

## Communications

It was another year of significant changes for CSEG communications. We continue to need to control costs to allow the CSEG to be sustainable, and we are also expanding the platforms where CSEG content and news are available and discussed.

Thanks again to the RECORDER committee for another great year creating the content we all value. Brian Schulte is Chief Editor and lead very ably and enthusiastically. Brian has been leading the effort to post content to the blog, including abstracts of upcoming articles, and is working with the DMC to expand LinkedIn postings. Our glossy magazine GeoConvention print edition continues to be popular and will be published and mailed to active members again this year. However, for the RECORDER format and revenue, we found that advertisers were not attracted to a hybrid product of an online magazine formatted as a large pdf. This year we are moving to the truly modern format for the digital RECORDERS, of only publishing as HTML pages for each article. Instead of bundling the CSEGRecorder.com website advertising with a print/pdf ad, we are selling it as a separate product, billed monthly. Because our older archives are open, we receive a lot of attention from the global geophysical community, so we have excellent exposure to offer online advertisers. We are also slowly transitioning to spreading out posting content, starting with non-technical content. This year the technical content will still be organized in editions. We invite advertisers to advertise in both the GeoConvention print edition and online, through our new media kits: <https://csegrecorder.com/about/media-kit>.

Thanks also to the Digital Media Committee, led by Jason Schweigert, who continued to work on improving how we use digital platforms, including social media. We improved the RECORDER website experience by connecting the members only and public content more closely. Linked-In has been a priority, where we have converted to a company page from a private group, to allow full sharing of posts. Group members and posts continue to expand. The DMC has also had a large role in the transition of the RECORDER to a full HTML, and the two committees continue to work closely together, with the RECORDER committee primarily responsible for content and DMC focused on delivery methods. The committee and our webmaster, Jeremy Sherry, developed an online survey of CSEGRecorder.com and CSEG.ca users, to guide continued improvements. The DMC is working on initiatives to improve website efficiency and organization (particularly for mobile devices), connect with the social committees to post more on CSEG social media from them, encourage blogging about our events, expand Instagram use and coordination, and continue to convert the RECORDER archives to an accessible searchable format. The idea of a more complex “app” was also discussed, and will be revisited in future.

Finally, thanks to Larry Lines and Satinder Chopra, co-editors of the Canadian Journal of Exploration Geophysics (CJEG), the peer-reviewed journal of the CSEG that encompasses all

aspects of research, exploration and education in applied geophysics. Unfortunately, the difficult economic circumstances meant that CJEG received no direct budgetary allocation from the CSEG in 2018. The co-editors and associate editors once again persevered to publish a shorter version of the CJEG, which is available in the Members Only area. Copy editing costs for 2018 were supported from donations to the CSEG Foundation – thanks to the donors who kept the Journal alive! There is a small Journal budget for 2019, and we planning to use it to change the Journal to a more modern format. The new format will have the table of contents and editorial information as HTML articles, abstracts posted as searchable HTML, and each paper is attached as an individual pdf. This format is less expensive to produce, and potentially will allow more academic work to be published, whilst maintaining a good formal paper standard.

Thanks for your continued patience while we work on all these initiatives – we have definitely been learning as we go along, and ideas and volunteers are always welcome.

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