

APPENDIX D

SAMPLE SPECIAL OPERATING UNIT AWARD

OAR Dr. Daniel L. Albritton Outstanding Science Communicator Award

PURPOSE

The National Oceanic and Atmospheric Administration (NOAA), Oceanic and Atmospheric Research (OAR) Dr. Daniel L. Albritton Outstanding Science Communicator Award recognizes outstanding achievement in communicating the meaning and value of NOAA-related science and research to non-scientific audiences. The award is named in honor of Dr. Daniel Albritton, a retired OAR scientist who proved to be one of the most effective communicators of NOAA research and related science. His career exemplifies a scientist serving national and international needs and using science for the benefit of mankind. Dr. Albritton spent nearly 40 years as a scientist, administrator and public servant. Throughout his career he was a major spokesman in explaining the science of climate change to the public and government policy makers. As head of NOAA's Aeronomy Laboratory (now part of NOAA's Earth System Research Laboratory) from 1986 until his retirement in 2006, Dr. Albritton was a leader in organizing research on stratospheric ozone destruction and led the scientific assessments that helped develop international protocols for control of ozone-destroying chemicals. He played a key role in understanding and communicating the causes of pollution in the lower atmosphere, including the chemistry of acid rain and urban smog. Dr. Albritton's outreach and education efforts with high-level policy makers contributed significantly to passage of the Montreal Protocol and the Clean Air Act.

ELIGIBILITY

The nominee's work should be related to NOAA Research. The nominee must be an employee or NOAA Corps Officer in OAR, or the work that he/she has completed should be of specific value or interest to NOAA Research and conducted through OAR's institutional extramural partnerships such as a Cooperative Institute or Sea Grant institution. The award may be given to an individual or a group.

FREQUENCY OF AWARD

OAR's Outstanding Science Communicator Award will be presented to one individual or group annually.

TYPES OF ACCOMPLISHMENTS

OAR's Outstanding Science Communicator Award recognizes substantial accomplishments in communicating science and research to non-scientific audiences. Examples of such accomplishments may include, but are not limited to:

- Working with media outlets to educate the public on OAR research products, explaining scientific concepts in understandable terms, and otherwise promoting OAR, NOAA, and/or Department of Commerce (DOC) strategic goals;
- Delivering speeches or presentations on OAR research, e.g., conveying in understandable terms, complex issues related to climate change and the impact of human and other activity on climate;
- Demonstrating exceptional integrity to the science and research results despite public or media attempts to distract or expand scientific conclusions;
- Creating fresh and innovative methods for presenting scientific information to non-technical audiences.

NOMINATING PROCEDURES

The call for Outstanding Science Communicator Award nominations is distributed to all OAR Labs, Programs, and Staff Offices, OAR Cooperative Institutes, Sea Grant Programs and other extramural partners. The award is announced by OAR's Communications Office.

Any employee may submit a nomination. Nominations must be submitted through the nominee's supervisor. To be considered, complete nominations must be received electronically by the OAR Headquarters point of contact on or before the deadline identified in the call. The call is generated during the third quarter each fiscal year. Nominations should include the following information:

- A. Nominee's name, work address, phone number, e-mail address, occupation/title and Lab/Program/Staff Office or extramural affiliation.
- B. A brief biographical sketch of the nominee (no longer than one page).
- C. The nominator's name, work address, phone number, and e-mail address.
- D. A summary of the accomplishments for which the person is to be recognized (about 250 words).
- E. A detailed description of what makes the nominee worthy of the OAR Outstanding Science Communicator Award. In no more than three single-spaced pages of text, the nominee's accomplishments should be described in specific terms, detailing why the work is considered outstanding. Nominators should address the Selection Criteria when drafting the supporting justification. This supporting justification must include details on the impact of the nominee's accomplishments and the audience reached by the outstanding communication. Nominations must focus on effectiveness, results, and influence. Supporting the nomination with additional written "testimonials" may be the best way to show effectiveness and impact. Testimonials must be limited to one single-spaced page of text. People providing testimonials should be urged to be as specific as possible and try to provide some measure of the impact of the successful communication.

SELECTION CRITERIA

The following factors will be considered in evaluating the nominations:

- Quality of the communication – How well-suited was the communication for a non-scientific audience? Did the communication use creative or innovative methods, graphics, and analogies? Did the communication demonstrate integrity to the science and scientific results? Were anecdotal evidence and testimonials presented in the justification?
- Reach of the communication – Did the information reach a wide variety of constituents (e.g., children, emergency management officials, Congress, etc.)? Will the information presented and/or methods used result in an extension of influence or knowledge beyond the initial audience? Will the method of presentation/communication have a sustained ability to provide information or was it a one-time event?
- Impact of the communication – Did the communicator’s effort educate an audience in some way, or impact decision-making policy or action? Did the accomplishments directly support an OAR, NOAA, or DOC strategic goal?

SELECTION PROCEDURES

Nominations will be reviewed by the OAR Personnel Management Advisory Committee (PMAC). The panel will include the Director of OAR’s Communications Office or his/her designate. The panel will review all the nominations using the criteria outlined above and make a formal recommendation to OAR’s Assistant Administrator (AA), who retains approval authority.

TYPE OF RECOGNITION

Federal employees will receive a plaque and a monetary award. An extramural recipient (i.e., Cooperative Institute or Sea Grant recipient) may only receive a certificate of recognition as NOAA is not authorized to give cash awards to non-Federal employees. The total monetary award is \$1,250 processed as a Special Act Award. NOAA Corps regulations preclude commissioned officers receiving monetary Special Act Awards. In the case of a group award, the monetary award is split equally among the eligible members, with individual plaques awarded to each group member. Awards will be granted pending availability of funds.

PRESENTATION

The award recipient will be appropriately notified and public announcement made via the NOAA OAR webpage and appropriate press releases. The Outstanding Science Communicator Award will be presented at the annual employee awards ceremony at OAR Headquarters held at the end of the calendar year.

ROLES

OAR Communications Office: Administers the Outstanding Science Communicator Award call, processes nominations, facilitates review by evaluation panel, notifies winner(s), and manages internal publicity and, with OAR Public Affairs, external publicity.

Chief Financial Office/Management and Organizational Development Division: Provides administrative support to pay for recognition activities and travel for recipient(s), administers payment of monetary awards, prepares plaques, and coordinates award ceremony details.