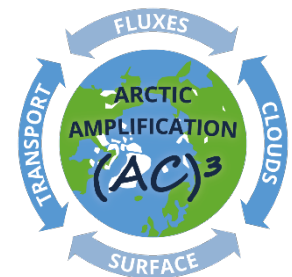


HALO-(AC)³



Media concept during HALO-(AC)³

Anja Schwarz & Jörg Schmidt & Marlen Brückner



DFG



JÜLICH
Forschungszentrum

KIT
Karlsruher Institut für Technologie

TROPOS
Leibniz Institute for
Tropospheric Research

UNIVERSITÄT
LEIPZIG

Universität
Bremen

AWI

Universität Hamburg
HAW

LMU
LUDWIG-MAXIMILIANS-UNIVERSITÄT
MÜNCHEN

Universität
zu Köln

Outline

- General information
- Objectives & Target groups
- Framework conditions
- Planned measures
 - Ny-Ålesund
 - Longyearbyen
 - Kiruna
- Website

General Information

- Potential of HALO-(AC)³ campaign with respect to knowledge transfer is high
 - high interest of media representatives
- Regular media meetings initiated since April 2021
 - media departments from all involved partners
 - Coordination Team: Anja, Jörg & Marlen
- Defined objectives & target groups of interest
- Defined framework conditions in cooperation with science
- Different measures at campaign locations
- All relevant information on campaign are listed on campaign website:

<https://halo-ac3.de/wordpress/>

Objectives & Target groups

Objectives:

- Increase visibility of campaign & our research
- Knowledge transfer
- Identification with project
- Generate attention for subsequent research applications and new proposals

Target groups:

- Interested (adult) citizens
- Kids
- Employees, cohesion & identification with project
- DFG and other funding agencies

Framework conditions

- Should be **explicitly highlighted** in all media activities that campaign is a **joint initiative** from the **HALO and (AC)³ community**
 - For campaign main objectives observations with the research aircraft HALO and the polar aircraft P5 & P6 are needed → **(collocated) joint measurements**

Footer: „HALO-(AC)³ is a research campaign jointly performed by the University Leipzig, the Alfred Wegener Institute Helmholtz Centre for Polar and Marine Research, the German Aerospace Center, the Leibniz Institute for Tropospheric Research, the Max Planck Institute for Meteorology as well as the Universities of Bremen, Hamburg and Cologne, and the Ludwig Maximilian University of Munich.

The German Research Foundation supports this campaign via the Transregional Collaborative Research Center (AC)³ and the Priority Program HALO.”

- Stay of media representatives at Kiruna / Longyearbyen / Ny-Ålesund possible, but capacities may be limited
- Each location has at each time at least one representative from us to help, guide, organize and coordinate media professionals → **On-site management**

Framework conditions

- **Media representatives on board** (for moving pictures):
 - ❖ Polar aircraft (AWI responsibility)
 - In principle possible, if they fulfill all relevant trainings and certificates
 - Flying on board should be seen as an offer but not a guarantee (e.g., when flight conditions in time frame are worse and only one scientific flight would be possible, then science has a clear priority)
 - Short test flights
 - No interviews on board
 - ❖ HALO (DLR responsibility)
 - In principle not possible, although no further certificates are needed → limited operator seats and payload
 - No interviews on board
 - Moving pictures from flights from GoPros will be available



Planned measures

❖ **Website** (<https://halo-ac3.de>)

❖ **Events**

- Organized **press event** in Oberpfaffenhofen (HALO) and simultaneously in Bremen (polar aircraft) on **2 March 2022**
- Invitation to (national) press agencies to inform and report on upcoming campaign
- Contact persons from science will be on-site for interviews
- Additional volunteers from science will be available also online for questions for those media representatives who cannot come in person
→ widen visibility

➤ Painting competition for kids



➤ For example „Lange Nacht der Wissenschaften“

Planned measures

❖ Press releases (joint text)

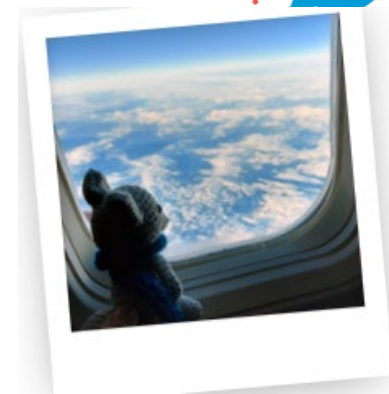
- 2 PRs planned (beginning of campaign, middle of campaign)

❖ Press

- Reporting on campaign from Janet Binder (dpa) from Germany

❖ Social Media

- SM channels Twitter/Facebook/instagram/TikTok from involved partners → contributions, small videos, pictures from us
- Mias Klimatagebuch
- SM stories



Planned measures

❖ Print media

- Report on campaign in DLR magazin
- Report in local press „Sächsische Zeitung“ from Stephan Schön
- Book ideas / Photo report from Esther Horvath (in LYB)
- EOS Postcards from the field
- Cooperation from Mia & Geolino (?)



Planned measures



❖ Media

- 4 professional film teams at 3 locations
 - Longyearbyen / Ny-Ålesund:
 - ARD: Erlebnis Erde: Alexander Gerst auf Expedition
 - Arrival LYB 26.3.2022
 - 28.3. – 1.4. Ny-Ålesund (Balloon)
 - 1.4. – 8.4. LYB including one flight on P5 or P6 (2 Persons)
 - On-site management: Esther Horvath (AWI)
 - ZDF: Editor-in-chief Özden Terli
 - Arrival LYB 19.3.2022
 - 19.3. – 26.3. LYB including one flight on P5 or P6 (2 Persons)
 - On-site management: Sarah Werner (AWI)



<https://presseportal.zdf.de/biografie/Person/ozden-terli/>

Planned measures



❖ Media

- 4 professional film teams at 3 locations
 - Longyearbyen / Ny-Ålesund:
 - ARD: Erlebnis Erde: Alexander Gerst auf Expedition

- ZDF: Editor-in-chief Özden Terli



Both teams will present their work and plans in separate meetings to the interested audience
→ Planned for January 2022
→ Link will be distributed



<https://presseportal.zdf.de/biografie/Person/ozden-terli/>

Planned measures



❖ Media

- 4 professional film teams at 3 locations
 - Ny-Ålesund / Longyearbyen / Kiruna
 - Documentary, cinema by Alexander Riedel from PELLE Film: „WIND (AT)“
 - To be presented in cinema, documentary film festivals, and ARTE/3sat (autumn 2022)
 - Campaign addresses the scientific field work
 - Arrival LYB 19.3.2022
 - 21.3 - 30.3. Ny-Ålesund (Ballon)
 - 25.3. – 30.3. LYB including on flight with P5 or P6 (1 Person)
 - On-Site management: Sebastian Grote (AWI)
 - 1.4. – 6.4. Kiruna
 - On-Site management: Jörg Schmidt (LIM)



<http://www.pellefilm.de/de/ueberuns/alexander-riedel.html>

Alexander joins the meeting online

→ Please use Gather.town (or email/phone) to get in contact with him or further informations



❖ Media

- 4 professional film teams at 3 locations
 - Kiruna
 - DLR film team (3 persons)
 - Exact date will be announced soon
 - On-site management: LIM team

❖ Print media - Kiruna

- Report in local press „Sächsische Zeitung“ from Stephan Schön
- 22.3. – 29.03. Kiruna
 - On-site management: Marlen (LIM)



❖ Social media / YouTube videos - Kiruna

- Jan Völkel, Media department Uni Cologne
- Small YouTube videos for students, SM story, etc.
- 22.3. – 27.03. Kiruna
 - On-site management: Marlen (LIM)

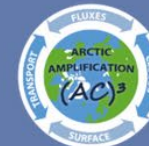


Website



HALO - (AC)³

Arctic Air Mass Transformations During Warm Air Intrusions and Marine Cold Air Outbreaks



Overview ▾

Platforms ▾

Data

Coordination

Press & News ▾



Photo: FZJ

HALO is landing at Kiruna, Sweden. (Photo by FZJ)



HALO-(AC)³ is the field study that aims at investigating warm air intrusions into the Arctic and cold air outbreaks. We will cover larger spatial scales with a particular emphasis on process studies of important examples of Arctic mid-latitude linkages by applying the High Altitude and Long Range Research Aircraft (HALO), and the AWI polar aircrafts P5 & P6 for coordinated research flights over the Arctic as well as simultaneous measurements of the tethered balloon called BELUGA that will be based in Spitzbergen. [More about HALO-\(AC\)³...](#)

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Open questions ?
Thanks for attention.