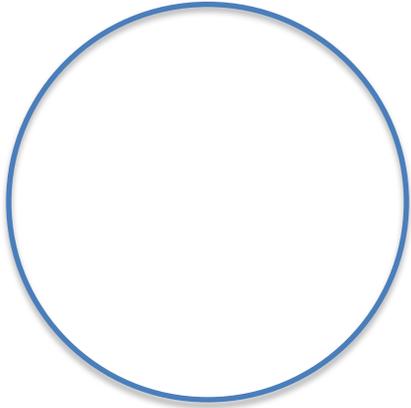


Communications Plan:

**Ji Young Kim, Chul Han Song,
Saewung Kim, and Jim Crawford**

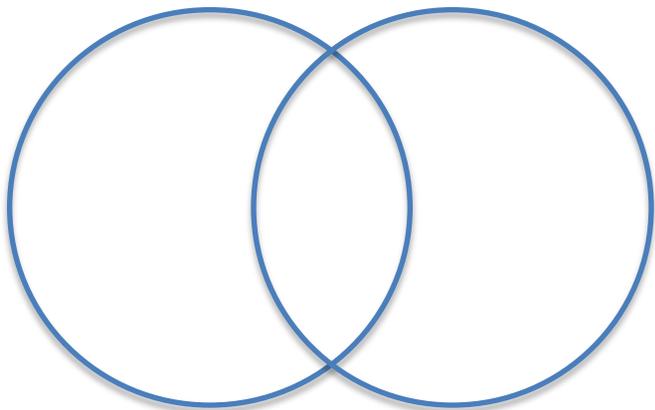
KORUS-AQ and MAPS-Seoul



Some confusions on how we see it!

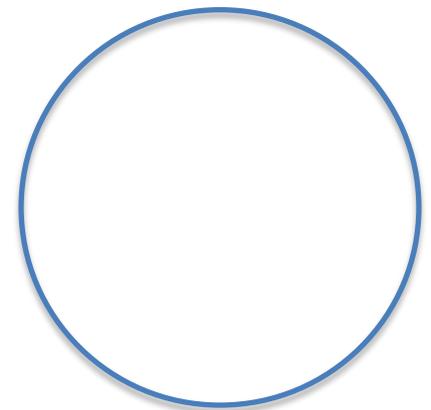
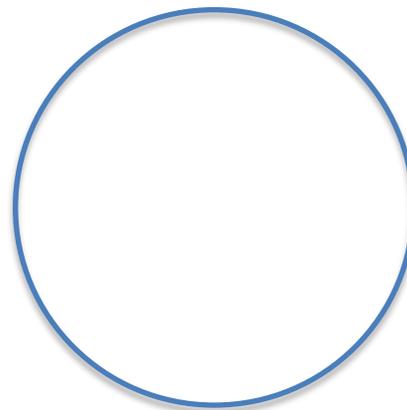
KORUS-AQ

MAPS-Seoul



KORUS-AQ

MAPS-Seoul



One way or the way to put it

MAPS-Seoul

2015 Spring Campaign

2016 Spring-Summer Campaign

2017 Winter Campaign

**KORUS-AQ
Campaign**

This presentation is about what NASA has been doing

- We don't need to follow the business as usual
- Following the South Korean scientific community lead is still an option and desirable

Science Team Communication by email

- Need at least two mailing lists: 1) Full KORUS-AQ science team, 2) KORUS-AQ Leadership Team
- Administration and privileges for sending messages to these lists needs to be discussed.
- The full mailing list will be used for all official messages, announcements, etc.
- The leadership list will be more limited and useful for discussing issues and decisions not requiring full science team input.

Science Team Communication by webex

- Webex will be used to support leadership telecons (a leader(s) for each platform in advance of the campaign).
- During the campaign, the science team will be distributed across many locations (Osan Air Base and numerous ground sites), therefore daily flight planning meetings and periodic science team meetings should also be supported by webex.
- A separate phone line will be needed, but toll free call-in numbers can be provided.
- Webex also allows directors, managers, and other remote staff to observe and participate in campaign meetings.

Science Team Communication by RSS feed

- We should consider using an RSS feed during the campaign to support daily announcements such as upcoming flights and schedules for scientists. These messages could be received as text messages and would post automatically to the website.
- Only a few key personnel would have privileges for posting to the RSS feed.
- We will need a lead person(s) at each site

Science Team Communication by RSS feed

Email messages to the RSS feed automatically post to the website (example shown from DISCOVER-AQ)

The screenshot shows the NASA DISCOVER-AQ website. At the top is the NASA logo and the text "NATIONAL AERONAUTICS AND SPACE ADMINISTRATION". Below this is a search bar labeled "Search NASA". The main header features a blue airplane flying over a cityscape with the text "DISCOVER-AQ". A navigation menu includes links for Home, Science, Instruments, Participants, Planning, Data, Events, Education, and Multimedia.

The "Discover-AQ Mission News" section contains the following text:

- [+ DISCOVER-AQ Flight Tracker](#)
Follow this link to access the real time flight tracker. This tool works best with IE9+, Firefox 4+, Chrome 12+.
- 08.09.14:**
Final DISCOVER-AQ Flights Tomorrow, Sunday, 10 August 2014
[+ Read More](#)
- 08.07.14:**
DISCOVER-AQ Flights Planned for Tomorrow, Friday, 8 August 2014
[+ Read More](#)

A red circle highlights the "Read More" links. A yellow box below the news items contains the text: "The '+ Read More' links above currently do NOT work with Google Chrome". Below the news items is a blue button labeled "Go To Archive".

The "Mission Highlights" section features a video player showing an aircraft on a runway. Below the video is a navigation bar with arrows and numbers 1 through 6, with 5 highlighted. Below the video player is a blue button labeled "+ Read the whole story".

The "Our Mission" section includes a video player with the NASA logo and the text "Langley Research Center". Below the video player is a blue button labeled "+ Download this video or view other multimedia".

The "Our Mission" text reads: "DISCOVER-AQ is a four-year campaign to improve the use of satellites to monitor air quality for public health and environmental benefit. Through targeted airborne and ground-based observations, DISCOVER-AQ will enable more effective use of current and future satellites to diagnose ground level conditions influencing air quality."

The footer contains the NASA logo, page information, and various links:

- Page Curator: Jay Madigan
- NASA Official: Dr. Mary Kleb
- Page Last Modified: 10/9/2014 09:17
- [+ Freedom of Information Act](#)
- [+ Budgets, Strategic Plans and Accountability Reports](#)
- [+ The President's Management Agenda](#)
- [+ Inspector General Hotline](#)
- [+ Equal Employment Opportunity Data Posted Pursuant to the No Fear Act](#)
- [+ Information-Dissemination Priorities and Inventories](#)
- [+ Privacy Policy and Important Notices](#)
- [+ USA.gov](#)
- [+ ExpectMore.gov](#)
- [+ Multimedia Browser Plug-ins](#)
- [+ Comments or Questions?](#)

Science Team Communication during Flight Operations

- The DC-8 is capable of supporting active chat sessions with the ground during flights. The chat server is supported by NCAR and can be freely used by the community.
- Active flight tracking is also available to monitor the DC-8 location in real time, allowing ground personnel to actively monitor and advise the DC-8 flight scientist. This is especially useful when coordinating ground activities with overflight by the aircraft.
- Will in-flight communication and real-time location tracking be possible for the other aircraft?

Communication between Aircraft

- If there is ever a plan to coordinate between the aircraft, it will be desirable to have the pilots communicate directly. Pilots should meet at the beginning of the campaign to make appropriate plans for radio communication when necessary.
- Will translation be an issue?
- Will all the participating aircraft be based at Osan Airfield? (KMA King Air)

Communication among the Platforms

- The fast turnaround of interesting findings on the ground site will be essential for flight planning
- Daily report from the ground site needs to highlight the main findings

Use of Social Media

- Is there any desire to have a Facebook page or Twitter account for the science team?
- Twitter could be another effective way to announce daily flight decisions and schedules for the next day.

Outreach and Media Day(s) I

- K-12 outreach – Korean and the US especially military family
- College students outreach
- Community outreach (especially neighborhood near Osan Air Base)
- News media and any dignitary

All of the activities should be initiated by the Korean side but coordinated with the NASA side.
Required timeline???

Outreach and Media Day(s) II

- Actual visit(s) to the aircrafts
- Facebook or other social network media for the advertisements of scientific activities or answering questions from general public (Uploading interviews with scientists)

Science Team Communication through the KORUS-AQ website

- The website should be updated regularly during the field study to provide information important to the execution of field operations and assessment of progress in accomplishing objectives.
- Daily announcements could be posted directly to the website or through RSS feed (see earlier slide on this)
- Reports should be posted online regularly. These would include a daily forecast summary, flight plans, flight reports, daily instrument status reports, quicklook images, etc.

Science Team Communication through the KORUS-AQ website

The screenshot shows the NASA website header with the NASA logo and 'NATIONAL AERONAUTICS AND SPACE ADMINISTRATION'. Below the header is a banner for 'DISCOVER-AQ' featuring an airplane and a cityscape. The navigation menu includes 'Home', 'Science', 'Instruments', 'Participants', 'Planning' (highlighted), 'Data', 'Events', 'Education', and 'Multimedia'. A sub-menu for 'PLANNING' lists 'Baltimore-Washington, D.C. 2011', 'California 2013', 'Texas 2013', and 'Colorado 2014'. The 'Reports' section is active, showing a sidebar with 'Reports', 'Forecasting', 'Calendar', 'Hotel', 'Logistics', and 'Apparel'. The main content is a table with columns for 'Date', 'Daily Reports', 'Flight Reports', and 'Quick Look Data Reports'.

Date	Daily Reports		Flight Reports		Quick Look Data Reports					
	Outlook	Status	P-3B	UC-12	HSRL	ACAM	DRAGON	Pandora	MDE	MPLs
2011-06-25	X	X	X	X	X	X	X	X	X	X
2011-06-26	X	X	X	X	X	X	X	X	X	X
2011-06-27	X	X	X	X	X	X	X	X	X	X
2011-06-28	X	X	X	X	X	X	X	X	X	X
2011-06-29	X	X	X	X	X	X	X	X	X	X
2011-06-30	X	X	X	X	X	X	X	X	X	X
2011-07-01	X	X	X	X	X	X	X	X	X	X
2011-07-02	X	X	X	X	X	X	X	X	X	X
2011-07-03	X	X	X	X	X	X	X	X	X	X
2011-07-04	X	X	X	X	X	X	X	X	X	X
2011-07-05	X	X	X	X	X	X	X	X	X	X
2011-07-06	X	X	X	X	X	X	X	X	X	X
2011-07-07	X	X	X	X	X	X	X	X	X	X
2011-07-08	X	X	X	X	X	X	X	X	X	X

Reports and quicklook data can be directly uploaded to the website as pdf files. (example shown from DISCOVER-AQ)