

# Format for 2013 Report

- 300+ word e-book
  - Fully Interactive pdf
  - Platform independent
  - More like a magazine style than a straight e-book sort of idea
  - Multiple links within the document
- 50-page printed synthesis report
  - 2 pages per region and sector, major findings etc
- Dynamic web presence
  - Part of the Global Change Information System
  - Link to fully searchable data sources, references, contributing institutions and people, dashboard for indicators, applied information, related reports and resources...and so on

# Rollout Ideas for Draft 2013 Plan

- The rollout will be during the December 1 to March 1 public comment period (more realistically, January 1st – February 15<sup>th</sup>).
- A primary audience is the interested public, which can be accessed via networks of regional and sectoral partners, social media, advertisements, university partners, etc.
- Other audiences include NCA partner organizations and scientific/professional societies, local, state, regional and tribal governments, private sector interests with climate exposure
- The Interagency Communications and Education Team (ICE-t) will have a work stream for the NCA. This will be a resource for rollout materials and planning.



U.S. Global Change Research Program

**National Climate  
Assessment**

# Rollout

- The full NRC review meeting is the second week of December.
- Professional societies:
  - AGU in December 2012.
  - AMS is in January and we are developing 2 NCA sessions and a panel discussion with help from T. Karl and the President of AMS.
- 4-8 1-day regional rollout events are being planned supported by USGCRP agencies.
- We will need to develop handouts and electronic posts, press releases, etc.



# Rollout

- NCAnet is already working on helping with events and an ambassadors' program to get the word out.
- A standard slide deck and notes will be developed to share findings and solicit feedback - this can be shared with NCAnet and regional teams, NCADAC members and author teams

# Rollout

- Contact the distribution list for the Scripps Howard Fellowship Program for Journalists at Florida Atlantic University and coordinate with agencies active in regions for their networks.
- A suggestion for a nation-wide simulcast rollout through the agencies.
- Nature Climate has indicated an interest in doing an article in December – other online periodicals (Climatic Change) may be interested

# Other ideas?