheless, we need your urgent assistance on this task – none of us should underestimate the potential impact of IPY on public understanding of Polar Regions, of global processes, and of science generally.

We are in the process of establishing an online workspace for the IPY community to share ideas and information about education, outreach and communications, and seek ways to coordinate and collaborate our efforts. If you would like to participate in this discussion, or know a researcher in your project, at any level, interested in becoming involved in outreach activities, please get in touch.

Please do not hesitate to contact us if you require clarification or further information.

THANK YOU!



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IPY Education and Outreach Contacts

Lead Country	Antarctic	Arctic	Bipolar	Total number of projects	EOC co-ordinator	Email address
Argentina	1			1	IPY IPO	ipyipo@bas.ac.uk
Australia	5	3		8	Sally Chambers	Sally.Chambers@aad.gov.au
Belgium	2			2	Jean de Pomereu	jean.depomereu@polarfoundation.org
Canada	3	29	9	41	Jennifer Pink	pink@sciencenorth.ca
China	1			1	IPY IPO	ipyipo@bas.ac.uk
Czech Republic	2			2	IPY IPO	ipyipo@bas.ac.uk
Denmark	7		1	8	Lars Kullerud	lars.kullerud@uarctic.org
Finland		3	1	4	IPY IPO	ipyipo@bas.ac.uk
France	2	2	1	5	Jean de Pomereu	jean.depomereu@polarfoundation.org
Germany	6	4	5	15	Margarete Pauls	mpauls@awi-bremerhaven.de
Greenland	4			4	Lars Kullerud	lars.kullerud@uarctic.org
Iceland		2		2	IPY IPO	ipyipo@bas.ac.uk
India	1			1	IPY IPO	ipyipo@bas.ac.uk
Italy	2	1	1	4	IPY IPO	ipyipo@bas.ac.uk
Japan			1	1	IPY IPO	ipyipo@bas.ac.uk
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Sweden	1	9	2	12	Camilla Hansen	camilla.hansen@vr.se
UK	4	1	4	9	Linda Capper	LMCA@bas.ac.uk
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