

Perspectives and Advice for Public Outreach

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Introduction

- Public Outreach Coordinator for NEP Mesoscale Cruise in the Gulf of Alaska (summer 2003)
- Communicate scientific information to a diverse, non-scientific audience using the Internet
- Daily log, based on H's work

Initial Considerations

- Who is your help?
 - Undergraduate? Graduate?
 - Basic scientific background
 - Good communication skills
 - Self-motivated and creative
- What is your outreach goal?
 - Try to be specific
 - Outreach for whom?
 - In what form of media?
 - Based on any previous outreach projects?

If possible...

- Hire worker before the cruise
 - Interact with other scientists
 - Communication
 - Cooperation
 - Confidence
 - Learn about project before living at sea
 - Seasickness
 - Operating equipment
 - Bizarre work schedules

Before the Cruise

- Determine the audience
 - Background education level
 - Primary, secondary, collegiate?
 - Knowledge of scientific discipline
 - Biology, physics, chemistry, combination?
 - Pick a representative person
 - Family, peers, teachers?

Before the Cruise

- Determine types of information
 - Background information for research
 - Scientific questions and purpose of the project
 - Data collection (equipment, method, analysis)
 - Daily activities of life at sea
 - Ship and crew
 - Scientific party and work
 - Recreation and social interactions

Before the Cruise

- Determine the style and format
 - Webpages designed
 - Pages created, links formed, text/image places
 - Pages easy to navigate
 - Information already difficult, so accessibility should be simple
 - Basic language
 - Define scientific terms unfamiliar to audience (remember...non-scientists)

During the Cruise

- One person writing daily logs
 - Consistent style of information
- Part of scientific party
 - True perspective of research
 - Required to learn more about everything
 - Better comprehension = better communication
- Document everything
 - Take pictures...include date and description

Sample Daily Log

- Day?

After the Cruise

- Finalize webpages
 - More pictures
 - Preliminary data
- Give presentations
 - General Public: Alaska SeaLife Center
 - Academic: OSU freshman orientation class

Future Cruises

- Find a student willing to help with your outreach goal(s)
- Hire worker before the cruise when possible
- Determine the audience, info types, and style necessary to meet your goal(s)
- Document everything at sea—have fun!
- Share it through presentations

Acknowledgements

GLOBEC, NSF, NOAA, UAF, OSU(COAS)



