**Public Outreach Strategy**

**Dominique Richardson—PolarTREC Teacher 2014 to 2015**

The Public Outreach Strategy outlined below will focus on public outreach done outside of the main program implemented at Cabrillo Marine Aquarium. The “Classroom Implementation Strategy” also covers a significant amount of Public Outreach, however it focuses on programs that will be done only within Cabrillo Marine Aquarium.

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

I have made arrangements with several teachers in other areas to present at their schools.

* USC JEP Wonderkids (6 inner city schools across Los Angeles)
* Brooklyn Prospect Charter School
* Experium Science Academy
* Other Local Schools (as requested by teachers)

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

My administration directly supports the specific approved programs outlined in the “Classroom Implementation Strategy.” I will be the direct support for all additional Aquarium programs and programs outside of Cabrillo Marine Aquarium and will ensure I do not book anything beyond my means.

**What strategies do you have for sharing your expedition with local media? Do you have a media liaison who can assist you with this job?**

All media coverage will need to be approved by Cabrillo Marine Aquarium. The Aquarium has a staff member that contacts media. I will propose contacting local newspapers and radio stations the Aquarium already has contact with.

I will be writing an article for the Aquarium’s Magazine after returning from the expedition.

I will also be using social media to reach a wider audience of people across the country.

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

* General Public Lecture through Alta Sea’s lecture Series
* PolarConnect events offered to public through Cabrillo Marine Aquarium
* Potential general public lecture through Long Beach Free School
* Potential general public lecture through Aquarium of the Pacific