

# Public Outreach Strategy

## Due Date(s):

**Due Before Departing for the Expedition**  
**Review After Returning from the Expedition**

## Purpose:

The Public Outreach Strategy is a set of ideas for taking this experience beyond the classroom. The Strategy should be unique to your community and your field experience, ongoing, and involve your research team.

## Process:

PolarTREC does not have a specific number of presentations you are expected to deliver to the public about your research experience and/or about the PolarTREC program. What we hope is that you will build an Public Outreach Strategy that takes into consideration your existing community networks and opportunities to present or share this experience, and that you act on them to the best of your ability.

**ALL** outreach activities should be tracked in the online [Outreach Documentation Form](#).

## Questions to Address:

As you develop your Public Outreach Strategy, you may address the following:

- Do you have strategies for presenting to other area schools about your experience?
  - [Spring break and other staff holidays](#)
- Does your administration support this and do you have a means to handle requests?
  - [No](#)
- What strategies do you have for sharing your expedition with local media? Does your school or your researcher's institution have a media liaison who can assist you with this job?
  - [Icecube will promote journals and help to establish podcasts from the Pole](#)
  - [San Diego media groups: newspaper, TV](#)
- What community groups could you present to? When and where will you present?
  - [SeaWorld](#)
  - [San Diego Zoo](#)
  - [San Diego Zoo safari park](#)
  - [SDSU Chem Ed](#)
  - [NASA Education \(JPL\)](#)
  - [Noyce Scholars Program](#)
  - [NOAA Education](#)
  - [CSU Education System](#)

- What groups or clubs do you belong to? How could they learn from your PolarTREC experience?
  - [Arm chair travel – asked to give a talk about the trip](#)

**Distribution:**

This is an important document and needs to be shared with your research team.