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CGMS OUTREACH ACTIVITIES

In response to CGMS Restructuring Task Force Recommendations

The CGMS Restructuring Task Force decided that strengthened outreach activities (communication/public relations activities) are necessary and that a dedicated plenary agenda item should be added. This paper examines possible outreach activities and noting that CGMS members may be requested by the Secretariat to provide assistance for these efforts.

Action/Recommendation proposed: At CGMS 40, CGMS Members will be invited to help identify clear and concrete ways they can contribute to outreach goals.

CGMS OUTREACH ACTIVITIES

1 INTRODUCTION

As a means to improve the effectiveness of CGMS, the CGMS Restructuring Task Force decided that strengthened outreach activities (communication/public relations activities) are necessary to highlight the importance and the unique contributions of CGMS to its own members, other key international fora, and the global community, and that a dedicated plenary agenda item should be added to help accomplish this task. CGMS may be able to serve its members better with more intentional and strategic communications both internally and externally. This paper examines possible outreach activities, noting that CGMS members may be requested by the Secretariat to provide assistance for these efforts.

2 MAIN TEXT

As CGMS commemorates the 40th anniversary of its establishment and as the CGMS Plenary is expected to approve a new High Level Priority Plan, there will be a number of unique opportunities to strengthen communications, visibility, and outreach. For example, the Restructuring Task Force decided that a short CGMS publication (brochure/flier) would be prepared and proposed by the CGMSSEC for the CGMS 40 commemoration. It covers the scope, objectives and membership of CGMS including achievements made. This publication was written in such a way that it has a longevity to avoid frequent updating and reprinting. This brochure coupled with a new High Level Priority Plan and the improved CGMS website can greatly facilitate new outreach activities.

The Restructuring Task Force also envisioned the new CGMS brochure/publication to be complemented by newsletters, factsheets, primarily in electronic format (in printing quality should there be a need for printed material) on e.g. activities of the WGs, the link to the International Scientific WGs, joint achievements, bilateral interactions between CGMS partners for the benefit of the CGMS group, etc. The dedicated CGMS web-site www.cgms-info.org needs to be made better use of and members are invited to make regular contributions for publication online.

CGMS Members may also want to review participation/representation at key conferences and meetings and decide what CGMS Secretariat or CGMS member presence is appropriate.

Another timely and important area worthy of consideration by CGMS is working together to better articulate the socio-economic benefits of operational meteorological satellites. Members could share information about studies and research they have undertaken and challenges they have encountered in finding authoritative, reliable and persuasive information to be used with their stakeholders and funding sources. Is there



an opportunity to undertake an international or multiparty benefits study that could be more viewed as more rigorous and authoritative than what a particular member could produce or sponsor?

3 CONCLUSIONS

At CGMS 40, CGMS Members will be invited to help identify clear and concrete ways they can contribute to outreach goals. Some of these ways might include: contributing content for CGMS website and materials; including CGMS branding and materials at appropriate conferences and exhibits in their countries and regions; and, sharing information developed for internal purposes that might benefit all CGMS members, such as socio-economic benefit research.