Public Outreach Strategy

# Primary Objective

The objective of my public outreach strategy is to make as many members of the public as possible aware of the Wissard Project and the PolarTREC program and its potential impact on our community of learners of all ages.

# Strategy – Public Outreach

My plan is to use the following avenues for public outreach:

Newspapers – I plan to contact the Charlotte Observer and Statesville Record and Landmark. These two newspapers serve the majority of readers in the area. I have had stories in the Statesville paper in the past for other outreach activities.

Television – The Charlotte metro area has a number of television stations. My plan is to use my schools communications group to help get in touch with these stations and get a short news story organized with them.

Library and other public locations – I will work with the two local libraries to get a poster exhibit put up during my expedition.

NC Museum of Natural History – I have initiated discussions with this museum which is in Raleigh, NC. It recently completed a new building which includes a very large theater space which would be a great spot to view a LiveEvent if scheduling works out. I may also be able to get some additional public focus through their education group.

Social Media – Wissard is on facebook as is PolarTREC. I will capitalize on these within my outreach strategy since they are popular and viewed regularly by a large number of people.

Clubs and local organizations – I have not explored this extensively, but I do have contacts through my church, Boy Scouts, and local service organizations.

# Communication

I will encourage interested groups or individuals to join the email list to stay in communication and be aware of project activities.