



# Communications & Outreach Updates from 2022-23

# Outreach Overview

- 21 total outreach events reaching 2,775 attendees
  - Tabling events
  - Virtual & in-person classroom visits
  - NSF Live from the Arctic
  - Outreach visits
  - Town Halls
- 20 site visits & field courses from 142 people during summer field season



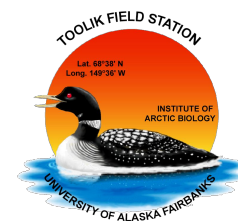
# Field Courses

- 5 field courses and trips
  - 2 college-level, 1 post-graduate, 1 high school & 1 middle school
- North for Science middle schoolers
  - Half day visit from Alaska Songbird Institute
  - ASI submitted a grant for a new HS program
- Upward Bound high schoolers
  - Partnership between TFS, Oregon State Upward Bound, and Oregon TRIO association
  - Funded by Battelle
  - 5 day trip to the station to learn about Arctic climate change
  - Continuing in 2024



Photo from Josh West, USC field course

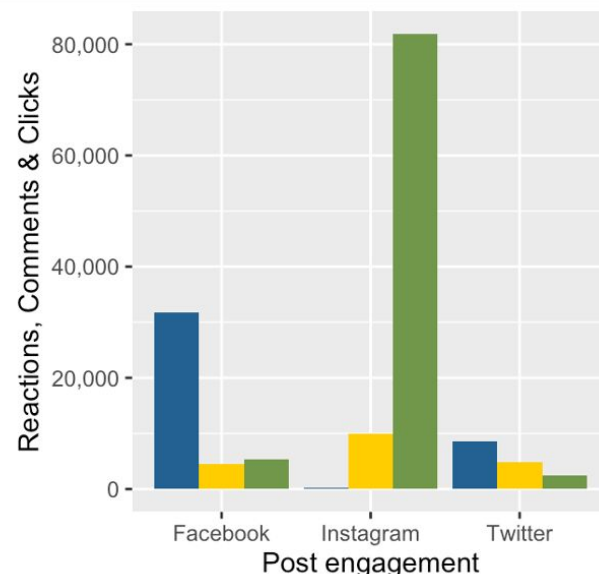
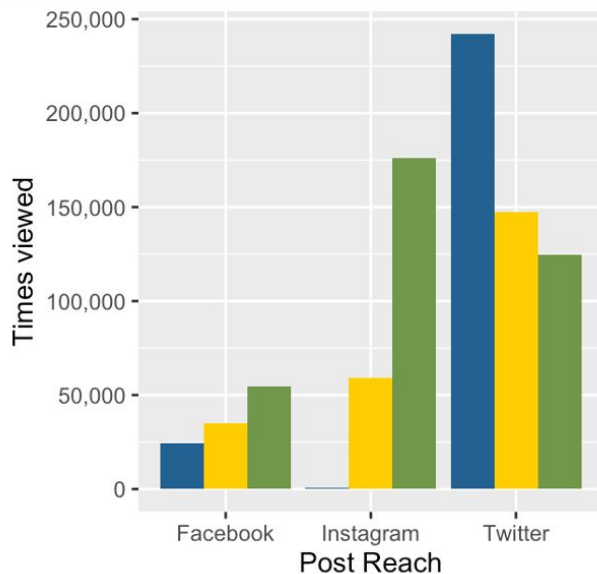
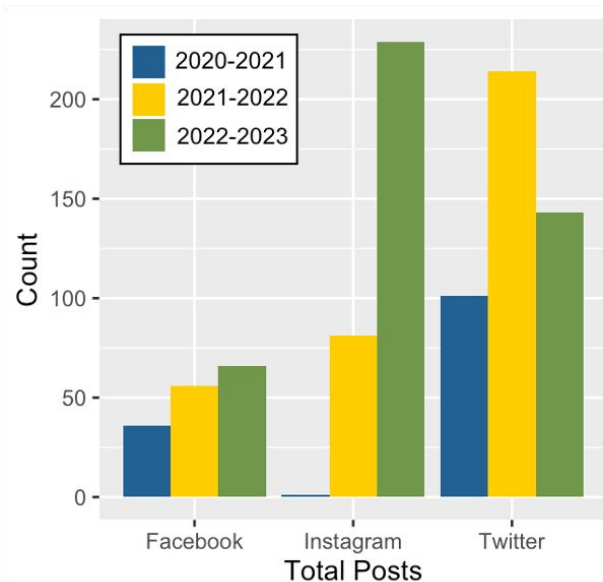
# Science Communication



- 3 [quarterly newsletters](#)
- 9 [UAF News](#) press releases + 4 stories published to [Toolik Spotlight](#)
- 46 public news articles & blog posts
  - Coverage in [NY Times](#), [Fairbanks Daily News-Miner](#), [Alaska Native News](#), the [Anchorage Daily News](#), and more
  - One podcast, [US Fish & Wildlife: Fish of the Week!](#)
- Connected with the Arctic Interagency Visitors Center in Coldfoot
  - Two research groups gave research talks as part of the center's scheduled public programs
  - Supplied informational handouts on Toolik to give to interested visitors

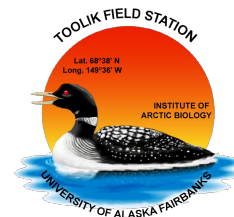


# Social Media



## Social media growth from 2020 to 2023

- Instagram has the largest & most engaged audience
- Ran a field work video campaign in winter/spring
- Also active on Tiktok & LinkedIn
- explored Twitter alternatives on Mastodon and Bluesky





# Social Media Takeovers Campaign



## ► Purpose

- Increase field preparedness & belonging
- Highlight career pathways
- Provide SciComm opportunities
- Humanize scientists

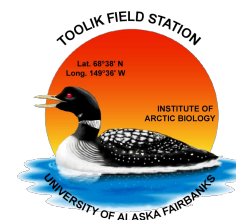
## ► Participants

- 22 researchers & staff
- 95% were students or early career
- 10 projects

## ► Outcomes

- Participants reported it created a source of pride for their work
- Boosted sense of community
- Sparked external curiosity & concern for Arctic change

# Artists-in-Residence



- BLM 2023 Dalton Highway AiR
  - Kristin Link, scientific illustrator from McCarthy, AK
  - Field notebook sketches of phenology & experimental changes
  - Led a watercolor workshop
- Returning artist
  - Nikki Lindt, multimedia artist from NYC
  - Installing audio recorders in thermokarst to livestream the sounds of permafrost thaw to public installation in Brooklyn's Prospect Park

