

# Communications & Marketing



1. Prime Minister Rt Hon Helen Clark with Tangaroa master Andrew Leachman.
2. VIP briefing on Antarctic biodiversity discoveries.
3. Dr Helen Neil interviewed by TV3.
4. Karen Schnabel shows reporters Antarctic creatures.
5. Harriet Palmer, science editor.
6. Geoff Baird, General Manager Communications & Marketing.
7. Dr Fiona Proffitt, science journalist.
8. Dr Stuart Hanchet interviewed by NHNZ.

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## Going the extra mile for a great story

NIWA has a multitude of great science stories to tell, but some stories demand that we go the extra mile. *Tangaroa's* voyage to the Ross Sea was one. As part of New Zealand's largest contribution to the International Polar Year (IPY), and supported by the Prime Minister, the voyage demanded a high profile. Education and outreach was a key objective. This required an unprecedented level of communications input aboard ship and on shore.

NIWA's team worked with our project partners for several months to publicise the research: helping to develop a communications plan, organise events and displays, produce posters and flyers, write stories, put together media material, and organise interviews. Leading up to the voyage, we helped stage two high-profile events which secured national media coverage: the Prime Minister's IPY funding announcement at NIWA Wellington; and the voyage launch onboard *Tangaroa*, again attended by the Prime Minister. We further publicised the

voyage at a major international meeting of marine scientists hosted jointly by NIWA and the University of Auckland.

While *Tangaroa* criss-crossed the ice-strewn Ross Sea, communications staff from the Ministry of Fisheries and NIWA acted as the link to the outside world. Bi-weekly blogs were edited and posted on national and international websites, along with photos and videos emailed back from the ship. Within an hour of *Tangaroa's* return, 13 reporters, photographers, and cameramen were interviewing key scientists, poring over some of the weird and wonderful creatures they had collected. The media took away an impressive selection of photographs and video clips compiled while the vessel was still at sea.

The story ran in at least 60 news outlets worldwide – including influential publications such as *The Independent*, *Der Spiegel*, and *National Geographic* – and has since made its way into publications as wide-ranging as a Chinese children's science pictorial and the New Zealand seafood industry magazine.

This level of exposure was only possible with a great story, sheer hard work, and tremendous cooperation from communications personnel, scientists, and project managers in all the participating agencies.

Collaborators on this project were the Ministry of Fisheries, Land Information New Zealand, Antarctica New Zealand, Ministry of Foreign Affairs and Trade, The Science Learning Hub, Census of Antarctic Marine Life, Census of Marine Life, and the Cousteau Society.

Our eight-member Communications & Marketing team has skills in writing, editing, publishing, graphic design, photography, media relations, web content, communications strategy, and events management.