

Developing and implementing an effective public outreach program

John A. Harrison, Jonathan H. Cohen, Elizabeth Hinchey, Ashley Moerke, and P. von Dassow

Abstract

Because of the important role science plays in peoples' lives and the significant (and increasing) impact of humans on the environment, there is a great and growing need to improve links between scientists and society [e.g., Lubchenco, 1998]. Some funding agencies recognize this need and have shaped their priorities accordingly. For example, the U.S. National Science Foundation (NSF) requires grant applicants to address the broader impacts of proposed work, including "promoting teaching, training, and learning" [NSF, 2007]. NASA, the U.S. National Oceanic and Atmospheric Administration (NOAA), and other agencies also encourage and fund education and public outreach activities [e.g., Franks et al., 2006; NASA, 2009].