



NNA | Navigating the New Arctic
CO | Community Office

Learn and Connect Series: Communicating Your Research to Arctic Communities

November 2, 2022



University of Colorado
Boulder



Land Acknowledgement

Native Land Digital: <https://native-land.ca/>

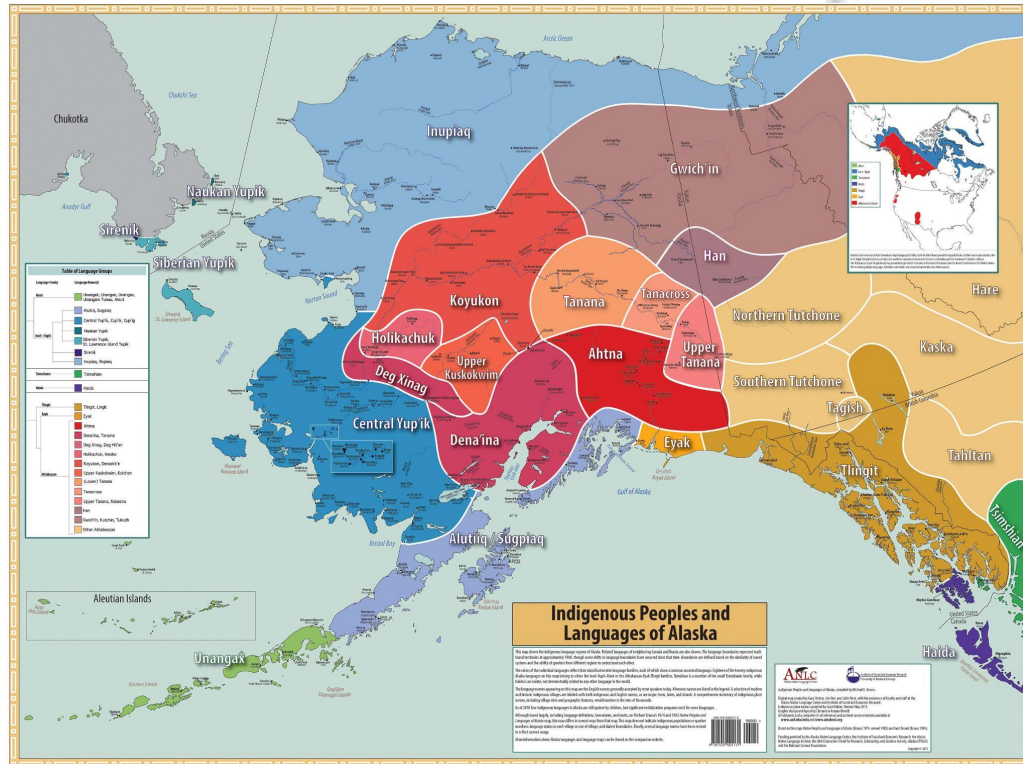


Image Credit: M. E. Krauss, Alaska Native Language Center 2013.

Troth Yeddha' campus
University of Alaska
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● Lower Tanana Dene
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Dena'ina Land

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● Ute, Cheyenne,
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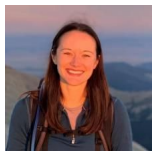
NNA-CO Education & Outreach



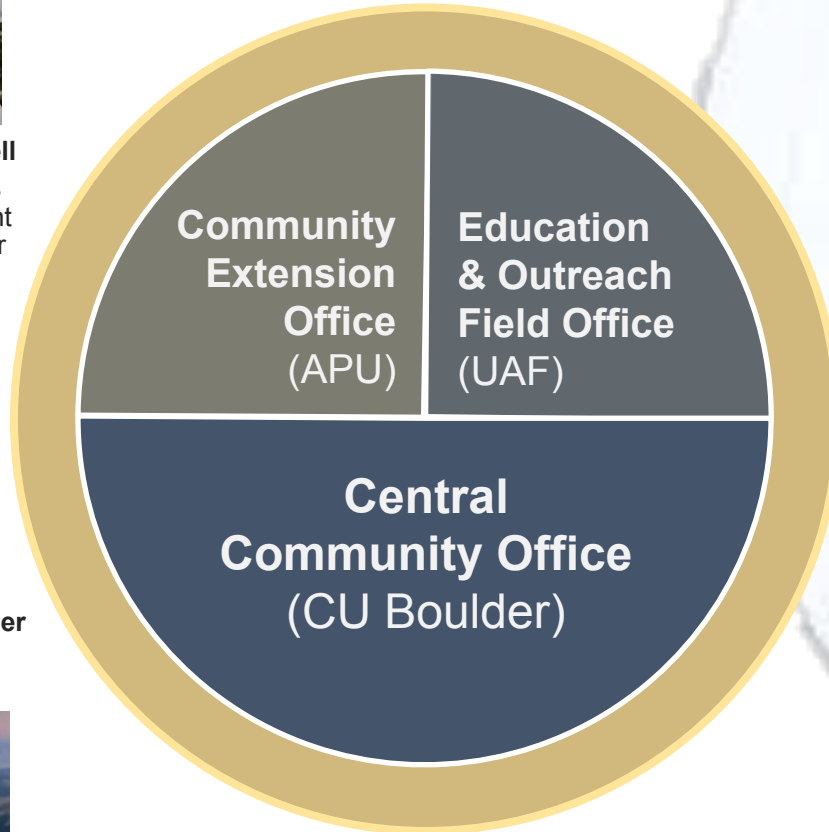
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Indigenous
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Matthew Druckenmiller
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+ leadership team and
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Sparrow



Katie
Spellman



Christi
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Heather
McFarland



Malinda
Chase

APU



Anne
Gold



Alyse
Thurber

CU Boulder

What to you is the most important characteristic of a broader impacts network in the Arctic?



Panelists

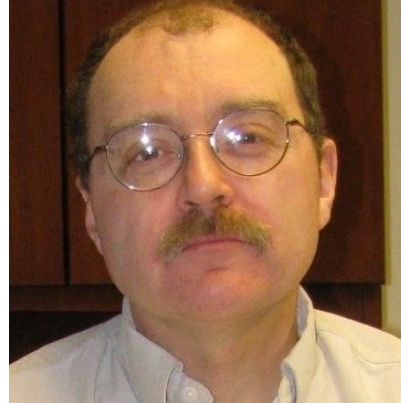


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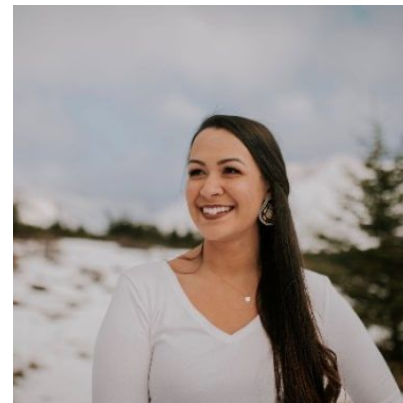
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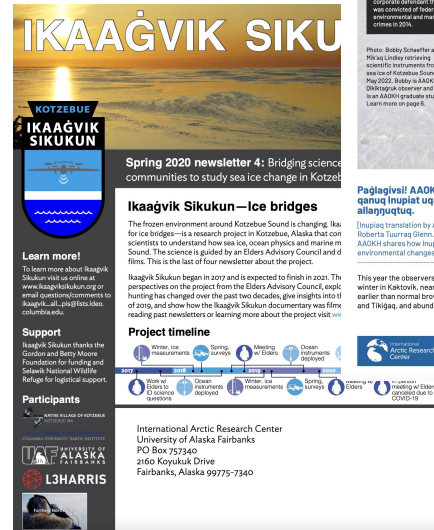
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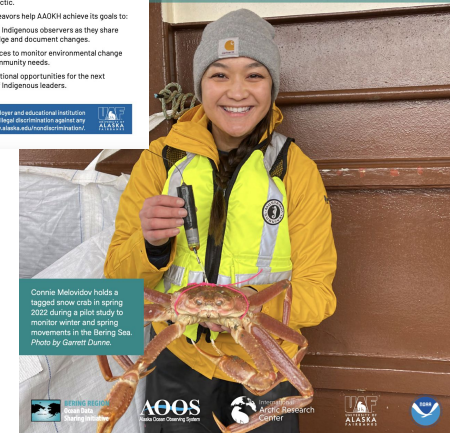
So you want to create a newsletter?

Perks of a newsletter

- Regular communication
- Direct access to audience
 - Share results
 - Project updates
- Deeper dives
 - More focused audiences, deeper dives



NG SCIENCE
Communicating science in and around the Bering Sea
beringregionoceananddata.org



So you want to create a newsletter?

Types of newsletters

- Electronic
 - Good internet
 - Templates/less work
 - Cautions: LOTs of eNewsletters, how will yours stand out?
- Print
 - Rural Alaskans w low bandwidth
 - More design skills needed



So you want to create a newsletter?

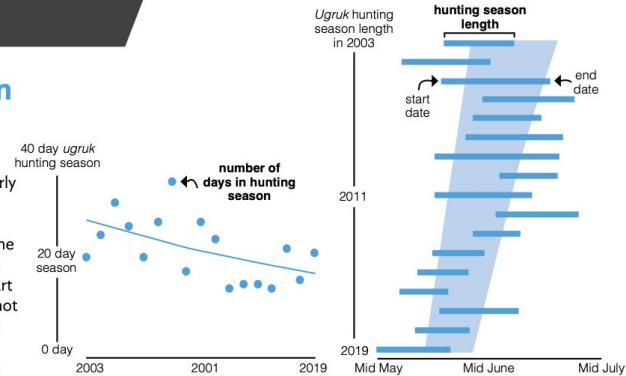
What improves success?

- Writing style
 - 6-8th grade level
 - No jargon, short sentences/paragraphs
 - Descriptive headers
 - 3 sec, 30 sec, 3 min rule
- Highly visual
 - People love local data, IF it's displayed well

Check out the data

Shorter ugruk season

Alex and Donna's team found that over the past 17 years, the length of the spring ugruk hunting season for the Qikiqtagarunmiut people decreased nearly a day per year. Kotzebue Sound now breaks up about 22 days earlier than it did in 2003 and is the main reason for the shrinking hunting season. Compared to the early 2000's, the hunting season start date is now slightly earlier, but there is not a significant trend. The most significant change is that the hunting season now ends in mid-June rather than early July.



Hunting ugruk

Spring ugruk (bearded seal) hunting ends about 26 days earlier in Kotzebue Sound than it did in 2003. Sea ice breaks up three weeks earlier.

Hunting ugruk is like hunting ice

Ugruk in Kotzebue Sound are closely tied to certain ice conditions, so hunting them is essentially the same as hunting ice. To quantify how the loss of sea ice has impacted the ugruk hunting season length, and start and end dates in Kotzebue Sound, Alex Whiting and Donna Hauser co-edited a project interviewing Elders, examining Tribal records, and analyzing sea ice data.

Interviewing Elders

The Elder Advisory Council provided indigenous knowledge about the sea ice conditions that impact ugruk and ugruk hunters in Kotzebue Sound.

What ugruk need

Kotzebue Sound is the only major estuary north of the Bering Strait where fresh and salt water mix in a shallow, productive nearshore environment. The Sound is important for fish, shrimp, clams and other animals ugruk eat while breeding and molting. To enter Kotzebue Sound, ugruk need open leads (frozen cracks in the ice) and the ice to start breaking up. Persistent "white ice" flows make ideal places for the ugruk to feed, molt, and haul out directly above their feeding areas. In this habitat, ugruk build fat reserves before continuing their migration north to the northern Chukchi and Beaufort Seas.

What hunters need

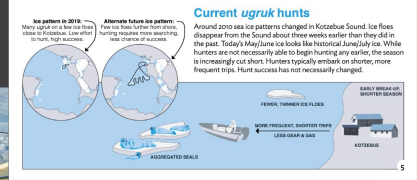
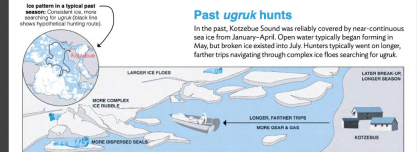
To avoid shooting ugruk in the water and risk having them sink, hunters prefer harvesting ugruk that are hauled out on ice floes. To access the floes, Kotzebue hunters need to wait until the channel (where the Naakka and Kotuk rivers merge and flow out of the Sound) in front of town opens and they can launch their boats. To make hunting safe and affordable, the broken ice floes need to be relatively close to town.



Check out the data

Shorter ugruk season

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So you want to create a newsletter?



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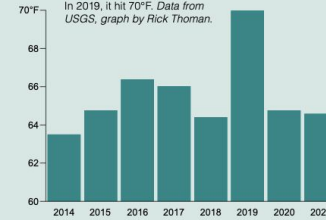
What was observed?

Warm water & salmon stress

The low salmon returns followed several years of warm conditions in the Bering Sea and rivers from the Kuskokwim to the Yukon. In summer 2019, community members raised the alarm to scientists and managers. They reported bathtub-like river water and dead salmon that still had eggs, meaning they died before spawning.

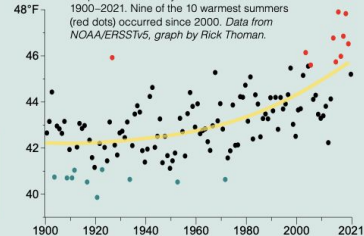
Yukon River temperature

This graph shows the maximum summer temperature of the Yukon River at Pilot Station. In 2019, it hit 70°F. Data from USGS, graph by Rick Thoman.



Bering Sea temperature

This graph shows the average sea surface temperature from May to October from 1900–2021. Nine of the 10 warmest summers (red dots) occurred since 2000. Data from NOAA/ERSST-v5, graph by Rick Thoman.



Where were dead salmon found? All five species of salmon were found from Prince William Sound and Bristol Bay in the south, to Norton Sound and the Yukon River in the north. Dead pink salmon were the most abundant in Norton Sound, chum in Yukon and Kuskokwim rivers, and red salmon in Bristol Bay. July marked the peak numbers of carcasses in western Alaska. This timing aligned with the warmest temperatures and lowest river levels.

Why is warm water bad? Salmon need cool, oxygen-rich water to migrate, spawn and rear their young. Many rivers and streams still provide great salmon habitat, but some areas are becoming warmer and drier due to climate change.

I ask taste showed that about 50% of binn salmon returning

Why does it matter?

- Results/plans + WHY!
 - Connect to what people care about
 - Implications of results
 - Say “we don’t know”
 - Why did you ask the question
- Incorporate local voices

Local Observations



1 - Qikiqtagruk

Bobby Schaeffer, AAKOH observer in Kotzebue

Normal spring

May 30 • Our Spring was more like the norm. Cold west winds dominated most of the month in Kotzebue. Daytime temperatures were in the low 30s consistent with night time temperatures in the upper teens. However, inland temperatures were quite warm. The melt was slow in the coastal areas. In fact, Kotzebue Lake is still solid. The Kotzebue and Noatak Rivers are now ice free. Noatak River ice broke through in front of Kotzebue early this morning. Locals are loading up the Noatak River hunting waterfowl and searching for gull eggs.

The Spring herring run has not arrived as of today. Once it comes in, the entire town will go to the seawall to harvest herring. The Buckland smelt run came in yesterday. Buckland folks are harvesting them as they make their way up the river to spawn. The Kotzebue smelt run should be passing the Kotzebue area soon as they make their way up the Kotzebue River to spawn on the gravel sand bar about 5 miles below the town of Kiana. The (Chukchi) will follow the smelt and feed on them then continue up the Kotzebue River to their spawning streams about 40 miles above the village of Kotzebue.

Early brown bear

March 25 • I did see a set of Alaskan (brown bear) tracks while

2 - Tikiqag

Guy Dornik, AAKOH observer in Point Hope

Early brown bear

March 15 • About 25 miles out town we came across this brown bear. Local residents were surprised by how early in the year a brown bear was spotted.

Early whaling

April 15 • Whales were spotted here in Point Hope yesterday. [During whaling began 14 days earlier than in 2021, and 18 days earlier than in 2022].

April 20 • My captain's crew caught a whale. So fast! Conditions on that day 15–20 mph north, cloudy. Also during the same day another crew to Point Hope landed a whale so a total of 5 whales [so far].

3 - Uluqung

Shelvin Peltocot, AAKOH observer in Maktovik

Rough ice, difficult travel

February 15 • The ice [broke up] like rock beds to rock fields, like barriers and barricades.

April 15 • Roughed up ice for a mile offshore. Drown's possible warm up and the weeks of wait.

Cold temperatures & fishing

February 15 • Extreme cold and fast freezing



4 - Utiqagvik

Billy Adams, AAKOH observer

Bountiful seals & whales

March 15 • Plenty of very healthy seals.

April 15 • Conditions have been 10°F and warm up about 7 am till 8 at night, east winds have been 5 mph all week keeping the mud open for the whalers. Three Inuit whalers were landed by Becker and Rebecca Adams yesterday, that was remarkable to see. God has blessed the people.

Polar bears close by

February 15 • Bears are around throughout the Chukchi coast. I have received reports of bears from Shishmaref and the Beaufort side Pt. Barrow to Kaktovik. This demonstrates that the bears and other animals are doing well.

February 15 • 10°F is a headache this morning. A mother with her cub that looks like a 2 year old, the cub will spend another year learning from its mother to become independent in a year or two. [My cousin: a mother that has a cub].

Joe Lewitt, AAKOH observer

Spring ice & whaling

April 15 • Ocean whales taken so far. Ocean has young ice formed, no current near the shore yet but young ice is melting farther out. Jelly fish seen in the water. Lots of polar bears.

May 15 • Wind keeps whales on land. Ice still good condition. Whales still going by. Young ice still forming during the day and night, cold temps.

May 15 • The ocean finally opened up about two miles out.

5 - Kaktovik

Carla Simakayuk, AAKOH observer

Cold & blowing snow

February 15 • Cold wind, wind chill went down to -48°F. Blowing snow along the shore. [February was very windy and cold, only one day warmed to above zero].

March 15 • We had beautiful warm clear weather for a few days, but the snow started blowing along the ground yesterday early evening, and turned into a blizzard today. Our whalers are now at 30 mph from the north west. Visibility got as bad as 100 yards and gusts got up to 55 mph. [March had many windy days with blowing snow].

Signs of spring

April 7 • Over the weekend hunters came back from the mountains with 12 caribou. Starting about two weeks ago people have been saying they heard snowbirds [snow hunting].

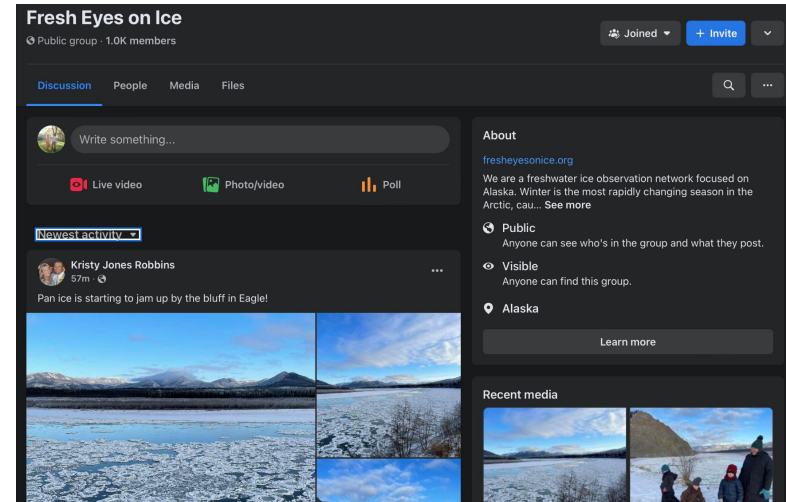
May 25 • The last few days have been a mixture of weather: sunshine, ice fog, rain, snow on nears. I've have probably had it these past couple of weeks. It is usually foggy in the morning and burns off by the afternoon. The tundra is melting, the smaller ponds have been melting. Today it's a little like 18 above but the wind is chilly. The small brown birds have arrived. So have the smelt and sandhill cranes.



So you want to create a newsletter?

When to avoid newsletters

- No specific audience
 - Think through: Why & How
- Little time/resources/skills to tailor writing/design to audience
- You want to communicate more regularly, two-way, or only rarely



Birdwatching brings millions of dollars to Alaska

Heather McFarland
907-674-6288
July 8, 2022

A committed and lucky birdwatcher in Alaska may see an elusive bluthroat north of the Brooks Range, catch a glimpse of the bold markings on a harlequin duck as it zips along an Interior river, encounter all four species of eider in Utqiagvik, or take in the sounds of thousands of feeding shorebirds in the Copper River Delta.

Thousands of birdwatchers flock to Alaska each year, drawn by the chance to check rare and hard-to-find species off a Big Year list. In doing so, they provide an often overlooked boost to the economy and incentive for conserving habitat.

New research by the University of Alaska Fairbanks and Audubon Alaska found that nearly 300,000 birders traveled to the state and spent about \$378 million in 2018. Birdwatching supported roughly 4,300 jobs in Alaska that year, a number similar to the mining and telecommunications industries but not necessarily similar in total income for jobholders.



Photo by Seth Remondweil/Toonik Field Station.

Compared to other tourists, birders in Alaska spent more money, stayed longer and traveled to more roadless and remote regions of the state during their visit. Prompted by the need for stealth and insider knowledge on birding spots, birdwatchers tended to travel in smaller groups and engage in more activities, like guided tours, than other nonbirders.

Beyond generating money and jobs for Alaska, birdwatching tourism is a sustainable activity and supports habitat conservation.

"Once you have visitors who are coming to Alaska spending money on viewing rare species that our surroundings provide the critical habitat for on a global scale, it becomes an incentive to keep that habitat high quality for birds," explained Tobias Schwoerer, the study lead and an economist at the UAF International Arctic Research Center.

The segment of the Alaska tourism industry not associated with large ship, rail or bus cruise

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2

Keep it short and simple: Get to your point—and fast.

“I get hundreds of pitches per day, and it’s impossible to read every single one completely, so the first two lines are important.”

“Please be clear and concise about what you are pitching in the beginning of your email; we often receive emails that take a couple of paragraphs to introduce their item.”

“I won’t read a pitch if it’s too long. Just get the main idea out and let me know I can reach out to you if I have any questions.”



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2

Fewer resources, more work

“Challenges around staffing and resources” is commonly noted as one of the biggest industry challenges for journalists. In an effort to keep up with the never-ending news cycle, journalists are having to multitask on multiple levels: **Nearly three in ten journalists (29%) file 10 or more stories per week**; 36% file anywhere from 4 to 9 stories per week; 34% file between one to three stories per week.

Not only are journalists filing multiple stories, the vast majority cover multiple topics as well.

Nearly half of journalists (44%) cover 2 to 4 beats; nearly the same number (43%) cover 5 or more beats.



of journalists cover five
beats or more

Crime and Justice
Education
Environment
Politics
Media



29%

of journalists file
ten or more stories per
week

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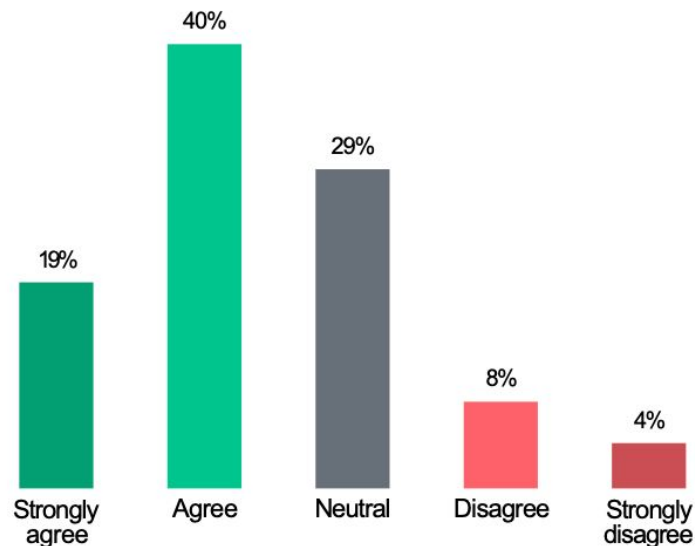
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Pressure to perform

Journalists feel the burden to drive audiences to their stories, which is increasingly directly related to budgets. “Declining advertising and circulation revenues” leads many newsrooms and editors to watch their audience data as closely as their ledes.

The pressure to drive clicks, shares, likes and video plays is directly impacting the industry: 59% of journalists agree that the availability of detailed audience metrics is making them rethink the way they evaluate stories. As one respondent commented, “[There is] so much content in so many places, it's hard to stay relevant.”

The availability of detailed audience metrics* has changed the way I evaluate stories.



*views, engagement, audience data

How to Win (Over) Journalists and Influence Earned Media

1

Make Their Lives Easier

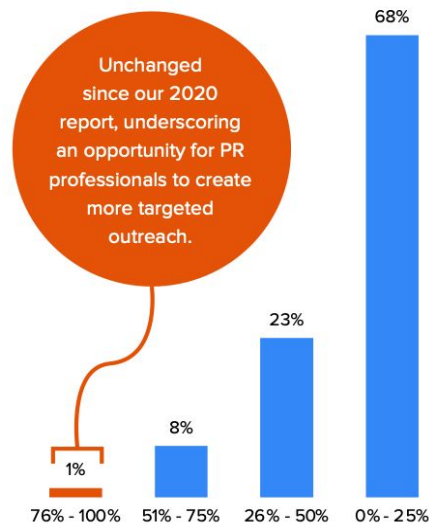
We asked journalists what PR pros could do to make their lives (and their ability to help PR pros in return) easier. These are their top suggestions.

“Understand my target audience and what they find relevant.”

This was No. 1 on the wish list, cited by 63% of journalists – not surprising, given that more than 2 in 3 journalists say the vast majority of pitches they receive are irrelevant.

Do your due diligence to ensure you’re reaching out to the right person at the right outlet. This is consistent with the many conversations we’ve had with journalists throughout the years. As one travel industry journalist put it: “Take the time to research the journalist you are pitching... **When I do get that rare pitch that shows me that the PR pro has actually viewed my work, they’ve got my attention.**”

What percentage of pitches received do you consider relevant?

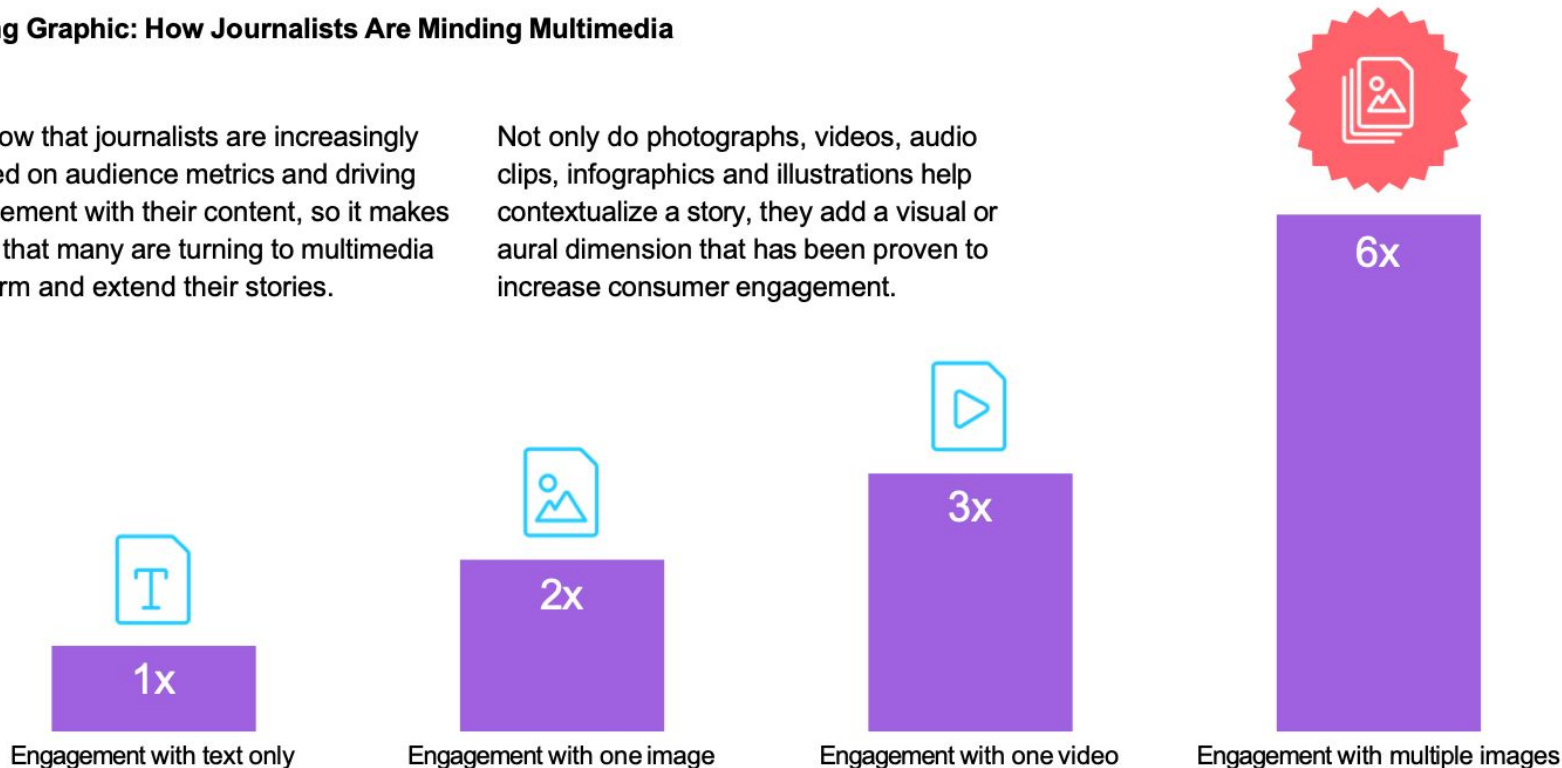


Connecting with Local Media

Getting Graphic: How Journalists Are Minding Multimedia

We know that journalists are increasingly focused on audience metrics and driving engagement with their content, so it makes sense that many are turning to multimedia to inform and extend their stories.

Not only do photographs, videos, audio clips, infographics and illustrations help contextualize a story, they add a visual or aural dimension that has been proven to increase consumer engagement.



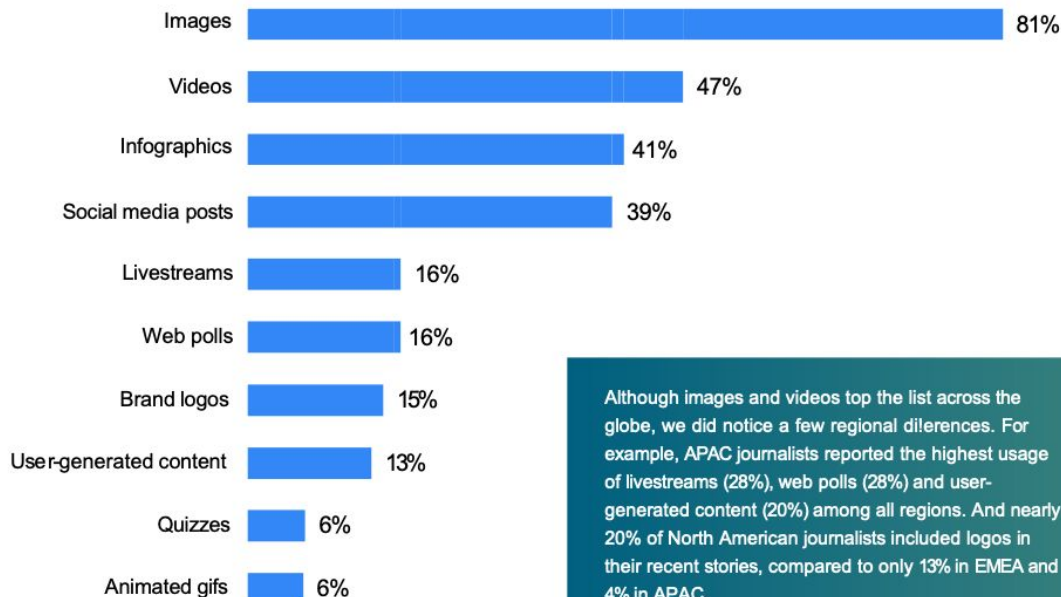
Source data from PRNewswire

Connecting with Local Media

What's more, 1 in 5 journalists (22%) explicitly say that publicists can do them a favor by including multimedia content in their pitches and with their press releases. More than half of journalists (54%) go so far as to say they would be more likely to cover a story if provided with multimedia.

Going by journalists' most-used multimedia elements from the last half of 2021, images may be the fastest way to get out of journalists' inboxes and onto their editorial calendars: Worldwide, 81% of journalists have recently used photos to accompany content. Video is also popular (47%), followed closely by infographics (41%) and social media posts (39%).

Which multimedia or data elements have you included in your articles over the past 6 months?

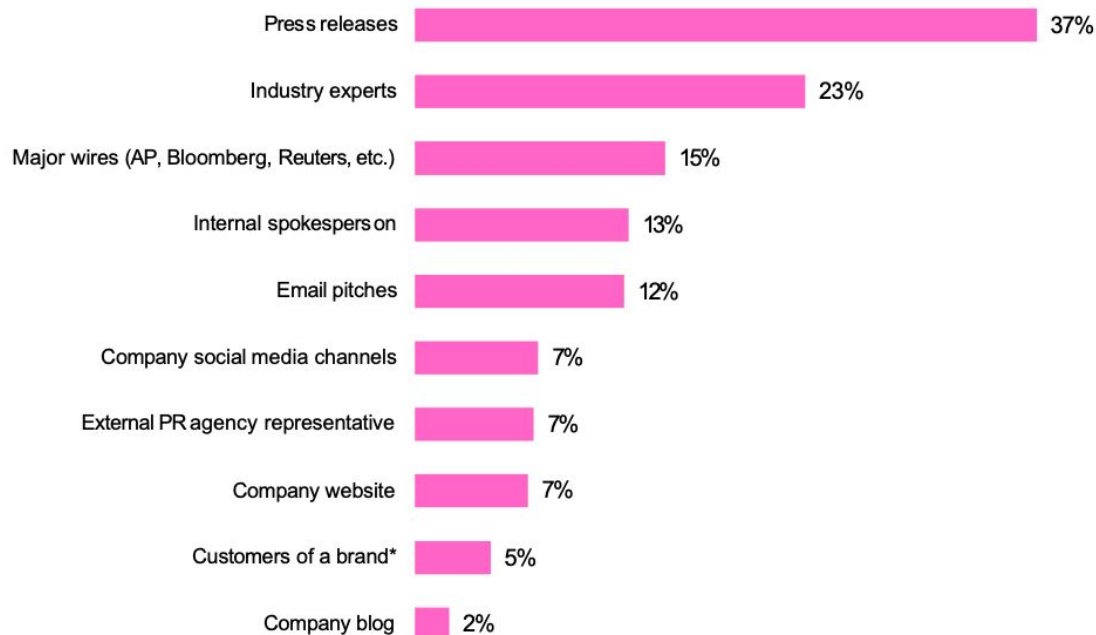


Although images and videos top the list across the globe, we did notice a few regional differences. For example, APAC journalists reported the highest usage of livestreams (28%), web polls (28%) and user-generated content (20%) among all regions. And nearly 20% of North American journalists included logos in their recent stories, compared to only 13% in EMEA and 4% in APAC.

Connecting with Local Media

When asked about the sources they find most useful for generating stories or story ideas, press releases again came in at number one, cited by more than a third of journalists (37%). Industry experts were also high on the list (23%), followed by major wire services (15%). Internal spokespeople (13%) and email pitches (12%) rounded out the top five.

Which source do you consider the most useful for generating stories or story ideas?



*Customers of a brand was not given as an answer choice in some Asian markets.

PRO TIP

Don't Underestimate the Power of a Press Release

If there's one thing journalists love, it's a good press release. Our findings show that more than 3 in 4 want to receive press releases from brands and PR pros (over any other type of content), and press releases are the #1 resource for generating story ideas.

Connecting with Local Media

The art and science of social media outreach.

Social media provides additional avenues to connect with journalists, but the same rules of “traditional” outreach apply—journalists have their own specific preferences for how they want to be approached, and they can smell a generic, copy-and-paste message a mile away.

A picture is worth more than a thousand words

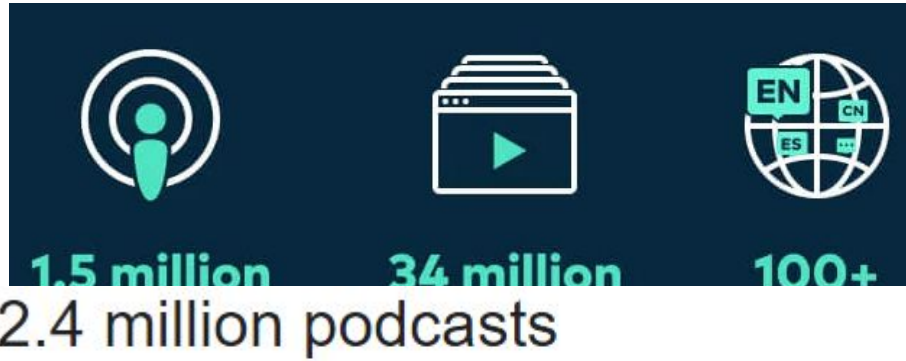
Journalists are using images, videos, infographics and other multimedia assets more than ever. Much of the time, the onus is on them to track those elements down. The more that you provide relevant and appropriate content up front—with captions and credits—the easier you make it for them to cover your story, and the more likely they will want to work with you in the future.

Long live the press release

For all the changes the media has seen in recent years, one thing remains the same: Press releases are still one of the most powerful vehicles for getting your news, story, product or event in front of the right journalists and helping those journalists generate stories.

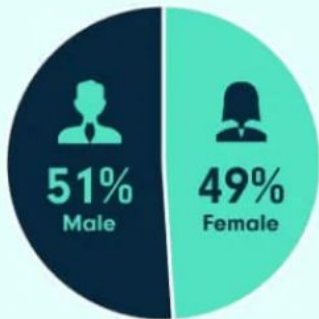


So you want to start a podcast...in the middle of a podcast boom?!

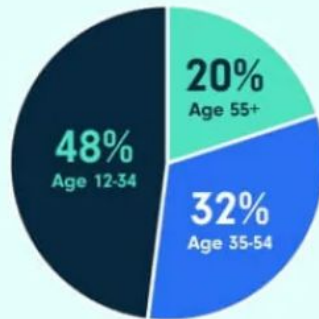


As of June 2022, there are **over 2.4 million** podcasts with over 66 million episodes between them.
Aug 20, 2022

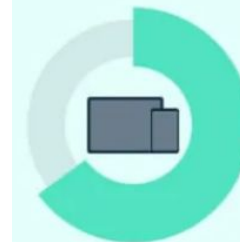
Gender distribution



Age distribution



Used to Listen to Podcasts



65%
Smartphone/tablet/
portable device



25%
Computer/laptop



10%
Smart speakers

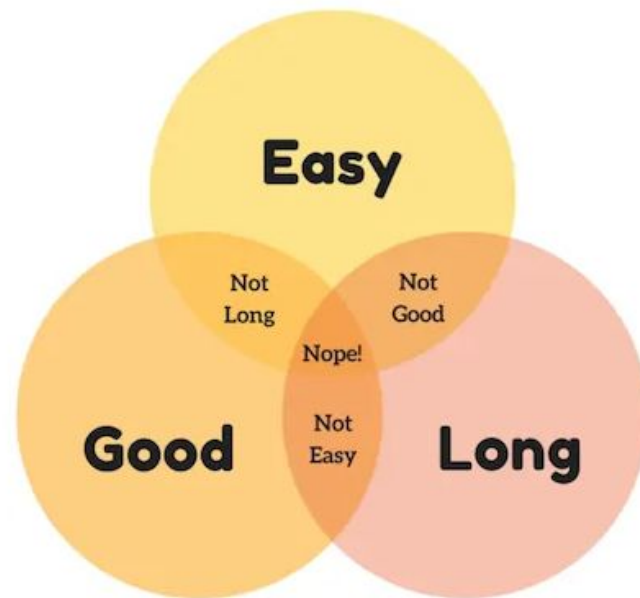
Podcasting... How hard can it be?



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- **Finding your voice**
 - What is your show about and what are your goals? Who is your podcast for?
- **Telling your story**
 - What is your style?
 - How will your show be structured?
 - Ex. there are 5-minute episodes and 6-hour long episodes
 - Podcast logistics, equipment, production, post-production
 - This can get technical and/or costly - or you can simplify!
- **Building a community of listeners**
 - Where will you share? How will you share?
 - How do you engage with your listeners?



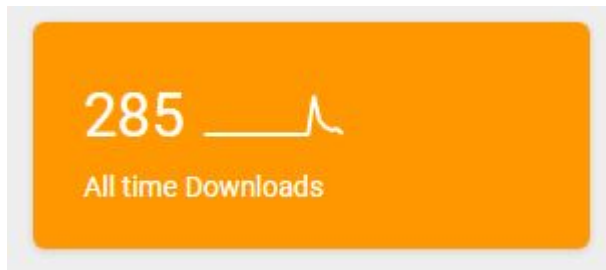
Podcasting can turn into a full-time job - do you have a interested student who can create cover art, show notes or even lead the podcast? Compensation or funds for an editor, for example?

How about the Arctic Together Podcast?

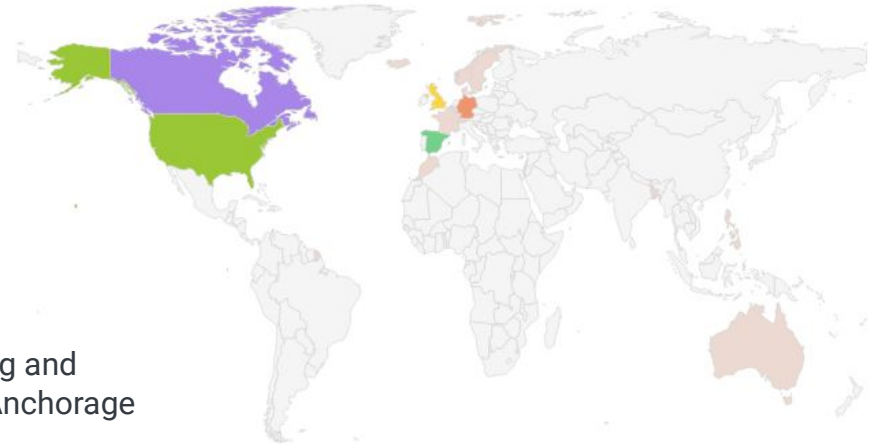


“Centering Indigenous community voices, getting to the root of research, and what it means to be *Arctic Together*.”

- **Target audience:** Peoples of the Arctic, NNA researchers, practitioners, local Indigenous communities, and those interested in learning from knowledge holders or who want to know more about the NNA program, research best practices, and methodology
- Launched in June 2022
- Quarterly series with options for coverage of events, international features, and ongoing issues.
- Rotating Arctic regions and topics



Next episode: Featuring the 2022 NNA Annual Community Meeting and mini-interviews conducted by the Teen Climate Communicators (Anchorage Museum)



How about the Arctic Together Podcast?

THE ARCTIC TOGETHER EPISODE ONE | SPRING 2022 PODCAST


RESOURCE GUIDE

Centering Indigenous community voices, getting to the root of research, and what it means to be “Arctic Together” through sharing story

Podcast Website

This Episode

Co-Production of Knowledge
Equity in Research
Visual & Musical Artists
Being in Relationship with Community

 Navigating the New Arctic
Community Office

ALASKA
PACIFIC
UNIVERSITY

INTERSECTIONS

A recurring podcast segment about the intersections of community, culture, and research with a focus on art, film, poetry, music or media.



“He proud of who you are in the moment and your identity of who you as an Indigenous person. Other artists, like myself and Apay’s or others, we are contributing to these changes. It feels different. It feels encouraging and it is just the beginning. I am hopeful for the future.”
- Qacung



Portrait photo by Koralia Tuck

Stephen Qacung Blanchett is a performing artist, a culture-bearer, and an art and culture educator. Qacung is a founding member of the Alaska Native tribal fank & Inuit seal group, Panyaa. In addition to his nearly 30-year performance career, Qacung has a passion in work for Alaska Native people. He has served in leadership roles with the Alaska Native Heritage Center, First Alaskans Institute, Panyaa Inc., and other arts, culture, and community service entities. He is currently the Cultural Heritage & Education Manager for Tlingit & Haida. He serves on the Board of Directors of the Western Arts Alliance and chairs the Advancing Indigenous Performance program. He also serves as a Board of Directors with the Alaska Humanities Forum. In 2022, Qacung was mentioned as The Kennedy Centers Next 50. This new initiative celebrates cultural leadership with 50 trailblazing leaders and organizations guiding society and the next generation into the future. He is a 2022 United States Artists Fellow and is a recipient of the 2021 Native Arts and Culture Foundation SHIFT-Transformative Change and Indigenous Arts award. He is a 2019 Dance/USA Fellowship recipient, a 2019 & 2016 recipient of the Raemonson Foundation’s Artist Fellowship, and a 2015 National Artist Fellowship recipient through the Native Arts and Culture Foundation. Qacung is a global citizen whose Indigenous and black roots guide his leadership and artistic vision.

 www.qacung.com

- Each episode has “show notes” that features more information on podcast guests, NNA research, links to resources and music
- Intersections segment featuring visual artists and musicians, cultural impact and influence
- Have a story to share? Interested in being a podcast guest? Have ideas for future episodes?

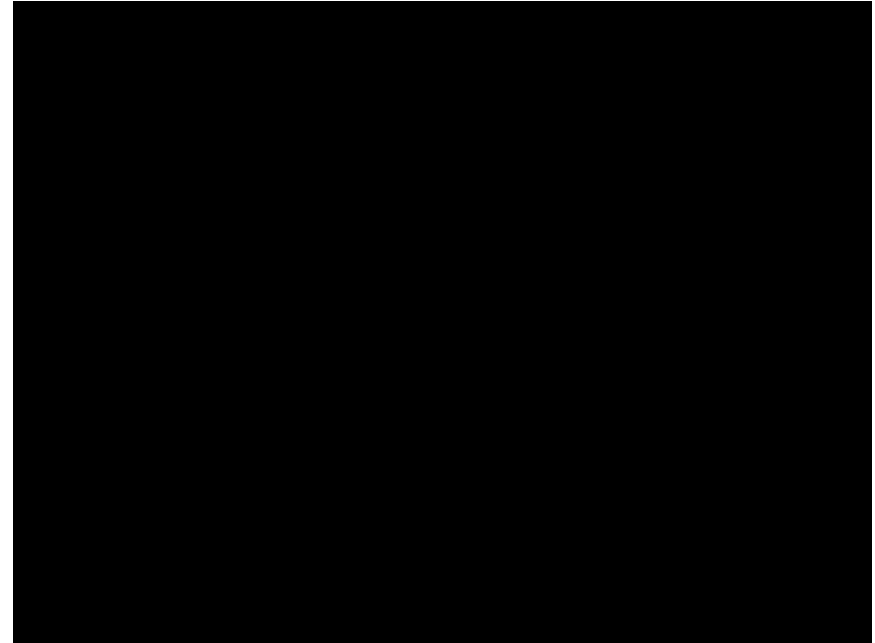
What are Storymaps?



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- ArcGIS Online ecosystem
- Storytelling through dynamic web page
- Integrates a variety of media types



[AAOKH Storymap](#)

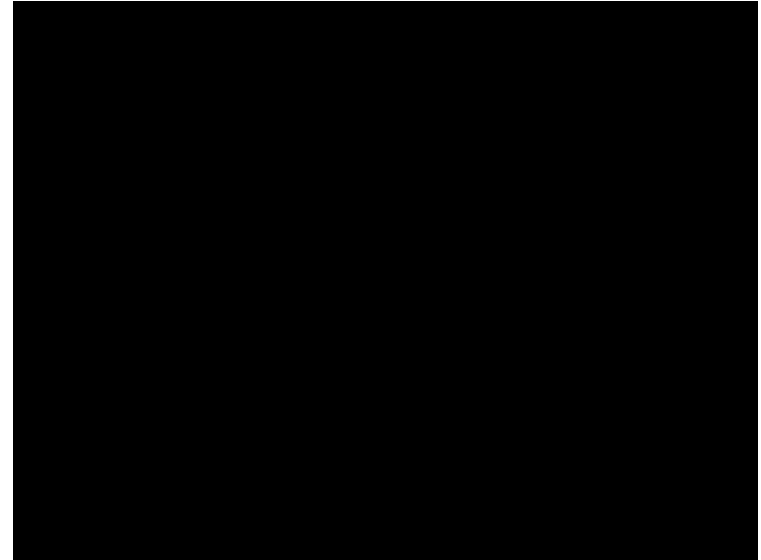
What you need to be successful



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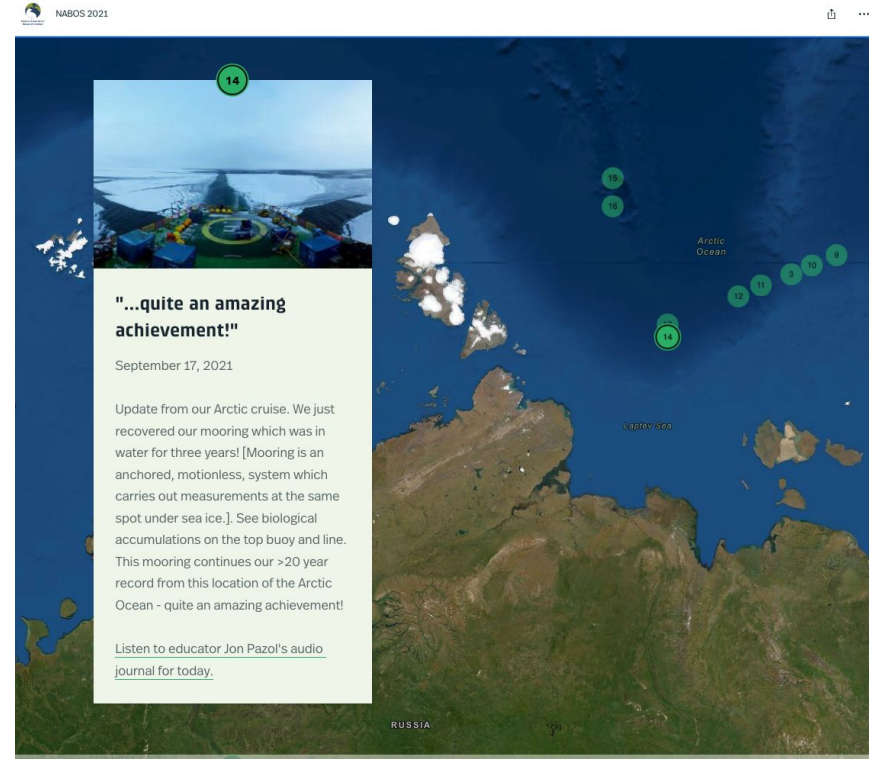
- Access to ArcGIS Online
- A variety of QUALITY media
 - Record interviews
 - Collaborator photos
 - Video recordings
 - Get creative!



[Hidden Water Storymap](#)

When Storymaps are useful:

- Clear geographic theme
- Clear story arc
- Variety of media
- Making narrative sense of complete results



[NABOS 2021 Cruise Storymap](#)

When Storymaps aren't useful:



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No clear story or
grounding in place or you
didn't collect media



Consider a press release
or print product



[Alaska's Changing
Environment](#)

Target has limited access
to high speed internet



Develop relationships with
local media



[Coffee at KYUK interview
about sUAS research](#)

More GIS functionality or
analysis is desired



Work with an organization
like [SNAP](#) that can build
bespoke web apps or
websites



[Northern Climate Reports](#)

Questions and Discussion

Have a question for our experts?

- Unmute and ask!
- Type it in the chat

Upcoming Opportunities



NNA Annual Community Meeting ([meeting website](#))

- November 15-17, 2022

AGU

- Session on “Convergent Research in the Arctic: Addressing Complex Societal Challenges through Action-Oriented Coastal and Ocean Science” ([OS006](#))
December 15, 2022 - 8:00-11:30 am CT (poster session) & 3:45-5:15 pm CT (oral session)
- Session on “Arctic Education & Outreach - Effective ways of engaging diverse learners in Arctic science” ([ED004](#)) December 16, 2022 - 10:00-11:30 am CT (oral session) & 1:45-5:15 pm (poster session)

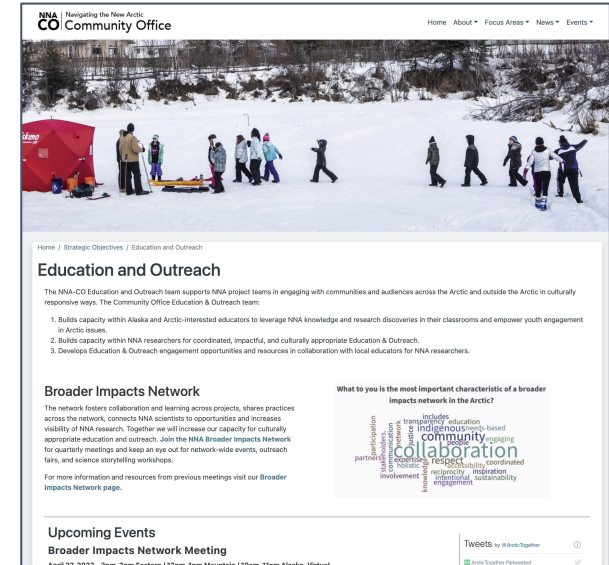
Inclusive Mentoring Workshop

- Build a more inclusive research environment with the tools you need to foster meaningful relationships and build support networks
- January 25th 11 am MT. [Sign up on Eventbrite](#)

Resources & Information

NNA-CO website <https://nna-co.org/>

- subscribe everyone on your team to our newsletter
- join our Facebook group “Arctic Together”
- follow us on Twitter @ArcticTogether



Please take our 2 min feedback survey:

https://cuboulder.qualtrics.com/jfe/form/SV_cBAPJjoA7j3liFo