**Public Outreach Strategy – FINAL DRAFT**

**Jamie Esler - Drumlin Formation in Iceland**

**2013**

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

In Spring 2013, I distributed an informational flyer about my PolarTREC Expedition to Iceland this summer to all elementary, middle, and high school teachers/administrators in our district. In the flyer I communicated that one of my goals with the program is to work with K-12 teachers in our district to enhance their science, geography, mathematics, technology, or art curriculum using my experiences with PolarTREC and the science that is being conducted in Iceland this summer. I received quite a few replies back from teachers throughout the district with interest in collaborating with me. I scheduled and completed a handful of presentations throughout my district.

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

My administration does support this, and has been willing to help me fit these presentations into my workday. We are on 90-minute blocks at my high school, so most of the presentations can be handled on my planning period. For those that require more time, some of my colleagues have helped out by covering a few minutes of my classes on their planning period, when necessary.

**What strategies do you have for sharing your expedition with local media? Does your school or your researcher's institution have a liaison that can assist you with this job?**

The Director of Media Relations, Laura Rumpler, for my school district has been greatly helpful in getting me connected with local media. She helped in dispersing my PolarTREC press release, and helped get the June Profile article in the CDA Press which highlighted my PolarTREC Expedition this summer. She is helping me get an article in the local independent newspaper as well.

Before my collaboration with Laura began in May, I worked closely with the Executive Director, Adrienne Cronebaugh, of Kootenai Environmental Alliance, our local environmental non-profit in North Idaho, to begin promoting the PolarTREC Expedition in Iceland this summer. Adrienne and KEA hosted my PolarConnect Event on August 7th at the CDA Public Library, and published an article that I wrote about my PolarTREC Expedition and climate change in the Northwest Rockies in their Summer 2013 newsletter. She also has many ties with the local media and put me in contact with the city's public television station committee. She scheduled a presentation for us during a committee meeting on June 8th where we were approved for four separate 2-minute Public Service Announcements to air on the station. Two PSA’s aired in the weeks leading up to the Expedition to promote the Virtual Base Camp, Ask the Team Forum, and PolarConnect Event on August 7th. The city's committee was absolutely thrilled to be collaborating with me on this project, and allowed me to bring one of their Contour HD Video Cameras with me to Mulajokull. We currently have plans to work together to create a 20-30 minute educational film about the expedition that can be checked-out at the CDA Public Library and dispersed to local educators in the community at no cost.

Selkirk Outdoor Leadership and Education also dispersed my PolarTREC Press Release throughout North Idaho to various radio stations, independent outdoor magazines and newspapers. SOLE used a similar version of the article I wrote for the KEA newsletter in the Sustainability Section of the Bonner County Daily Bee newspaper (SOLE is a featured writer for this section once a month) in July 2013.

Dr. Iverson, in collaboration with his institution’s news service, generated another press release to promote the project, including my role as a PolarTREC Teacher. This approach for past projects has led to reporting of Dr. Iverson’s and Dr. Hooyer’s work by the New York Times and many other media outlets.

**What community groups could you present to? When and where will you present? How could they learn from your PolarTREC Experience?**

1. *Kootenai Environmental Alliance:* I presented at a "Lunch and Learn" series that is held at a local restaurant in town each Wednesday of the week. These one hour presentations highlight environmentally based projects or volunteer opportunities in the community. KEA's mission is to conserve, protect, and restore the environment of North Idaho. They focus much of their work in this regard on individual animal species and water quality efforts throughout the region. Climate change has been an area that they have recent interest in developing, and my role as a PolarTREC Teacher in the community has been an awesome springboard for KEA to enhance their mission in regards to the regional impacts of climate change on the environment of North Idaho.
2. *Selkirk Outdoor Leadership and Education:* SOLE is an outdoor education non-profit in North Idaho that I work/volunteer for with my time off from school. We executed a PolarTREC presentation at a local brewery in Sandpoint, Idaho as a way to kick-start SOLE's annual fundraiser for the Backcountry Film Festival in late November 2013. SOLE specializes in providing area youth with hands-on, outdoor educational opportunities. My PolarTREC Experience brings SOLE an excellent mechanism for teaching their students the value of careers in outdoor science fields, the importance of understanding the world as a large system of energy and matter, and the impacts of climate change on the environments of North Idaho.