



CLIMATE SCIENCE CENTER COMMUNICATION GUIDELINES - DRAFT

Version 1.1, Last revision: 5/19/2016

This document outlines the National Climate Change and Wildlife Science Center's (NCCWSC) minimum requirements for communications products developed by the Department of the Interior (DOI) Climate Science Centers (CSCs). Compliance with these guidelines will be included as part of each CSC's annual review.

There are two objectives of these guidelines: First, to ensure that the U.S. Geological Survey (USGS) and DOI are appropriately credited for financial support. Second, to maintain a high level of consistency in communications across the CSCs, presenting ourselves as an integrated and unified national CSC network. At the same time, the CSCs are encouraged to develop their own identities that represent and showcase their regional differences and specialties.

The top three things for CSCs to keep in mind when crafting their communications are:

1. Include the **USGS and DOI logos**
2. When reporting on research, **acknowledge the role of USGS in supporting/funding the work**
3. **Provide science, not advocacy.** Report the reasons for the research, results, and how the findings might be used practically, but do not make statements that recommend one management or policy course of action over another.

Table of Contents

- [Logos](#)
- [Standard Phrases and Acknowledgements](#)
- [Images](#)
- [Websites](#)
- [Process for Development and Review of Communications Products](#)
- [Highlights](#)
- [Social Media](#)

Logos

CSC Logos

Each CSC is encouraged to maintain a logo that reflects its unique identity, while meeting the following minimum requirements:

1. Spell out the complete, unabbreviated name of the CSC, e.g., Northeast Climate Science Center
2. Include the words “Department of the Interior”
3. While not required, CSCs are strongly encouraged to develop at least two color versions of their logo: one that is appropriate for use on white or light-colored backgrounds and another that is appropriate for use on black or dark-colored backgrounds

Example:



Note: In this example, “SE” should be spelled out as “Southeast”

USGS Logo

The USGS logo should be included on all websites and communications products developed by the CSC, as outlined in this document.

1. **Color.** The USGS logo may only appear in black, white, or USGS green (RGB 0, 111, 65; Pantone 348; CMYK: 100, 0, 79, 27; HEX: 006F41).



The identifier can appear in green when placed against white or light-colored backgrounds.



The identifier can appear in white when placed against black or dark-colored backgrounds.



The identifier can appear in black when placed against white or light-colored backgrounds.

2. **Spacing.** To ensure that the USGS logo is sufficiently prominent at any size, there should always be a clear area surrounding it. The clear area should be equal to one-fourth (1/4) the height of

the USGS logo and extend on all sides. Note that “clear” does not mean “empty”; there can still be a colored background or photograph sitting behind the logo.

3. Do NOT:

- Distort the proportions of the logo
- Change the color of the logo (beyond what is described above)
- Add to, remove content from, or otherwise modify the logo

4. Full guidelines about the use of the USGS logo can be found here:

https://www2.usgs.gov/visual-id/outside_use.html

DOI Logo



The DOI logo should be included on all websites and communications products developed by the CSC, as outlined in this document (i.e., in every instance where the USGS logo is used).

1. Ensure that appropriate clear space surrounds the logo, so that it is sufficiently prominent at any size.
2. Do NOT:
 - Distort the proportions of the logo
 - Change the color of the logo
 - Add to, remove content from, or otherwise modify the logo

Standard Phrases and Acknowledgements

CSC Tagline

The CSC tagline may be used on websites or other communications products.

Your neighborhood. Real answers. Climate science for wildlife & people.

CSC Mission Statement

The CSC mission statement should appear on the “About” page of the CSC website and may additionally be used in press releases or other communications products.

The CSCs provide natural and cultural resource managers with the tools and information they need to develop and execute management strategies that address the impacts of climate change on a broad range of natural and cultural resources.

Funding Acknowledgment

Funding acknowledgement must be given in ALL publications and press releases where research funding was provided, as well as on CSC websites, videos, tools, and other communications products.

1. When acknowledging funding, use the full, official name of the CSC: The Department of the Interior [insert CSC region] Climate Science Center (e.g., The Department of the Interior Northeast Climate Science Center)
2. Indicate that the CSC is managed by the USGS National Climate Change and Wildlife Science Center

Example: This work was supported by The Department of the Interior Pacific Islands Climate Science Center, which is managed by the USGS National Climate Change and Wildlife Science Center.

3. Use the specific wording below to acknowledge funding in publications or manuscripts intended for publication:
 - **Non-federal PIs** should include the following statements (usually in the acknowledgements section): “The project described in this publication was supported by Grant or Cooperative Agreement No. [add number, and include appropriate designation of award] from the United States Geological Survey. Its contents are solely the responsibility of the authors and do not necessarily represent the views of the [insert CSC region Climate Science Center or the National Climate Change and Wildlife Science Center] or the USGS. This manuscript is submitted for publication with the understanding that the United States Government is authorized to reproduce and distribute reprints for Governmental purposes.”
 - **Federal PIs** should use the following statement of acknowledgement: “This research was funded by the Department of the Interior [insert CSC region] Climate Science Center, which is managed by the USGS National Climate Change and Wildlife Science Center” OR “This research was funded by the U.S. Geological Survey National Climate Change and Wildlife Science Center.”
 - **Graduate Student Fellows** should use the following statement of acknowledgement: “This research was funded by a Department of the Interior [insert CSC region] Climate Science Center graduate fellowship awarded to [Name].”

Images

Images are an important means for promoting and communicating about our work. A good photo, video, or infographic can entice people to read more and/or share an article or post with their friends. CSCs are encouraged to use images, wherever possible, in their communications products.

1. Photos or videos used by USGS to promote CSC work must be submitted with the following forms, which can be downloaded at [link forthcoming]:
 - Photo Information form (required for all images) that clearly identifies the “who, what, and where” of the image’s contents.

- If the image is not in the public domain, it must be accompanied by a Copyright Dedication form, signed by the image's creator prior to its use. Note that all images created by Federal employees while on duty are considered to be in the public domain.
 - If the photo or video includes non-USGS employees, it must be accompanied by a Photo Release form for each identifiable individual. For individuals under 18 years of age, this form must be signed by a parent or guardian.
2. To share photos, videos, and other images with USGS, upload these files (and their accompanying forms) to the CSC's respective folder in the following location: [link forthcoming].
 3. When using images in CSC communications products, credit (i.e., provide the name of the creator and his/her federal agency, if applicable) and caption (i.e., offer a one-line description of the image contents) all images, where space permits.

Example:

Photo: Arctic tern snatches a fish out of a lake. Credit: Ken Conger, NPS

Websites

Host universities are required to support or provide a website for their CSC. CSC websites should incorporate the following minimum components:

1. **USGS and DOI Logos.** The USGS and DOI logos should be displayed on the home page.
2. **About Section.** All CSC websites must include an About section. This portion of the website should:
 - Include the CSC mission statement
 - Describe the relationship of the CSC to its host and consortium members, the CSC network, USGS, NCCWSC, and DOI
 - Include links to the NCCWSC (<https://nccwsc.usgs.gov/>) and DOI (<https://www.doi.gov/>) websites

Example:

The Department of the Interior South Central Climate Science Center (SC CSC) is part of a federal network of eight Climate Science Centers (CSCs) managed by the U.S. Geological Survey National Climate Change and Wildlife Science Center (NCCWSC). The CSCs provide natural and cultural resource managers with the tools and information they need to develop and execute management strategies that address the impacts of climate change on a broad range of natural and cultural resources. The CSCs and NCCWSC focus on the delivery of data, decision-support tools, and other products that are practical and relevant to managers' climate change monitoring and adaptation work.

The work of the SC CSC is accomplished through a collaborative partnership among USGS scientists, resource management agencies, and a consortium of academic institutions from across the region. The

SC CSC is hosted by and physically housed at the University of Oklahoma (OU), where space is provided for university, tribal, and federal employees. The academic consortium also includes six additional member institutions: Texas Tech University (TTU), Louisiana State University (LSU), the Chickasaw Nation (CN), the Choctaw Nation of Oklahoma (CNO), Oklahoma State University (OSU), and NOAA's Geophysical Fluid Dynamics Lab (GFDL). The consortium has broad expertise in the physical, biological, natural, and social sciences to address impacts of climate change on land, water, fish and wildlife, ocean, coastal, and cultural resources.

[Visit the National Climate Change and Wildlife Science Center website >>](#)

[Visit the U.S. Department of the Interior website >>](#)

3. **Science/Research Section.** All CSC websites must include a Science or Research section. This portion of the website should:
 - Include basic information about the CSC's science plan/agenda and how these priorities were selected. Be sure to mention the role of the Stakeholder Advisory Committee in this process.
 - NOT include a list of the projects currently funded by the CSC. Instead, a link should be provided to the CSC's "Projects" page on the NCCWSC website.

3. **Plan for Maintenance.** Have a plan/processes in place for supporting the website through regular content updates and maintenance.

Process for Development and Review of Communications Products

This process should be followed for all communications products, including printed and electronic documents, publications, press releases, posters, handouts, fact sheets, annual reports, magazines, and videos.

1. Does the product have a USGS author or producer?

YES

- Let Emily Fort, NCCWSC Communications Manager (efort@usgs.gov) and Catherine Puckett, USGS Office of Communications and Publishing (cpuckett@usgs.gov) know early in the process that a product is in the works.
- Product must conform to the Fundamental Science Practices (see http://www2.usgs.gov/fsp/fsp_reviewprocedures.asp) and IPDS reporting requirements (see http://www.usgs.gov/fsp/levels_ba.asp).

NO

- Let Emily Fort, NCCWSC Communications Manager (efort@usgs.gov) know early in the process that a product is in the works.
- Refer to and follow the requirements outlined in this document, especially the requirements for inclusion of the USGS and DOI logos and acknowledgement of funding support.

2. Does the product entail a press release? (Typically only applies to publications.)

YES

How prominent is the USGS author on the publication/product?

- **USGS scientist is 1st author.** USGS should take the lead on the press release. Contact Catherine Puckett (cpuckett@usgs.gov) or your regional USGS communications person.
- **USGS scientist is 2nd or 3rd author.** Pursue a joint press release with USGS. Contact your university press officer AND Catherine Puckett (cpuckett@usgs.gov), your regional USGS communications person, Emily Fort (efort@usgs.gov), or Holly Padgett (hpadgett@usgs.gov), who will make sure that they work with the first author on the release.
- **USGS scientist is 4th (or later) author.** University should take the lead on the press release. Contact your university press officer. In the press release, acknowledge that funding support was received from the CSC/NCCWSC.

NO

- No additional action needed.

Highlights

CSCs should submit weekly “highlights” to NCCWSC about upcoming meetings, events, and publications. Highlights are collected by NCCWSC each week and submitted to the USGS Office of Communications and Publishing (OCAP). OCAP compiles all highlights from USGS and submits them to USGS and DOI leadership. Highlights are internal.

1. Highlights should provide information on "forward-looking" (at least 2 weeks in advance) items on which the CSCs and NCCWSC are working. This includes upcoming publications, Congressional briefings, DOI briefings, meetings with Congressional staff, science center tours, significant collaborations, events, lectures, media interactions, etc.
2. In addition, highlights should conform to the following requirements:
 - Be about 2-6 sentences in length (no more than a paragraph)
 - Include who, what, why, and when details
 - Include a title
 - Spell out all acronyms the first time they are used
 - Provide a position description for each individual whose name is included

Example 1:

USGS Study on Climate Change Effects on North American Inland Fish: A paper, “Climate change effects on North American inland fish populations and assemblages,” has been accepted by the journal *Fisheries*. This synthesis summarizes climate trends that can influence North American inland fish populations and assemblages, compiles peer-reviewed studies of climate change effects, and highlights

case studies of responses ranging from warm water systems in the southern U.S. to cold-water systems along the Pacific Coast and Canadian Shield. Publication date: TBD. Contact: Abigail Lynch, ajlynch@usgs.gov

Example 2:

USGS Researchers & Leadership to Present at World Fisheries Congress: Doug Beard, Chief of the USGS National Climate Change and Wildlife Science Center (NCCWSC), along with NCCWSC fish biologists Abigail Lynch and Bonnie Myers, and six other USGS scientists will attend and present at the upcoming World Fisheries Congress in Busan, South Korea, May 23-27, 2016. Dr. Beard is the current president of the World Council of Fisheries Societies which hosts the conference once every four years to promote international cooperation in fisheries science, conservation, and management. Contact: Doug Beard, dbeard@usgs.gov

Social Media

Tools like Facebook, Twitter, and Instagram are a great way to connect with a broad public audience and raise awareness of and promote the work of the CSC. While social media is a less formal communication medium, CSCs should still take care to follow these guidelines:

1. **Avoid advocacy.** Present the science – reporting the reasons for the research, results, and how the findings might be used practically – but do not make statements that recommend one management or policy course of action over another.
2. **Keep it conversational & jargon-free.** Use plain language to get across your message, writing in a conversational tone at about a middle-school reading level. When in doubt, explain or replace “science-y” terms. Keep things brief.
3. **Use images.** Wherever possible, include images in social media posts. Be sure that you have appropriate permission to reuse images and give credit where due.
4. **Post semi-frequently.** Social media requires a regular presence to maintain interest and followers. For each social media channel that you use, make sure that you post at least 1-2 times per week (and preferably, 1-2 times per day) on topics that are timely (e.g., related to new publications or findings, upcoming or recent holidays, etc.).

Example (Facebook):

The interior part of Alaska receives the same amount of annual precipitation as Tucson, Arizona, but its landscape is far from desert-like – picture vast spruce forests punctuated by streams and fields of wildflowers. This abundance is made possible by the ways in which water is stored on the landscape (often in solid form). For example, snowpack from the winter slowly melts over the spring and summer to continually rehydrate the soil. As climate change brings about warmer temperatures and less snowfall, scientists at the Alaska Climate Science Center, managed by the USGS, warn that drought has

the potential to seriously disrupt vegetation, wildlife habitat and migration, and the traditional hunting and gathering activities of native people...not to mention increasing the frequency and extent of wildfires. Learn more: <http://go.usa.gov/cmnPh>. Photo: Alaska panorama. Credit: Shawn Carter, USGS

Examples (Twitter):

Whitebark pine has been in #Yellowstone for 10,000 yrs, will #ClimateChange drive it out?
bit.ly/1U8ebQk

Alaska is warming 2x fast from #ClimateChange as the rest of the US. Hello, #drought & fire
bit.ly/1QeFcvB

DRAFT