



Consiglio Nazionale delle Ricerche

Communication and Outreach Guidelines for R/V Gaia Blu

Version 1.0 – October 2024



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This document provides instructions for the scientific personnel aboard the R/V Gaia Blu regarding communication and scientific dissemination activities.

1. **A week before the start of the oceanographic campaign, the chief scientist or a delegated member of the research team is required to prepare a note (maximum of 1000 words, including spaces) that describes:**
 - a. The funding project (if applicable) and contact information for any media/press office staff
 - b. The involved institutions and their press office contacts
 - c. Planned research activities on board.
 - d. Research perspectives and the expected societal impact of the expedition and its results.

This text must be redacted for a non-expert audience and sent to the **CNR Press Office and copied to the Communication and Outreach Working Group** (see contacts) to adapt it to various communication channels. It will then be published on the CNR's digital platforms. The text must include a contact (name, surname, affiliated CNR Institute, institutional email address, and phone number, the latter for the sole use of the Press Office) as footer. A photo or illustration free from copyright, accompanied by a caption and release form (Appendix B) in case recognizable individuals are included, can accompany the text.

2. If staff from the Networks and Systems Unit and/or the Press Office are not on board during the campaign, **the research team is encouraged to document scientific activities and life on board through photos and videos, and to share a selection of this material with the Press Office** (see contacts) to create media content dedicated to scientific dissemination.

Multimedia material must always be uploaded to the OneDrive space of CNR, whose access link will be communicated to the chief scientist within one week from departure. For guidelines on filming techniques and suggestions for video interviews, refer to Appendix A (Filming Techniques).

3. The involvement of professional radio and television journalists must be coordinated with the CNR Press Office to ensure activities are aligned.
4. Any live streaming to be broadcast on CNR social channels (e.g., Facebook, YouTube) must be coordinated with the CNR Press Office.
5. **All communication activities related to funded research projects must be communicated in advance to the CNR Press Office.** If the cruise research team makes contacts with



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additional staff conducting communication or press office activities related to the campaign (e.g., companies handling communication/press/social media for other involved entities or specific projects), it is strongly advisable to have them connect with the CNR Press Office to maximize the campaign's impact.

6. In all multimedia communication activities, all CNR personnel must wear clothing featuring the visual identity of the R/V Gaia Blu or, alternatively, the CNR, displaying the CNR logo and possibly the logo or acronym of their institute of affiliation.
7. For any questions or clarifications regarding communication activities, the cruise research team may refer to the Gaia Blu "Communication and Outreach" Working Group.

Appendices:

A: Filming techniques

B: Photo and video release form

CNR Press Office Contacts

Press note submission: ufficiostampa@cnr.it; Francesca Gorini: francesca.gorini@cnr.it

Social media material submission: Alessia Cosseddu, alessia.cosseddu@cnr.it

Emanuele Guerrini, emanuele.guerrini@cnr.it must always be cc'ed

R/V Gaia Blu

Always cc comunicazione.gaiablu@cnr.it



Appendix A - Filming Techniques

This document provides tips for efficient and high-quality multimedia content production.

- 1) **Fixed horizontal camera:** Start recording with the phone or camera in a horizontal position, disregarding the first and last 5 seconds, which are needed for editing. Keep a constant angle (no camera movement) for 7-8 seconds.
- 2) **Horizontal panning:** Start recording with the phone or camera in a horizontal position. Disregard the first and last 5 seconds. Slowly pan horizontally (the camera rotates horizontally on its axis) to the right or left for 8-10 seconds, then repeat in the opposite direction. Example of horizontal panning: <https://youtu.be/ZbQods6Jqfw>
- 3) **Vertical panning:** Start recording with the phone or camera in a horizontal position. Disregard the first and last 5 seconds. Slowly pan vertically (the camera rotates vertically on its axis) upwards or downwards for 8-10 seconds, then repeat in the opposite direction. Example of vertical panning: <https://youtu.be/t7BIHE92wnc>
- 4) **Fixed shot for interviews:** Always do a test recording, review it to correct any filming or audio errors. Only interview one person at a time (frame a single individual). Preferably, shoot outdoors (better with a microphone) but account for background noise, which should not be excessive (audio is critical in interviews; it's useful to use headphones to monitor background noise). Pay attention to lighting indoors. The background should be visually pleasing (e.g., no cables or plugs visible) and as uniform as possible, to keep the audience focused on the interviewee's words. Avoid having the subject move too much or cross their arms or hands. Ensure their lips are shut a moment before and after recording. Be careful not to have distracting elements in the frame. The subject can be centered in the frame, but depending on the background, they can also be positioned slightly left or right. Avoid reflections from portholes or panels that could interfere with the image or reflect the filming operator. Place the camera where the CNR logo is visible. If conducting multiple interviews on the same topic, change the location to avoid repetition. To make the video less monotonous, the interview can be overlapped by footage of the ship or relevant activities. Otherwise, a good video interview requires at least two shots. If two identical cameras (e.g., the same brand of smartphones) with the same technical features are available, film with a wide shot (half-body with some space around) and a close-up (head and shoulders), positioned at different angles. Note: Wide shots may require standing far from the subject, which can affect audio quality without a microphone. Otherwise, use a single camera and film in full HD (1920x1080) or 4K. In post-production, close-ups can be extracted. Always leave some space around the subject in the frame. If the interviewee is uncomfortable on camera, consider having them sit down.

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Interview tips: Ask short, simple questions and agree on the question in advance. Responses should be complete sentences (subject and verb) to allow editing without needing the initial question. Example: "We are aboard Gaia Blu for a new oceanographic mission. What is it about?" Incorrect answer: "It's about..." Correct answer: "The oceanographic expedition 'name' aims to..." Avoid overlapping speech between interviewer and interviewee. If possible, repeat the interview up to three times in different clips, simplifying the content each time. Recording time: 1-2 minutes per clip, which will be edited down to 20, 30, or 40 seconds.

CNR personnel appearing on camera should wear clothing displaying the CNR logo. Refer to the layout prepared by the Communication Unit, featuring navy blue shirts (to match the institutional CNR blue) with white logos (layout shown below).



RELEASE STATEMENT FOR PHOTOGRAPHS AND VIDEO RECORDINGS

I, the undersigned, _____, born in _____ (____),
on ____ / ____ / _____, residing in _____ (____),
address: _____ ;
Tax Code _____ phone number _____
email address _____

regarding the acquisition of images and video recordings by CNR personnel working on behalf of the National Research Council (CNR) web TV

on the following day

and related to

AUTHORIZE

under the provisions of Regulation (EU) 679/2016 of the European Parliament and Council of April 27, 2016, concerning the protection of natural persons with regard to the processing of personal data and the free movement of such data, and Articles 10 and 320 of the Civil Code, as well as Articles 96 and 97 of Law 22.4.1941 No. 633 (Copyright Law),

the aforementioned personnel of the National Research Council (CNR) to:

- Take photographic, television, and/or audio recordings on film, tape, or any other media,
- Use these recordings exclusively for communication and dissemination purposes related to CNR's research and institutional initiatives, as well as scientific outreach, Publish and distribute these recordings through the www.cnrweb.tv platform, other CNR platforms, institutional social media accounts, and any third parties designated by the organization. This includes interviews and statements in my name, either fully or partially, through any technical means currently known or that may be developed in the future, in any form, without time limitations, and on any media platform (TV, radio, internet, audiovisual, public, etc.) both in Italy and abroad.



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I hereby confirm that I have no claims related to the above and irrevocably waive any rights, actions, or claims arising from the authorization given here. I acknowledge that I cannot hold the recording author liable for any moral or material damage caused by third parties or improper uses not covered by this release.

I acknowledge that Cnr commits not to use the images in any way that could harm the dignity or reputation of the person depicted.

Date _____ Signature _____

Notice and consent under Article 13 of the European Regulation 2016/679

I, the undersigned, _____

ACKNOWLEDGE THE FOLLOWING INFORMATION:

- The **data controller** is the National Research Council, located at P.le Aldo Moro 7, Rome. Contact points for exercising data subject rights are the CNR Press Office, reachable via email at ufficiostampa@cnr.it
- The **CNR Data Protection Officer (DPO)** can be reached via email at rpdc@cnr.it.
- **Purpose of data processing:** The personal data provided will be used, with your consent, for communication and dissemination purposes related to Cnr's research and institutional activities, as well as for scientific outreach (Article 6 GDPR, Paragraphs 1a and 1e). The data will be processed through electronic and telematic means, especially for publication on the www.cnrweb.tv platform and other CNR platforms, including institutional social media accounts.
- **Data retention:** The personal data provided will be retained by CNR even after the conclusion of the above-mentioned activity and will remain available for archival purposes in the public interest. The personal data and other acquired information will be stored digitally in databases and servers located at the Cnr central headquarters, P.le Aldo Moro 7, Rome, with security measures ensuring data integrity and confidentiality, as per Regulation (EU) 679/2016.
- **Recipients:** The collected data may be transferred to data processors and third parties, including individuals or legal entities in Italy and abroad, that provide processing services or perform related support activities on behalf of and/or in the interest of Cnr's web TV. With your consent, the data may also be transferred to news organizations, web platforms, and/or social networks (e.g., Facebook, Twitter, Instagram via Cnr accounts) to pursue the objectives outlined above.
- **Rights:** Interested parties may exercise the rights described in Article 15 of Regulation (EU) 679/2016, including requesting data access, modification, deletion, correction, and restriction. Consent for processing can be revoked at any time by writing to ufficiostampa@cnr.it. Additionally, individuals have the right to lodge complaints with the relevant authority if deemed necessary.

Date _____ Signature _____

ID details _____