

Project leader profile guidelines

The first media deliverable that each of our project leaders needs to submit is a **project profile**. This text will be included in our annual Report and will be on your project page on the SOSF website. This is your chance to showcase your project in a personal and accessible way. It should be accurate, but allow readers to connect to you and your work.

Profiles should be no longer than 600 words in length and include the 3 paragraphs outlined below:

The first paragraph:

"Who I am" - describe a little of your history and how you became interested in marine conservation and/or the species that you work with.

"The one common thread that I did not identify until much later in life was my fundamental love of water. There has always been an unmistakable primordial connection; if there was a creek, lake, or ocean in the vicinity, I was in it. Swimming, fishing, canoeing, sailing – I loved them all."- Dr Peter Bushnell

The second paragraph:

"Where I work" - describe the place in which you work. Try to paint a picture of what it is like there and why it's an important place to be conducting research.

"As most of our fieldwork is done in summer, ours is a cold, light world. We spend a great deal of time on research vessels off the eastern and western coasts of Greenland, setting long-lines to catch, measure, fit with tags and release Greenland sharks. While technology has made our job a lot easier, there is nothing like bouncing about in a small rubber boat, hands numb from the cold water, feeling dwarfed by icebergs as they float by..." – Dr Peter Bushnell

The third paragraph:

"What I do" - describe your project in language that non-scientists can understand as well. You should cover the problem that you are trying to solve or question that you want to answer as well as its relevance to conservation. Give readers an idea about how your research is conducted. For example, if you are using BRUVS, explain what they are and why they are useful.