

Empowering Scientists, Media, and the Public to Stimulate Interest, Action, and Results: *What Do We Know and What Don't We Know?*



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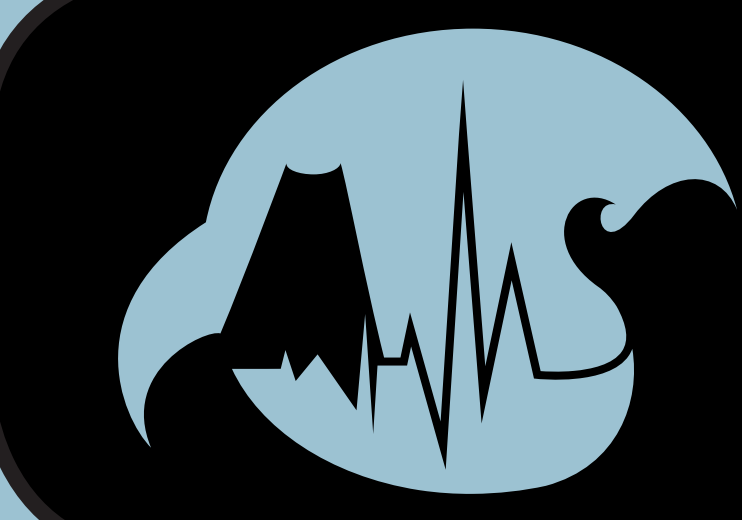
SCEC
UNAVCO
IRIS

Objectives:

Since 2016, the GeoHazards Messaging Collaboratory, a joint working group of communications professionals representing some of the nation's leading geological hazards research institutions, geophysical instrumentation facilities, and emergency management agencies, such as the U.S. Geological Survey (USGS), National Oceanic and Atmosphere Administration (NOAA), Federal Emergency Management Agency (FEMA), Incorporated Research Institutions for Seismology (IRIS), UNAVCO, and Southern California Earthquake Center (SCEC), seeks to:

- Equip scientists and public information officers (PIOs) with tools to better communicate about geohazards via social and traditional media through training sessions.
- Assist media professionals through webinars and workshops to accurately report on geohazards by providing the fundamentals of geohazards science, hazards, and risks, ways society can prepare and mitigate, and authoritative, credible resources and experts.
- Work directly with members of the public through webinars and social media events to provide appropriate and understandable education to improve knowledge of geohazards and what they can do about them.

We want to enable broader, deeper reach of scientists' messages to the public and media with this newfound communications knowledge and toolset.



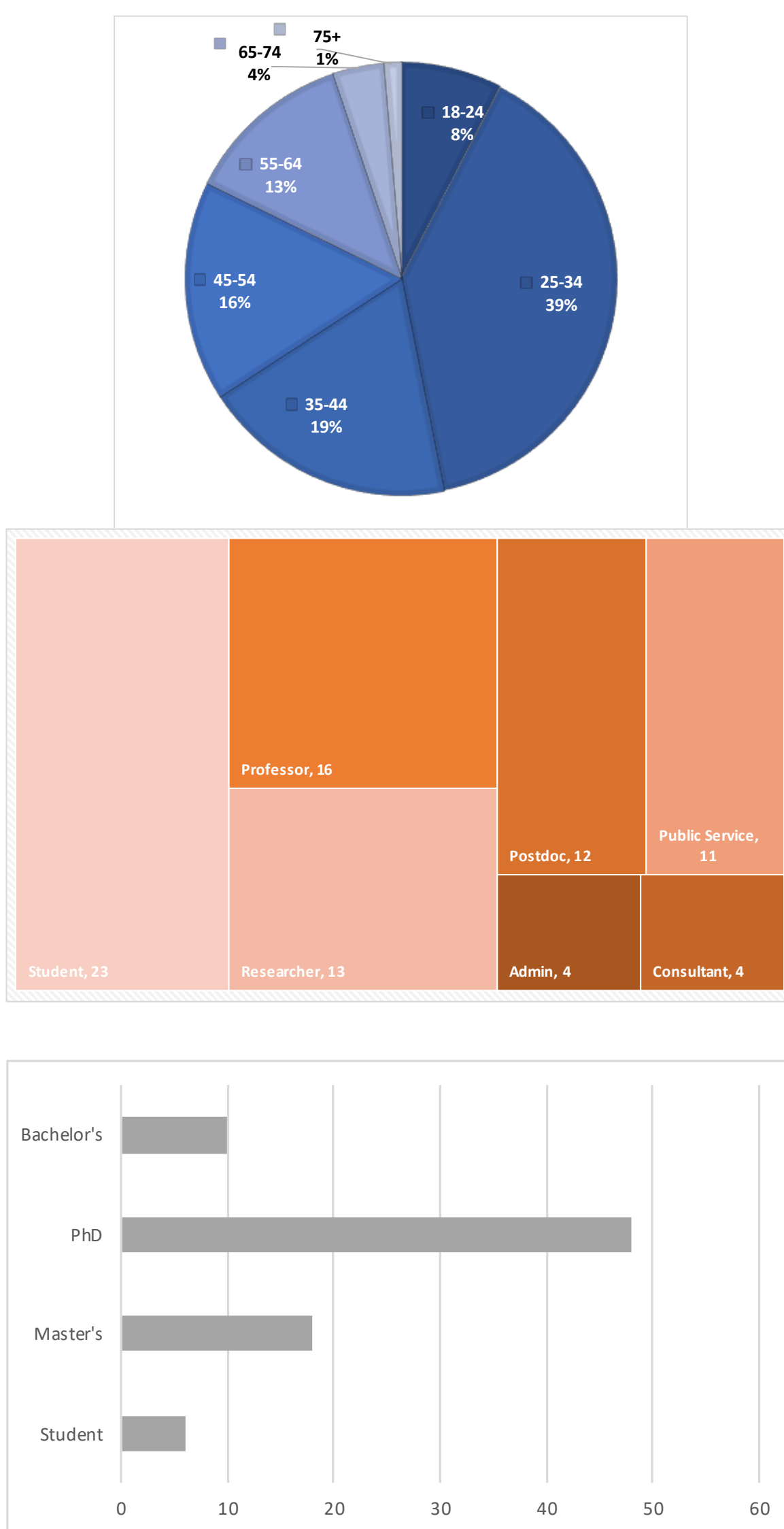
GeoHazards Messaging Collaboratory

Activities for Scientists:

- Group and 1-on-1 media training workshops.
- Handy media training guides.
- Social media training workshops.
- Coachings as needed/requested.
- Surveys for workshop evaluation.

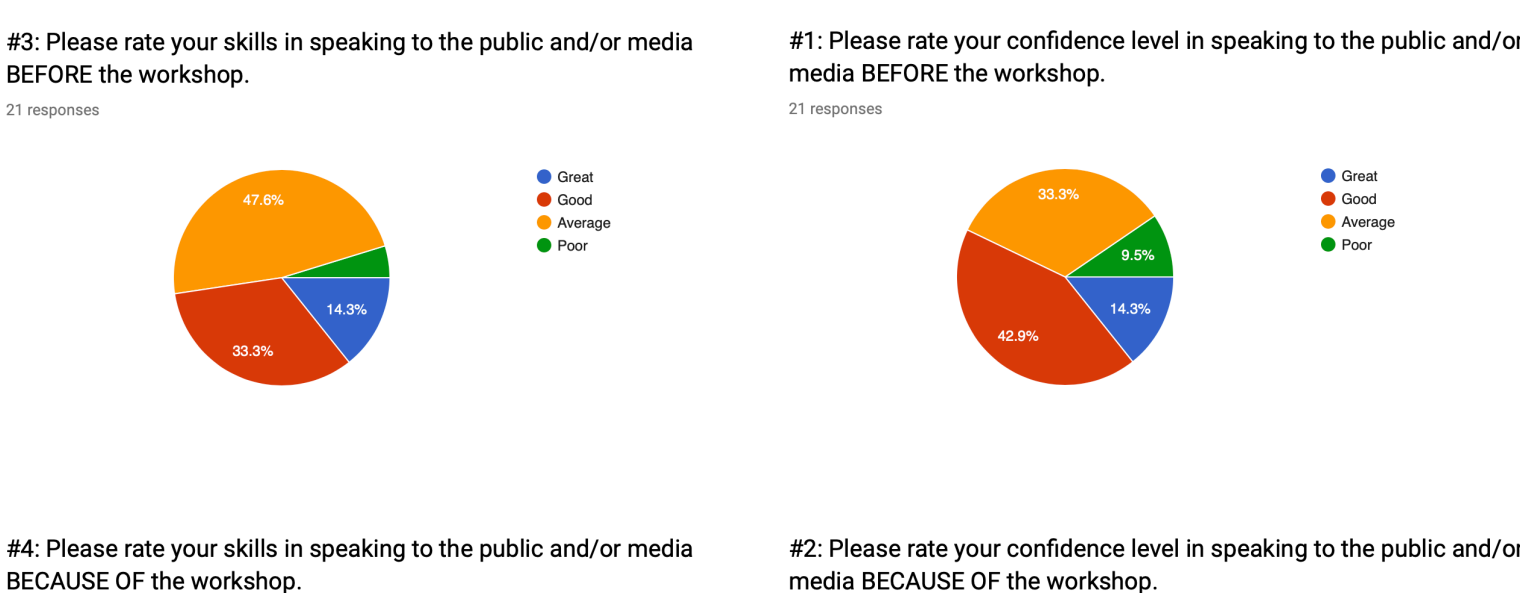
So far, the GMC has held 4 trainings for scientists since 2016 with the mean participation of 25 attendees. For each workshop, we launched a survey.

Example Demographic Data of 2017 and 2018 Media Training Workshop Registrants*

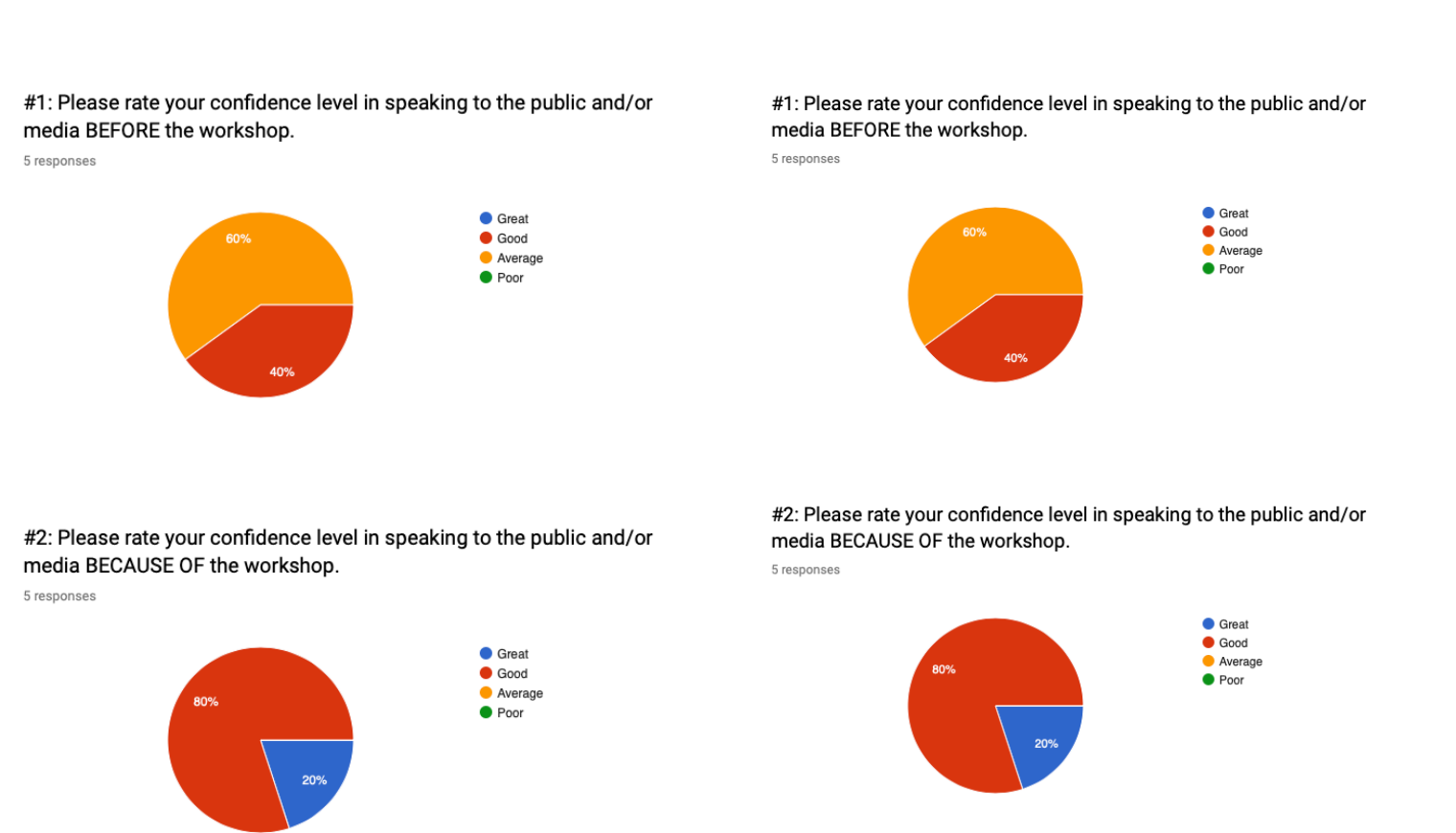


Example Survey Questions and Responses**

2017 Media Training Workshop Survey



2018 Media Training Workshop Survey



*Merged demographic data from 2017 and 2018 media training workshops' participants at SCEC Annual Meetings
**Selections from survey based on response data from 2017 and 2018 media trainings at SCEC Annual Meetings.

Survey Results

Scientists (data from 4 workshops)***

71% reported an increase

in their media confidence / skills because of the workshops.

96% said would recommend these workshops

to their peers to help enhance their media confidence/skills.

92% agreed the value of these workshops

was extremely high for improving thier media confidence/skills.

***Data derived from 4 surveys following 4 separate workshops held since 2016.

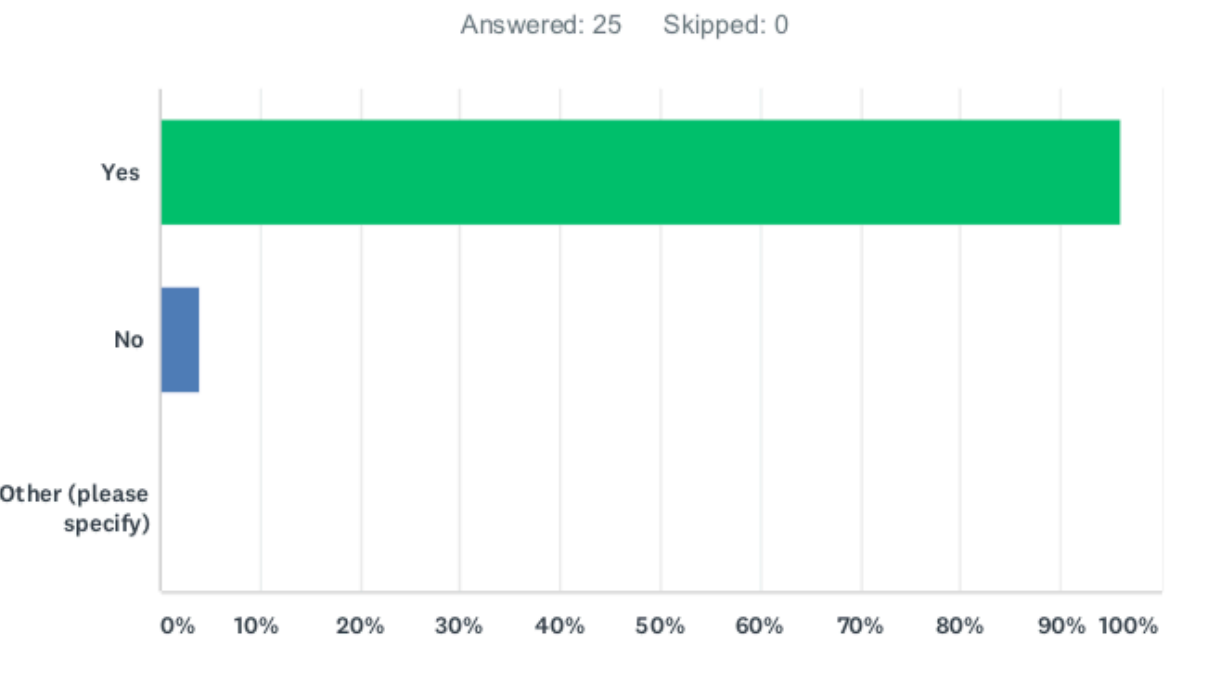
Activities for Public, Media:

- Interactive, educational webinars
- Social media events (TweetChats, Reddit Fora) with experts.
- During crises, coordinated, consistent information helpful and crucial to understanding what's going on and how to stay safe, across a variety of channels.
- Surveys for evaluation.

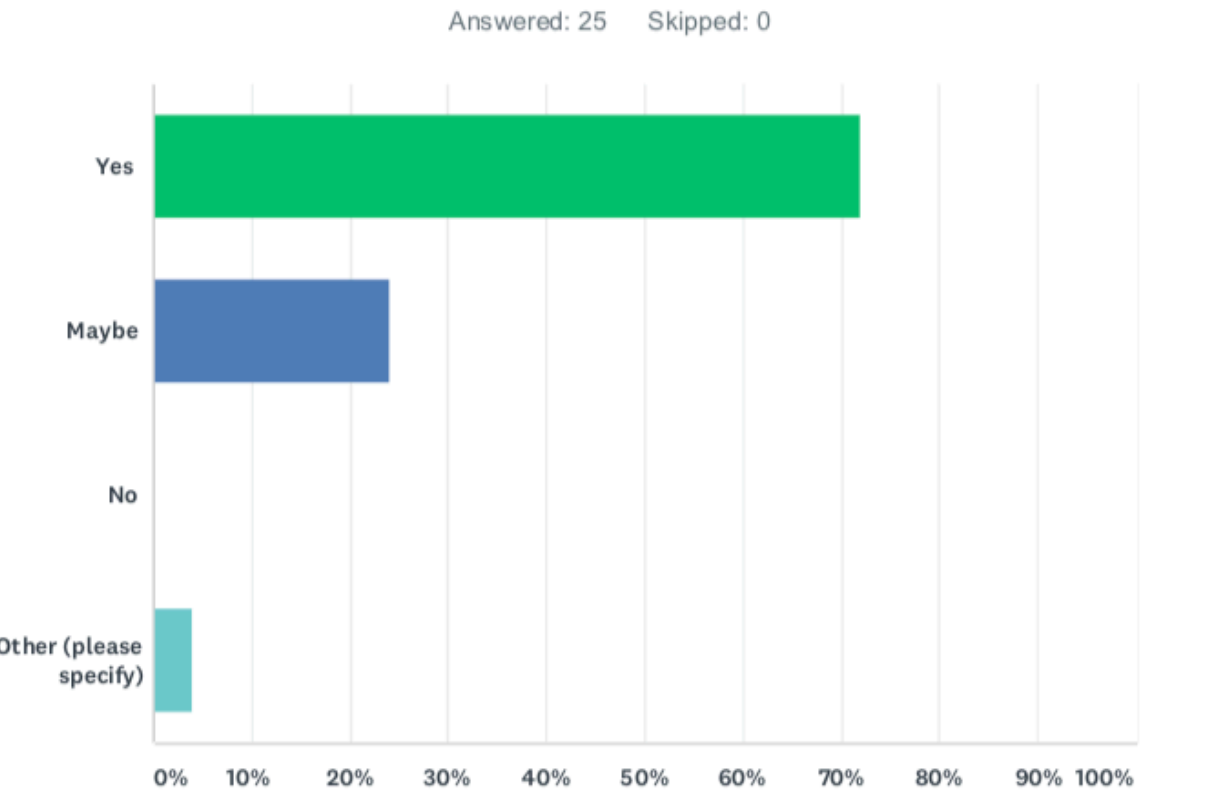
*So far, the GMC has held 3 webinars for public/media. with mean participation of 75 / webinar. We also have held 2 TweetChats and 1 Reddit AMA.

Example Survey Questions and Responses for Webinars*

Q5 Did you find the information in this webinar useful?



Q6 Will you be able to use any of the information that you learned?



*Merged demographic data from 2017 and 2018 media training workshops' participants at SCEC Annual Meetings.

Survey Results

Public, Media (data from 2 webinars***)

90% of attendees recommend

others to attend future webinars such as these.

98% thought the webinars were useful.

***Data derived from 2 surveys following 2 separate workshops held since 2016.

Conclusions:

- Survey data suggests we're **empowering** scientists, public, and media, let's continue it.
- We would like to implement **longer-term tracking methods** (multi-month or by year) for participants to periodically check in on their knowledge, confidence, and impact, and develop reasonable and measurable guidelines for doing so.
- Enable more trainings and subsequent research into trainings such as these; e.g. connecting with other trainers from similar and diverse backgrounds and reaching out to more of the social science community.



2018 SCEC Annual Meeting Media Training Workshop



2016 SCEC Annual Meeting Reddit AMA / Media + Social Media Workshop



Tweet of gratitude from workshop attendee!



2018 Tsunami Science and Safety Webinar

