



## **Armando Caussade**

Astronomer specializing in education and public outreach

1709 Tinto, Río Piedras Heights • San Juan, PR 00926

Phone: (787) 531-6914 • E-mail: [ac@armandocaussade.org](mailto:ac@armandocaussade.org)

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### **PUBLIC OUTREACH STRATEGY**

As of November 2014 I have already done 19 PolarTREC-related presentations before all types of audiences (school, college, fellow teachers and community). I have also done two television interviews, 1 radio interview plus 54 newspaper (or web-based news) appearances.

I am going to provide specific examples of possible venues based—in about 80% of cases—on presentations that have already been fulfilled throughout 2014. Other examples refer to standing invitations for 2015.

#### **Phase 1: Media Engagement**

February 2015 to April 2015

The Puerto Rico Astronomy Society (PRAS)—an organization I have been working closely for decades—enjoys strong media appeal and a well established presence with renowned media sources locally and nationwide.

The Society has offered to do set up a media tour to convey the results of my expedition, which theoretically would do as well as the media tour I made in March-April 2014. This would translate into about 60 newspaper items, 2 television and 2 radio appearances for my PolarTREC-IceCube adventure.

PRAS also enjoys high website and Facebook visibility, which of course would be useful as outreach means.

#### **Phase 2: Academic Engagement**

March 2015 to April 2015, June 2015, and September 2015 to November 2015

PRAS is an affiliate of NASA Puerto Rico Space Grant Consortium (PRSGC). Together with my researcher Dr. James Madsen I met PRSGC director Dr. Gerardo Morell who expressed an interest in my PolarTREC-IceCube expedition and will likely facilitate opportunities for outreach among the dozen or so local PRSGC affiliates (mostly universities with an involvement in STEM fields).

Possible venues—based on previous engagements—could be Polytechnic University, Caribbean University and the Arecibo Observatory. I can also add two of my own employers, namely

Pontifical Catholic University of Puerto Rico and Metropolitan University (UMET).

Access to secondary schools could be obtained from PRAS “El Observador” magazine (see below, under 'Phase 4'). Possible venues for secondary schools—again, based on previous engagements—could be José Aponte de la Torre High School, Liceo Aguadillano and Catholic High School Nuestra Señora del Carmen, plus my own three G Works-supported schools in Juncos, Puerto Rico: Alfonso Díaz-Lebrón Middle School, Pedro Rivera-Molina Elementary and Middle School, and José Collazo-Colón.

### **Phase 3: NGO Engagement**

April 2015 to December 2015

The Puerto Rico Natural History Society and the Conservation Trust of Puerto Rico have already heard me speaking and are both excited about having me again after my return from the South Pole. There is also a pending invitation by the Knights of Columbus which could translate into appearances in at least two or three local councils. Churches, and there is at least a congregation on record from May 2014 which could again translate into a presentation venue.

My relationship to the healthcare industry—from my years as a healthcare information technology manager—has also spawned interest in my PolarTREC-IceCube expedition from a number of medical facilities such as Loíza Primary Health Center (where I was previously employed for 5 years) and Morovis Community Health Center (where I did consulting in early 2014). Morovis is already on record as a presentation venue from April 2014.

### **Phase 4: Magazines**

PRAS is the publisher of "El Observador" (i.e., The Observer), a NASA-sponsored, bilingual, monthly astronomy magazine targeting 100+ schools, colleges, PRAS members and the scientific community. I have already requested—and have been granted—space for at least one 600 to 1,200-word feature on my PolarTREC-IceCube expedition.

### **Phase 5: Web-based presentations**

May 2015

I have already in the past used G Works' Webex platform <http://gworks.webex.com/> to provide PolarTREC-IceCube related webinars to interested STEM educators and the general public, and plan to do the same again at least once around May 2015 (which is yearly webinar season for G Works).

As a bonafide member of both PRSTA and NSTA there is also the possibility for lectures to be offered, either live during conventions or using webcast technology via NSTA Learning Center (<http://learningcenter.nsta.org/>).

### **Phase 6: Podcasts**

July 2015 to December 2015

The CienciaPR nonprofit (<http://www.cienciapr.org/>) to which I belong was the first web-based venue (on April 2, 2014) to publish my media release informing of my upcoming PolarTREC-IceCube expedition.

With its commitment to promoting science, research and science education in Puerto Rico and by Puerto Rican educators and scientists worldwide, CienciaPR has now become a platform offering free podcasts, webcasts and/or online features at its website. Podcasts and webcasts can be used as yet another outreach strategy to let the world know the results of my South Pole expedition.

### **Phase 7: Publication of free downloadable e-book**

July 2015 to December 2015

As per my original PolarTREC application, I have the desire to write and edit a free, downloadable, PDF-format e-book containing—and expanding upon—all journaling/blogging material originally posted in the PolarTREC website. The book would contain an estimated 50 to 100 pages, together with numerous illustrations from deployment.