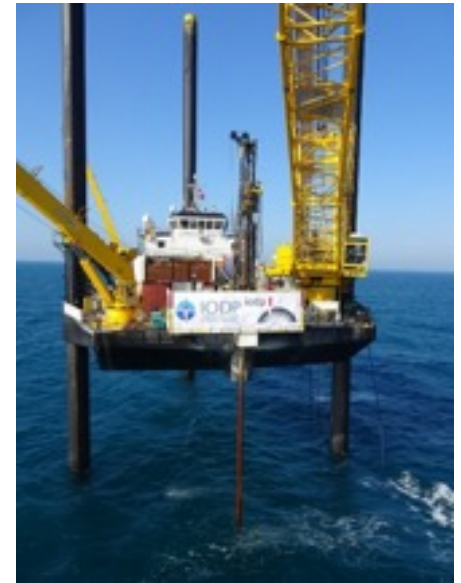
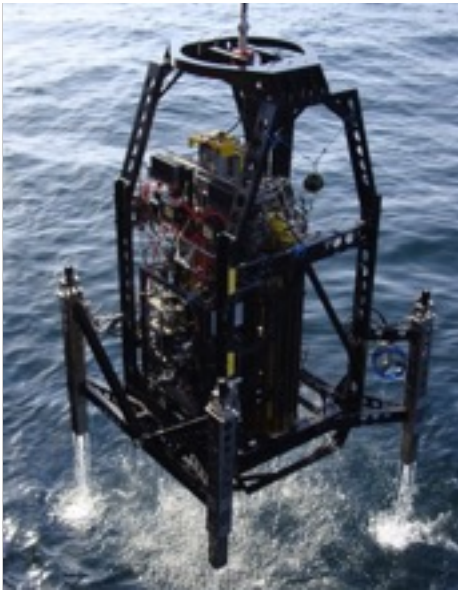


ECORD Facility Board, Brussels, Belgium

June 15-16

ESO Outreach



Alan Stevenson (ESO Outreach Manager) and Ulrike Prange (Media Relations Manager)

agst@bgs.ac.uk uprange@marum.de

Summary of ESO outreach activities

IODP Expedition 357: Atlantis Massif Serpentinization & Life



IODP Expedition 364: Chicxulub K-Pg Impact Crater





Expedition 357

- Communications Plan, flyer, expedition logo stickers produced and distributed to all Science Party members. Contacted SP media departments.
- Press Conference held at the Foreign Press Association in London on October 22nd. Accompanied by Press Release and invitation to journalists.
- Liaised with NERC/NOC outreach managers
- Tours of the *RRS James Cook* organised on 23rd October in Southampton. Reception organised by NOC.
- Local, national and international media coverage, including on-line interviews on the BBC.
- Press conference held at the Onshore Science Party in Bremen on February 1st and press release issued.





Expedition 364

- Expedition outreach supported by ICDP and Mexican collaborators.
- Communications Plan, flyers etc distributed to all Science Party members and contacted Media Relations offices of all SP member organisations. Worked closely with UoT Austin in particular.
- ‘Branding’ with logos of IODP, ECORD and ICDP prominent from all angles of approach and onboard as backdrop to filming.
- Press Conference held at the Gran Museo del Mundo Maya in Mérida, Mexico on 13th April with Sean Gulick, Claire Mellett, Jaime Urrutia Fucugauchi, Ligia Pérez Cruz, R Bello, Director of Higher Education, E Batlioni Secretary of Urban Development and Environment on the podium. Conducted in Spanish with instant translation. Followed by tour of the museum Chicxulub exhibition. More than 30 media groups. Press Release issued in Spanish and English. Extensive coverage in Mexican press throughout.

Expedition 364

- International interest in Australia, Canada, Europe, USA, Asia.....global story. E.g. BBC online interviews with Co-Chiefs and Dave Smith at start and end of Project
- TV Production company followed expedition throughout (and OSP) to make documentary for BBC and NOVA.
- Media and VIP visits to the platform, including 'media day' on 23rd April. 24 media representatives.
- Reddit AMA (Ask me Anything) on 13 May organised by Kevin Kurtz, co-ordinated with the USSSP and University of Texas at Austin,
- Twitter, Facebook, etc. British Astronaut Tim Peake.
- Reached scientific and technology press; radio, TV and newspapers and on-line media; schools, universities, museums; social media.

Expedition Blog – updated with short articles for the duration of the expedition

Views (read the blog):

April 5,982

May 10,911

Visited the site:

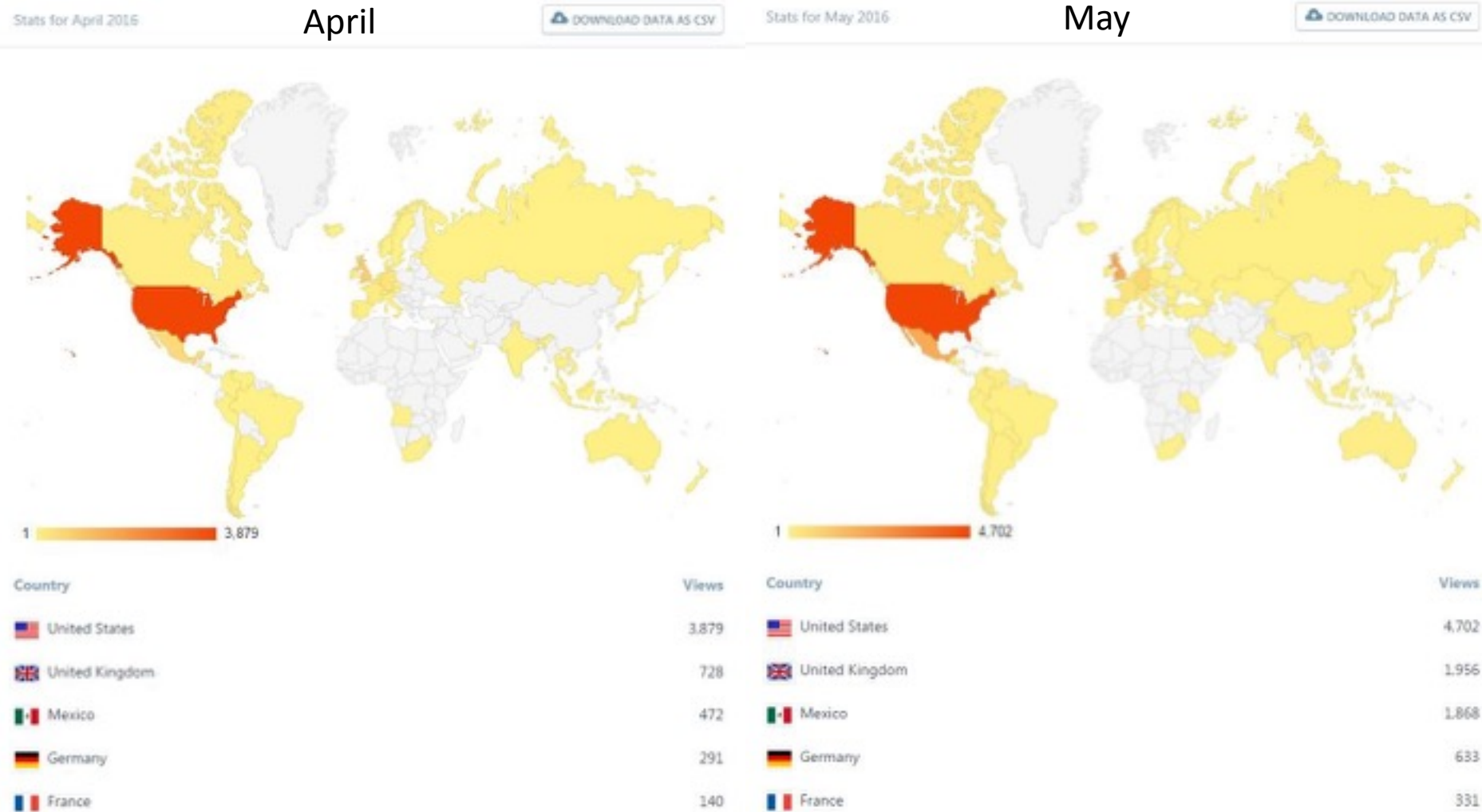
April 1,575

May 2,915



Expedition Blog – updated with short articles for the duration of the expedition

Top five countries reached



ESO_Outreach Facebook – posted through the duration of the expedition

Reached 2,000 people on average

Reached over 20,000 people on 7th May







- Thanks to the 357 and 364 Co-Chief Scientists and the ESO Operations Manager (Dave Smith) and EPMs (Carol Cotterill, Sophie Green, Claire Mellett and Gareth Carter), ESO Managers and staff at BGS, BCR and the EPC for supporting the expedition outreach activities.
- Expedition 364 received the support of the Mexican Scientific collaborators and the Mexican and Yucatan Governments.