

EOS: meeting

Co-chairs: Beck Dalton (EPA) and Chris Rogers (WSP) Secretary: Emmi Felker-Quinn (NPS)

61 attendees including EOS committee leads and WSLH staff

EOS Mission—We are coordinating communication efforts from other committees, and providing input to NADP document production

NADP Factsheet – document review and production, will go to NADP Exec this month, will need to be updated annually as a fact sheet—EOS and Exec will need to decide what the review schedule will be

What is our capacity? EOS has three officers, none of whom have formal jobs as communication staff. Can offices with communication staff formally invite their comm officers to EOS meetings and EOS efforts? USGS has a social media person, Linda Geiser suggests bringing in USFS people and bringing in people EARLY—six months in advance, meet once a month, Kris Novak suggests ICSD folks (Claire and Jenna)

Wikipedia page – transition-Chris has made some edits, needs some small citation fixing, Chris suggests folks look at the page (https://en.wikipedia.org/wiki/National_Atmospheric_Deposition_Program)

Air Quality Awareness Week—new pages for 2024 at <https://nadp.slh.wisc.edu/aqaw-2024/>

NADP Presentation toolkit—we had a suggestion that we feature success stories based on NADP monitoring and data. For example, Great Smoky Mountains National Park has documented reductions in acid rain using their long-term NTN and AQ monitoring.

--Suggestion that as the Mercury network highlights each individual site, NTN needs site-specific highlights that will be accessible to the public.

--USGS wants to highlight operators and particular sites as important to the network

--RTI: Case studies: train derailment, tie to community organizers for AQ, outreach stories—EJ

--FS: Linda Geiser and Aaron Pena just finished interviewing the 33 FS site operators, the two things that they heard---1)they were using the data on their unit in their monitoring for forest plans, which would make a good success story for the NADP slide deck, and 2) people have a lot of pride in being part of the national network. LG would like to be able to show how this work ties to other important issues, CC, smoke, would like to show the variety and diversity of sites and site operators

David Gay—the program did site specific reports for NC at one point, it is still an option that the lab could do site-specific reports; Cari Furness was involved in the NC site-specific reports, which included EPA modeling efforts by Schwede and Walker to show what happens when sites are lost

Social media update—We have 350 followers on Facebook, Instagram has 50 followers, most who engage with social media are meeting attendees or work at SLH, LinkedIn has 94 followers. We had a

wide-ranging discussion on how we could increase engagement and why the social media accounts are important:

- repost from another agency with a larger audience, or scientific organizations, or advocacy groups, or gardening influencers
- run an air quality AMA at Reddit, find and participate in Reddit AQ forums
- attend UW-Madison campus events
- the internet abhors a vacuum—if there is not truthful and factual information on social media, misinformation goes unchallenged
- site operators have great stories which we could tell on our accounts
- UW journalism or communication students may be able to work on NADP projects as interns or for class projects
- suggestion that we connect with Jan Klawitter at WSLH who does PR

Our barriers to increasing engagement:

- NADP does not have staff dedicated to communications, and the EOS officers are not communication staff
- Social media accounts with large followings require continuous engagement
- many of the people in EOS and in NADP more broadly do not use social media and will require expert help to increase engagement
- Richard Tanabe is handling the social media accounts and does not think the current situation—in which committees create content and he submits the posts—is sustainable

NADP information product submission form will be online soon

Student presentation awards - very popular with students and judges, reviews are shared on science content and presentation.

Ellis Cowling Award - This fall, the award will pay for students lodging and a breakfast to students, we have plans to advertise to institutions within driving distance.

Committee updates and questions

AMSC—Andy—factsheet is nearly done

CLAD—Kris Novak—what are priorities for the publicizing of CLAD products, who and how do we share things—CLAD slidedeck, managers presentations, tutorials. Plan to reach out to agency science comm for assistance. CLAD has a shared doc for strategizing.

DMAG—Zach NADP—data related things—getting out info on the public facing datasets, publications that use data. What public data products would be useful for DMAG to produce?

MELD—Colleen Flanagan Pritz—working on putting together some slides on how NADP data supported EPA taconite rule comments—Kat Ko worked on AQAW

NOS-Mike McHale—no updates

Tdep—couple things—updated factsheet—Greg Beachley is working on it for review—would make a good social media post when its ready—will have a photo of the Tdep workshop for May socials. Ag stakeholders group will have 3 webinars August or so, will want EOS help to publicize.

QAAG—QAR for 2022 is in external review—lots of visuals to use! For socials. Site audit reports are now online, good to share for site operators, could share Noel's QAQC visuals—the siting criteria docs are online and could be publicized

Other updates? Jim Renfro—update from the field, NTAQ Forum next week in Cherokee, NC, taking folks to Clingman's Dome to talk about all things air and the value of monitoring and NADP.

NADP governance handbook—Richard has converted it from a PDF to html, currently on the test website. Needs editorial and UX review, Catherine Collins will review. We will need to keep an archive online for reference of the previous handbook versions. EOS and committee chairs will review the governance doc BY THE JULY MEETING, we will plan to make a motion at the fall meeting to move the governance doc to html rather than pdf format.