

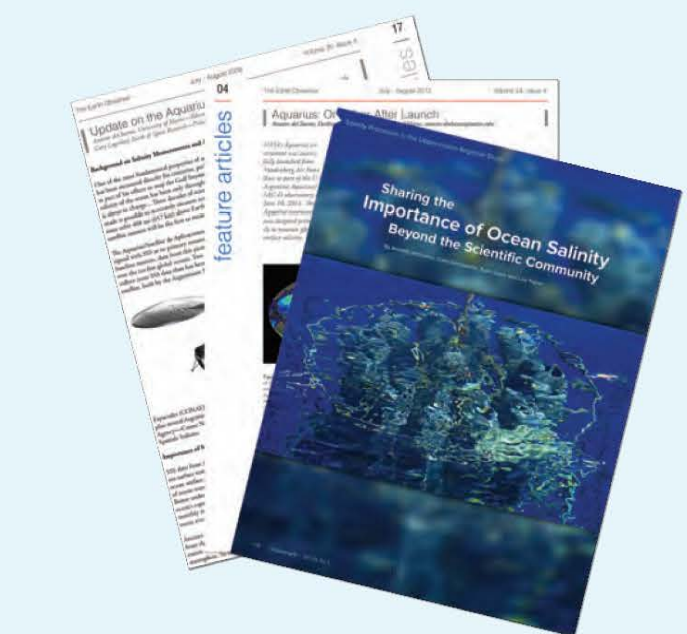
NASA Salinity - Communication and Engagement



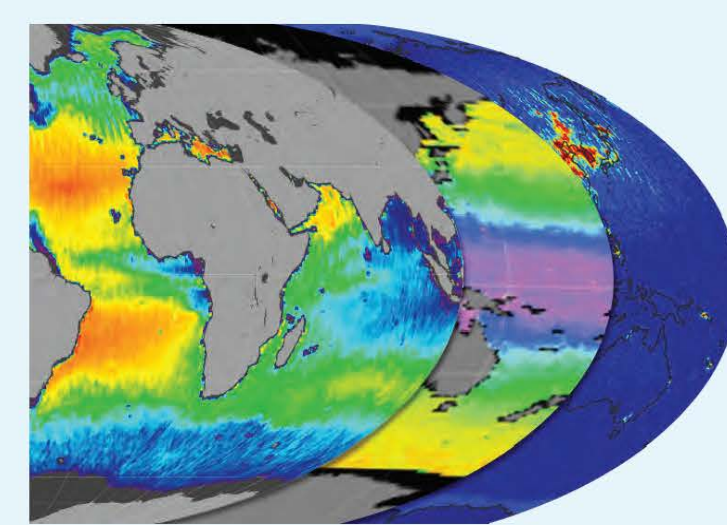
Approach



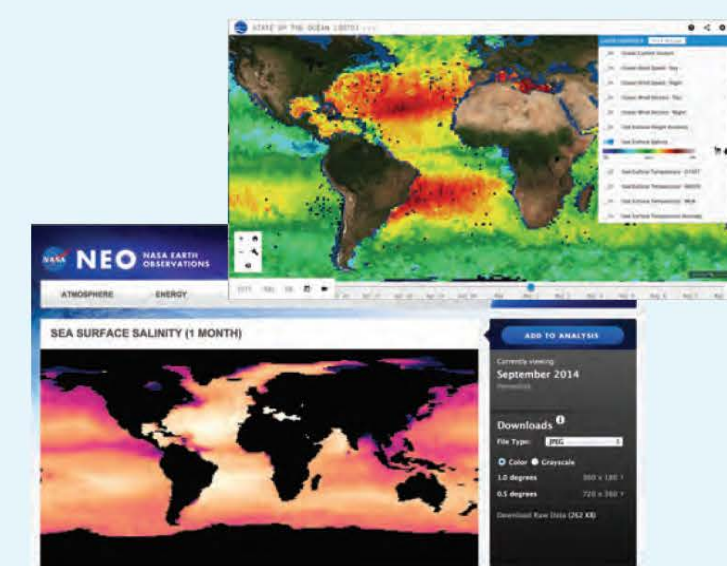
Public engagement with salinity - This will be accomplished through the creation of **engaging, media-rich, data-centered products and hands-on activities** that allow non-scientists to see implications of ocean change on the environment.



Science results communication - News and findings will be shared through documents with **basic information** about salinity efforts, **updates in science and technology media** such as The Earth Observer, and **webinar events**.



Data maps and visualizations - Various maps – **salinity, density, radio-frequency interference** – missions will be featured (e.g., Aquarius, SMAP). These will be augmented by results from SPURS and other **field-based programs**.



Salinity science tutorials and tools - Materials that highlight salinity data for **college-level audiences** will be developed and tested. The effort will **leverage existing tools** at data portals (e.g., PO.DAAC, NASA Earth Observations).



Scientist professional development - Resources and training will be conducted with researchers interested in **conveying the societal benefits** of their work. **Online short courses** will also be offered to meet the needs of emergent scientists.

Matching Approach to Topics

	Linkages	Synergy	Water Column	Processes
Public Engagement	✓	✓		
Results Communication		✓	✓	
Data Maps			✓	✓
Salinity Tutorials & Tools		✓	✓	✓
Scientist Professional Development		✓	✓	✓
"NASA Salinity" Website	✓	✓	✓	✓

Topics

As a pathfinder mission dedicated to public engagement, Aquarius made strides in broadening interest in salinity beyond the scientific community. Leveraging the infrastructure and thematic approach developed for Aquarius, new communication and public engagement endeavors are being conducted to align with the following NASA Salinity Program objectives:

- Demonstrate **clear linkages** among ocean surface salinity variability, ocean circulation, Earth's water cycle, and climate;
- Highlight the **synergistic value** of NASA ocean surface salinity data in the broader context of other satellite and in situ measurements;
- Provide insights into **salinity variations within the upper water column** in terms of environmental processes along with associated implications for "ground truthing" satellite-derived salinity data; and
- Share the **processes used to retrieve and refine salinity** derived from satellite and other methods, including the ongoing efforts to improve data accuracy and consistency.

Through close coordination and interaction with the science community, these collective efforts will demonstrate how a better understanding of salinity science – and its ties to ocean circulation, climate, and the water cycle – can benefit society.

Website Updates

This project will build upon the existing database-driven infrastructure of the Aquarius website (aquarius.nasa.gov) allowing users to readily search and retrieve resources.

Indexed Information

The Aquarius website database allows users to search and retrieve information on mission status and events, Frequently Asked Questions, publications, meeting artifacts, and multimedia products.

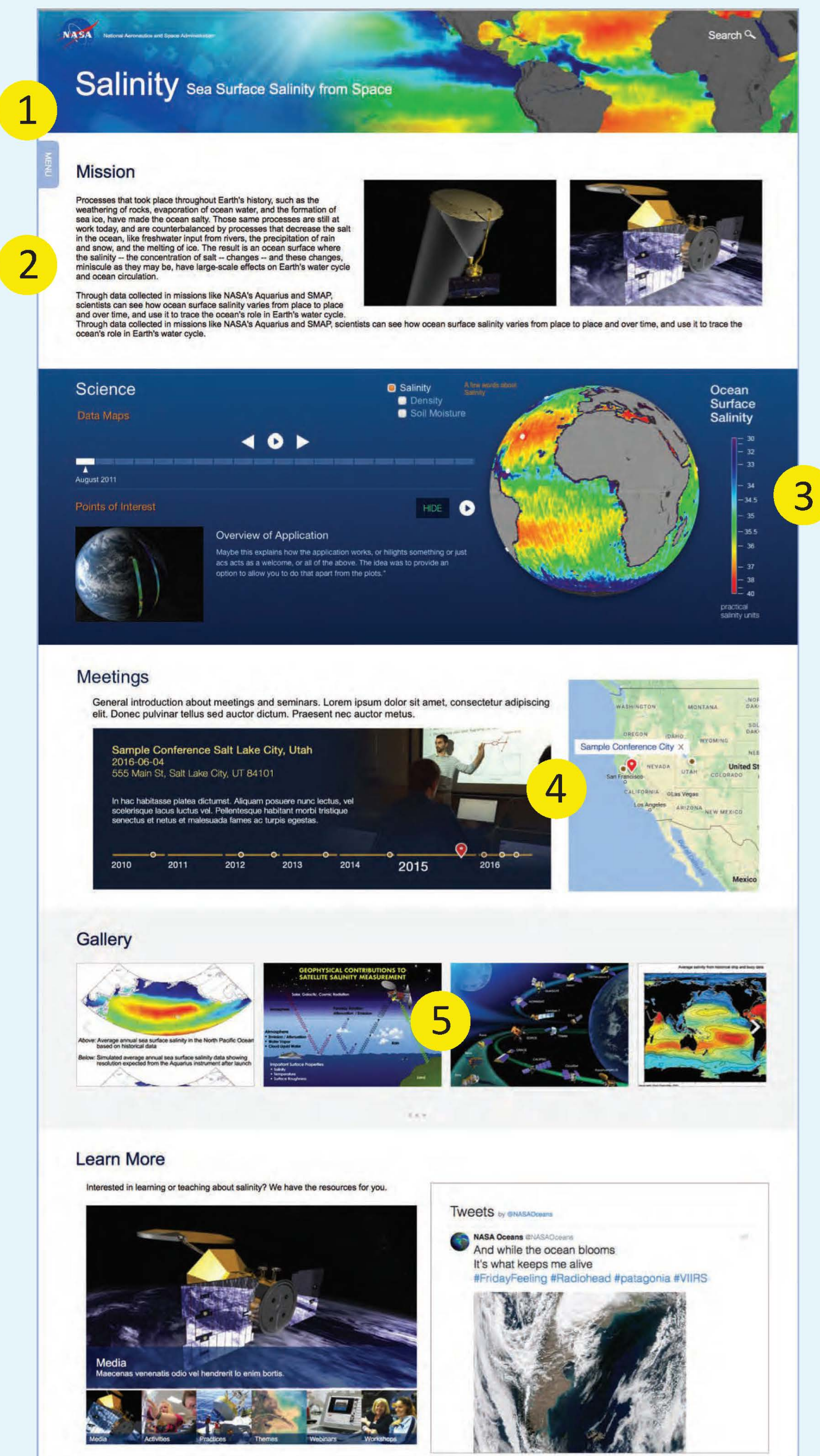
Input Welcome!

As the NASA Salinity website grows, we welcome input on sections, features and resources that suit your needs. Please contact us to discuss what you'd like to see.

Meetings (e.g., Aquarius/SAC-D Science Team, AGU, Ocean Sciences, IGARSS, Microrad)	21
Meeting Presentations	624
Aquarius Publications	300
Data Maps (e.g., monthly and climatological salinity, global soil moisture, weekly salinity in the North Atlantic, RFI, and high-latitude SSS and brightness temperature)	1000+

Count of science team resources stored in Aquarius website database as of 15-May 2017.

New Website



- 1 The website will be **responsive**, automatically optimized for viewing on mobile devices.
- 2 Information about **NASA Salinity Missions** will highlight the continuation of salinity science efforts.
- 3 A front-page **data interactive** will allow users to explore salinity, density and soil moisture data.
- 4 An **interactive meeting timeline** on the homepage will provide ready access to meeting archives.
- 5 A gallery showcasing **multimedia communication resources**.

