**DRAFT – PolarTREC Public Outreach Strategy – DRAFT**

**Carol Scott / Finland 2013**

**Outreach Strategies:**

* Sent a press release through the official school district “shout-out” media web page. This claims to send the information directly to local news and radio stations, the News-Miner (including Dermot Cole).
* Follow up with contact with the News-Miner schools correspondent before leaving for the field, making sure she knows when the *PolarConnect* event is scheduled for school (possibly Wednesday May 22?). Would be a nice opportunity for the media to photograph!
* Contact Ned Rozell & Co., UAF GI science writer(s), suggest a Sunday Edition story on PolarTREC / Finland Expedition.
* Offer to present at the Morris Thompson Cultural Visitor’s center later in the summer.
* Offer to present at the Northern Alaska Environmental Center’s series that runs at the Noel Wien library during the winter.

**Being an local resident, I am very open to suggestions from ARCUS staff on ways to publically promote polar science and the PolarTREC program!**

* Contact the Colorado Rocky Mountain School (private high school in Carbondale CO) with opportunities to follow along on expedition. They are a boarding school focused on stewardship and sustainability, and may be interested (I taught there). http://www.crms.org/
* Contact the Hotchkiss School (private high school in Lakeville CT) with opportunities to follow along on expedition. They are an old-school prep boarding school with a new focus on stewardship and sustainability, and may be interested. I could present at this school next time I visit my parents! I lived and went to school there, my Dad taught there. http://www.hotchkiss.org/
* Send a press release to the Lakeville Journal in Lakeville CT – my parents live there. http://www.lakevillejournal.com/
* Contact the King’s School, Canterbury, England with opportunities to follow along on expedition. They are a very old public (meaning private prep) school, and there may be some interest! (I lived and went to school there, my Dad taught there). http://www.kings-school.co.uk/