ARM Climate Research Facility: Communication & Outreach Tools & Services

Lynne Roeder, Dana Dupont, and Rolanda Jundt
Pacific Northwest National Laboratory

Choose Your News

- Program News: Announcements of interest to the ARM & ASR community
- Research Highlights: Additions to the research highlights database
- Events: Conferences, meetings, symposia
- Facility Updates: Summaries of recent infrastructure progress and achievements
- Employment: Jobs available at research organizations around the world
- Data Announcements: New tools or products available from the Archive
- Feature Stories: Articles about significant news and events
- Publications: New citations added to the publications database

Choose Your Medium

ARM uses a variety of Web 2.0 tools to communicate your scientific accomplishments to the public:

- RSS subscription service in the News Center
- eNewsletter summarizing and linking to News Center
- Facebook page shares News Center plus links to other relevant online venues, including those from our collaborators
- Twitter for short, informative bursts

Field Campaign Support

Collaborating and sharing research experiences from the field is integral to a successful campaign. ARM provides these communication tools and resources to its users to support their field research.

Field campaign documentation follows the ARM publications process from editing, formatting, and publishing to the websites and GSI.

Websites are provided to help communicate about the campaign.

Backgrounders are created to communicate the purpose and objectives of the campaign to general audiences.

RM environments help the science team with coordination and planning.

SHARE YOUR NEWS

ARM communications staff are available to help.

- Get your name out
- Share your accomplishments on Facebook, Twitter, websites
- Distribute messages to the ARM and ASR community using email lists and e-newsletter
  - armall: everyone
  - asr: ARM Principal Investigators
  - armcore: Principal Investigators and ARM infrastructure staff

Let us help you!
Tell us who your Public Relations, Communication, Public Affairs, Media Relations Contacts are.

WHAT’S NEXT?

- Microblogging from the field
- Public discussion forums for research highlights
- Photo albums in Flickr
- Video library on YouTube
- More Facebook content

Want to learn more? Visit www.arm.gov