

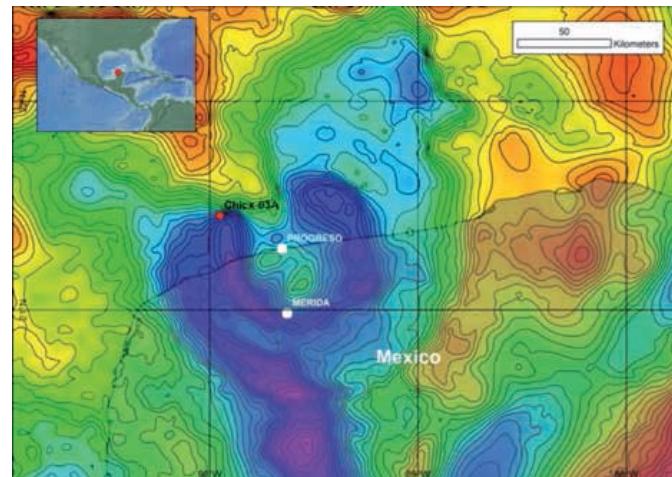
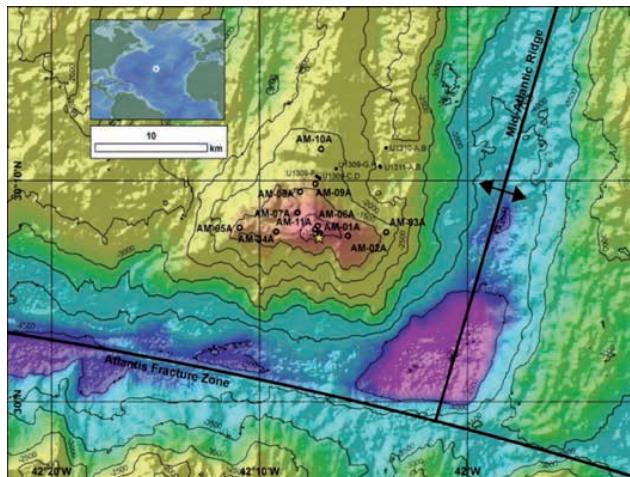
# ECORD/ESO Outreach Activities



**Albert Gerdes  
Patricia Maruéjol  
Alan Stevenson**

# Outreach Activities MSP Expeditions

- Exp. 357 Atlantis Massif Serpentinization & Life
  - Exp. 364 Chicxulub K-Pg Impact Crater



# Outreach Activities MSP Expeditions

- Communication within the IODP community
- Communication to external audiences like media & general public



# Outreach Atlantis Massif

- Communication Plan distributed
- Expedition flyer + logo prepared
- Banners, T-shirts, caps, mugs, memory sticks, overalls available on James Cook



# Outreach Atlantis Massif

## Communication within the IODP community

- Science Party members encouraged to make contact with the communications specialists at their universities
- US & Japanese outreach colleagues informed



# Outreach Atlantis Massif

## Communication to the outside world

Media briefing London, October 22nd



# Outreach Atlantis Massif

Communication to the outside world

Media briefing Southampton, October 23rd



Plus media release

# Outreach Atlantis Massif

## Results internal communication 1:

- IODP + JAMSTEC websites

The screenshot shows the Twitter profile of ECORD (@ECORD\_Outreach). The header features the European Union flag and the ECORD logo. The bio states: "ECORD coordinates the European, Canadian and Israeli participation in IODP and operates scientific drilling expeditions." The tweet, posted on October 26, 2015, at 43:00, reads: "#IODP #exp357 sets sail today and is an expedition of firsts: ROVs in IODP and 50% women as part of the exp team! Übersetzung anzeigen". Below the tweet is a circular logo for "IODP EXPEDITION 357 ATLANTIS MASSIF SERPENTINIZATION & LIFE".

The screenshot shows the JAMSTEC website's press releases section. The header includes the JAMSTEC logo and navigation links for Home, About JAMSTEC, Press Releases, Public Relations, Museum, Databases, and For Kids. The "Press Releases" tab is selected. A sidebar on the left lists years from 2015 down to 2009. The main content area displays a news item titled "International Ocean Discovery Program (IODP) Expedition 357 ~Atlantis Massif Serpentinization and Life Expedition~" dated October 23, 2015, by JAMSTEC. The text describes the expedition as a Mission Specific Platform (MSP) that will address better understanding of the role of serpentinization in driving hydrothermal systems in sustaining microbiological communities, and in the sequestration of carbon in ultramafic rock.

# Outreach Atlantis Massif

## Results internal communication 2:

- Bigelow + Univ. of Colorado, Washington, South Carolina, Hawaii, Plymouth, ANU

**Bigelow | Laboratory for Ocean Sciences**

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### International Atlantis Massif Expedition Underway



On October 26<sup>th</sup>, an international team of scientists sailed from Southampton, UK, on board the British Royal Research Vessel James Cook. During a 6-week expedition in the Atlantic Ocean the team will explore the Atlantis Massif, a prominent, nearly 4,000 meter high underwater mountain which is part of the world's longest mountain chain.

Led by Co-Chief Scientists Gretchen Früh-Green, ETH Zurich, Switzerland, and Beth Orcutt, Bigelow Laboratory for Ocean Sciences, USA, the team will collect cores of rocks using seabed rock drills. The plan is to drill at 11 sites in water depths of 720 to 4,770 meters and to recover cores between 50 and 70 meters in length.

"Scientifically the sea bed is remarkable because the Atlantis Massif is made up of rocks from the Earth's mantle", says marine geologist Gretchen Früh-Green, who explored this remarkable subseafloor region already during expeditions in 2003 and 2006. "In the presence of seawater these rocks produce the greenhouse gas methane, hydrogen and heat, among other things." Such rock reactions excite scientists because they represent possible sources to fuel life in the absence of sunlight and may be analogous to conditions found on other planets, or early in Earth's history.

"Among other things we hope to learn more about what kind of life exists on and within rocks at the Atlantis Massif," says marine microbiologist Beth Orcutt. "Moreover we shall investigate the fate of carbon. Do the reactions between rocks and seawater lead to carbon storage in the seafloor? And does this process impact the global carbon cycle and our climate?"

Overall the expedition aims to study

- how mantle rocks are brought up to the seafloor,
- how the rocks react with seawater,
- how carbon is cycled during this process,

**NASA Astrobiology Institute** University of Colorado Boulder

### RPL: Rock-Powered Life

Revealing mechanisms of energy flow from the lithosphere to the biosphere

HOME TEAM RESEARCH NEWS CALENDAR RESOURCES

How do the mechanisms of low temperature water-rock reactions control the distribution, activity, and biochemistry of life in rock-hosted systems?

**Current Events**

IODP Expedition 357, Atlantis Massif Serpentization and Life, sets sail on Monday 26th October from Southampton, UK. Two RPL team members, Matt Schrenk and Katrina Twining, will be on board. Stay tuned for more information and daily science reports!

RPL Newsletter:

**Theme I:**  
Systems undergoing low-temperature serpentinization as test-beds for determining habitability in water/rock systems.

**Theme II:**  
Experimental constraints on pathways of water/rock interaction, in the presence and absence of biological processes.

The RPL NAI team was created to intertwine the interests, expertise, and activities of the individual co-Is to address this challenging Astrobiological question because of the implications for considering the biological potential in the shallow crust of Earth, Mars, and icy satellites such as Europa and Enceladus.

# Outreach Atlantis Massif

## Results external communication 1: Several BBC channels + follow-ups

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Science & Environment

### Expedition seeks Atlantis microbes

By Jonathan Amos  
BBC Science Correspondent

© 22 October 2015 | [Science & Environment](#)



The carbonate towers were dubbed the "Lost City of Atlantis" because they reminded scientists of cathedrals and skyscrapers

NOAA

Monday will see an international team of scientists set sail for the mid-Atlantic on a quest to sample microbes living deep in the ocean floor.

The **expedition** will use new types of rock drill developed in the UK and Germany to retrieve cores from up to 80m below the seabed.

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vor 4 Tagen - Monday will see an international team of scientists set sail for the mid-Atlantic on a quest to sample microbes living deep in the ocean floor.

**Drilling for deep ocean microbes - BBC News - BBC.com**  
[www.bbc.com/news/science-environment-34612105](#) ▾ Diese Seite übersetzen  
vor 3 Tagen - Drilling for deep ocean microbes The target of interest is the Atlantis Massif, a 4km-high underwater ... Expedition seeks Atlantis microbes.

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vor 2 Tagen - bbc.com. Expedition seeks Atlantis microbes. BBC News. from BBC News. [bbc.com](#). Hurricane Patricia makes landfall in Mexico. BBC News.

# Outreach Atlantis Massif

## Results external communication 2:

# Finland biggest newspaper + local UK media + social media

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# Daily Echo

Southampton's leading newspaper

Unipetrol

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## Southampton team try to discover origins of life on Earth - in the middle of the ocean



RRS James Clark Ross in Southampton

James French, Political reporter | Friday 22 October 2010 | [Leave a comment](#)

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Comments 

AN INTERNATIONAL team of scientists will sail from Southampton on an expedition that could unlock the answers to some of the planet's biggest questions.

The RRS James Clark Ross departs this evening as part of a mission dedicated to the mid-Atlantic Ocean.

Read your morning, afternoon & evening news

# Chicxulub Impact Crater

- Regular discussions with Co-chief Scientists
- Alan Stevenson member of ESO delegation to Mexico end of March: Chicxulub Drilling Workshop



# Chicxulub Impact Crater

Media conference and  
press release (Spanish + English):

- permitting process, relations with the Yucatan government, environment ministry, national institute of ecology, contribution from the Secretary of Education



# Chicxulub Impact Crater Expedition

- Outreach contacts
- Museo del Mundo Maya in Merida



