

CCRE Science Communications Policy for Visiting Scientists:

In order to more effectively communicate with the public about science going on at Carrie Bow Cay, the CCRE program is revising its communications requirements for visiting scientists. Starting in January 2014, all visiting scientists are asked to provide the following:

- At least 3-4 photos from your trip, highlighting your research for social media outlet (all photos are credited). Preferably, these should be sent while you are on the island, or shortly after your return (within one week, please).

- One report submission, summarizing your activities on the island. This submission should be 500-600 words in length, written in a “blog post” style, i.e. meant for public consumption. Some great examples include:

<http://ocean.si.edu/blog>

<http://scientistatwork.blogs.nytimes.com>

<http://deepseanews.com/>

Your article should be accompanied by 1-2 high-resolution photographs. You can use photos submitted during (or shortly after) your trip, but if there are more pertinent photos related to your article, please share those with us as well. Several articles throughout the year may be selected for submission to Smithsonian blogs for publication.

Your article is due within one month of your trip to Carrie Bow Cay.

- Please notify us ahead of time if you plan on doing any blogging on your own, or if you’ve been invited to blog for another media outlet, or if you plan on posting to Twitter, Facebook, or Instagram so that we can re-tweet, share, and otherwise “boost” your post as well share your content with our audience. If you are writing for another outlet, please include a link to our website in your article (www.ccre.si.edu), and refer to the facility at least once as the Smithsonian’s Carrie Bow Cay Field Station.

- When you are ready to publish a paper on scientific results stemming from activities on Carrie Bow Cay, please send the complete reference with an abstract and journal of submission for assignment of a CCRE contribution number to Michael Jones (jonesms@si.edu) once your manuscript has been accepted. In your final submission, Include the number either in the acknowledgment section or elsewhere in a footnote. Choose wording such as: “This is contribution xxx, Caribbean Coral Reef Ecosystems (CCRE) Program, Smithsonian Institution”. When your paper is published, please send an electronic version to Scott Jones.