**Final - Public Outreach Strategies - 2014**

**(For 2011-2012 see page 3)**

**Alex Eilers – PolarTREC Teacher 2014**

**Public Outreach Strategies – within the Museum**

We are planning several events/exhibits at the Pink Palace Museum

* **Postcards from the Pole** (or close to it anyway)
  + During the summer (2014) the museum had a display in the lobby encouraging museum patrons to send themselves a postcard from Antarctica. I will take all the postcards to Antarctica with me and mail them back from McMurdo Station sometime in November 2014.
* **Scavenger Hunt**
  + Starting in July 2014 the museum had a polar themed scavenger hunt throughout the museum. Participants could pick up a form in the lobby and as they made their way through the exhibits found 10 seals and penguins as well as fun facts about them.
* **Fly a Flag**
  + Students, classes and families were invited to create their own Antarctic flag for me to take to Antarctica and fly over the ice.
* **Get Fit** 
  + Students, classes and families were encouraged to sign up on Antarcticarevisited.com to participate in a physical and mental challenge. For every minute they spent studying or exercising, they would travel a virtual mile on the journey map to Antarctica. Every 60 miles there is a stop point where new fun facts and information appears
* **Polar Scavenger Hunt** 
  + The Pink Palace created a polar scavenger hunt through the museum’s permanent exhibits starting in July 2014. The scavenger hunt included 10 Weddell seal and penguins hidden throughout the exhibits. At each station there was a fun fact card and a code for participants to record on their scavenger hunt form. Once participants found all 10 seals and penguins, they turned their completed forms into the museum gift shop for a prize.

**Do you have strategies for presenting to other area schools about your experience?**

Yes, I scheduled several ‘out of the area’ presentations

Illinois

* Presentations to teachers in conjunction with MESSENGER workshop via computer in Houston, TX on June 12 and June 25
* Presented to principals and teachers of four schools in the Peoria Illinois area on August 8.
  + St. Edwards School - Chillicothe, IL
  + Mossville Elementary – Mossville, IL
  + South School
  + Peoria Diocese- Principals meeting
* Presentation to Alaska school district teacher with Grad Students in Alaska (joined in via computer) on August 15

**Does your administration support this and do you have the means to handle requests?**

My administration supports my role in the PolarTREC program and I am able to handle the outreach requests either on business or personal time.

**What strategies do you have for sharing your expedition with local media?**

We anticipated strong coverage of this event and we were successful.

Before the expedition there were numerous interviews given - many are listed under the PolarTREC Resources page

* + Over 11 articles written
  + TV interviews with local stations- NBC, ABC
  + Radio interview- Outdoors with Larry Rhea
  + Interview with Library channel show

**What community groups could you present to? When and where will you present?**

On April 15, information was presented at the SCS science fair to students and adults. On April 16, I presented to a local Senior Center group (Trezevant Manor). On July 26 and August 25, I presented at programs hosted by Baptist Hospital, a sponsor of the Get Fit Challenge. On August 2, I presented a program to the community group with Explore Memphis. On August 6, I presented a program at a local community center (McFarland Community Center). On September 10, a presentation was given to participants at Girl’s Inc program. On September 13, I participated in a fitness event at the Frasier Library in conjunction with the Get Fit program. This community outreach has reached over 756 people.

**Final - Public Outreach Strategies**

**Alex Eilers – PolarTREC Teacher 2011-12**

**Public Outreach Strategies – within the Museum**

We are planning several events/exhibits at the Pink Palace Museum

* **Postcards from the Pole** (or close to it anyway)
  + During the holiday season (2011) the museum had a display in the lobby encouraging museum patrons to send themselves a postcard from Antarctica. I took all the postcards to Antarctica with me and mail them back from McMurdo Station on January 17, 2012.
* **Mini Exhibit** – the Education Departments major piece. It comprised the following areas.
  + **Photo Gallery** –highlighted
    - Antarctica scenery
    - Ice
    - Animals
    - Explorers
  + **Greetings From**... highlighted specific places in Antarctica through giant map and postcards of the continent
  + **Extreme Antarctica** - highlighted Antarctica as a continent of extremes. Topics will include:
    - Coldest
    - Driest
    - Windiest
    - Highest
    - Extreme Seasons or day and night
    - Extreme Ice
    - Extreme Light – Aurora Australis
    - Extreme Temperatures
    - Extreme Size
  + **Time line** – highlighted the past 200 years of Antarctic exploration
  + **Food Web** – highlighted the some of the main animals in a giant Antarctic food web
  + **Stay alive at -55°** - highlighted the Extreme Cold Weather Gear
  + **Take a Closer Look at the Weddell Seal** – the main component of the exhibit. This area focused on the following Animal physiology/Animal adaptations and have several interactive components.
    - Blood
    - Blubber
    - Body
    - Diet
    - Eyes
    - Family
    - Flippers
    - Fur and molting
    - Habitat
    - Lings
    - Milk
    - Muscles
    - Nose
    - Teeth and Jaw
    - Temperament
    - Seal ‘stats’
    - Sounds and vocalization
    - Whiskers

**Do you have strategies for presenting to other area schools about your experience?**

Yes, I scheduled several ‘out of the area’ presentations

Middle Tennessee

* Presented at the TSTA (Tennessee Science Teachers Association) - Saturday, November 12 at 8:00 a.m.

East Tennessee

* Presented at the American Museum of Science and Energy in Oak Ridge, TN – approximately 7 hours away. A PolarTREC alumnus – Kirk Beckendorf – helped with the set-up.
  + Public presentation scheduled for Sunday, November 13 at 2:00 p.m.
  + School presentation scheduled for Monday, November 14 in the morning

Illinois

* Presented to four schools in the Peoria Illinois area on November 28 and 29.
  + St. Edwards School - Chillicothe, IL
  + Mossville Elementary – Mossville, IL
  + St. Philomena’s School - Peoria, IL – Follow-up presentation was made on May 18
  + Holy Family School - Peoria, IL

I also hope to present at an upcoming NSTA or TSTA conference. Dr. Burns and I have also discussed the possibility of presenting at a Marine Mammal conference.

**Does your administration support this and do you have the means to handle requests?**

My administration supports my role in the PolarTREC program and I am able to handle the outreach requests either on business or personal time.

**What strategies do you have for sharing your expedition with local media?**

We anticipated strong coverage of this event and we were successful.

Before the expedition there were numerous interviews given - many are listed under the PolarTREC Resources page

* Over 20 articles written
* Two radio interviews
* Four TV interviews with local stations- ABC, CBS, NBC, Fox

During the expedition 1 radio interview was given

After the expedition nine interviews were given

* Four print media - Bartlett Express, Parent Magazine, Memphis Flyer, Commercial Appeal
* Two radio interviews - WUMR and Outdoors with Larry Rea
* Three TV interviews with local stations - ABC, CBS, Fox

**What community groups could you present to? When and where will you present?**

On September 14, I presented to a local Senior Center group (Lewis Senior Center). It was very well received and I will do a follow-up presentation on July 11.