



CTF Meeting

8 October 2025

Online meeting

- The Communications Task Force will be co-chaired by one representative from ECORD and one from JAMSTEC.
- Agreed to develop a unified IODP³ communications strategy to ensure consistent messaging and coordination across all partner organisations and communication channels.
- Shared updates on outreach activities, expedition communications, promotional materials, websites, and preparations for major international conferences (AGU, EGU, and JpGU).
- Recognized the need for a structured communications framework, including defined workflows, target audiences, key messages, and communication responsibilities.
- Received updates on Expedition 501 outreach activities and the Science Communicators for Expeditions 502E, 502, and 503, including planned outreach initiatives, communication products, and discussions on funding, coordination, and dissemination of outputs.
- Agreed that SPARCs communications should follow the same framework as other expedition communications.
- Highlighted the need to monitor and evaluate the impact of outreach activities, including audience reach, engagement, and the effectiveness of different communication channels and products.
- Discussed developing a centralized repository of outreach resources, with searchable access and links to partner-managed media repositories to avoid duplication of materials.
- Confirmed that the next CTF meeting will focus on reviewing the draft IODP³ communication strategy, communication matrix, and workflows ahead of AGU.