

Public Outreach Strategy

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

I am the coordinator of the regional Chemistry Olympiad exam in central Pennsylvania, so I am in fairly regular contact with high school science teachers from three different counties in Pennsylvania. I have told them about my PolarTREC experience and have offered to speak at their schools. I don't yet know how many of these schools will host a visit, but there is potential for visits to eight high schools in the area. For most of those schools, I will likely do an all-school assembly. This would mean outreach to about 1,600 high school students.

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

Yes. The director of the Learning Enrichment and Gifted Support program, Jeanne Knouse, is my direct supervisor. She is extremely supportive of my participation in PolarTREC and all of the outreach it entails. I have talked to her about creative ways to get coverage for my classroom that will not involve extra expense to my school district.

What strategies do you have for sharing your expedition with local media?

I have been in touch with the local newspaper about my expedition; I hope to be featured in the newspaper before I leave. I have been featured in the PSEA (Pennsylvania State Education Association) magazine as well as *The Lion's Digest* (the high school newspaper), and the Learning Enrichment and Gifted Support newsletter on my school district's website. I hope to be featured on the local news before or after my expedition and am in the process of establishing contact with local news stations.

Does your school or your researcher's institution have a media liaison who can assist you with this job?

Yes, the State College Area School District has a media liaison. I am currently in contact with her about the best way to disseminate information about my expedition.

What community groups could you present to?

I plan to present to the Clearwater Conservancy, a local environmental group, as well as to the local chapter of the Sierra Club. I also plan to do presentations for a variety of groups at the high school including the Green Coalition, CAUSE (a service based leadership group) and to the State College Bird Club. There is a possibility that I will be doing presentations at Penn State's Earth and Mineral Sciences Museum, for which I serve on the Board of Directors, as well as at the Marine Environmental Research Institute(MERI) in Blue Hill, ME. I plan to Skype with elementary school children at the Blue Hill Consolidated School in Blue Hill, Maine before leaving for my expedition.

