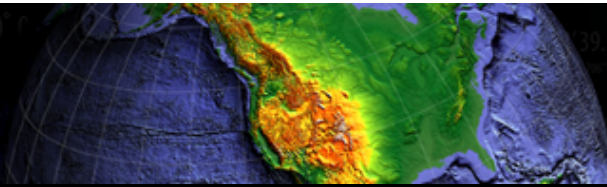


39.53°N 105°12'20.02"W

46.644°N 106°8'43.08"W

Group 4

How can the EarthScope research community better document and publicize scientific advances?



How can the EarthScope research community better document and publicize scientific advances?

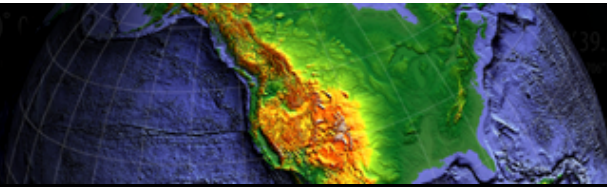
EarthScope's identity

Many of our Earth science peers, most of our peers in other sciences, and essentially all of the public are not familiar with EarthScope up to now.

Complicated relationship among the parts and the whole:
USArray + PBO + SAFOD + etc. = EarthScope

EarthScope results are now diffusing out in many directions and venues—we need to track and publicize more effectively.

How do we acknowledge EarthScope support and data in our publications and public announcements?



How can the EarthScope research community better document and publicize scientific advances?

Informing peers in the broader Earth science community

Continue EarthScope presentations and publications through “familiar” professional organizations (AGU, SSA, GSA, etc.):

- EarthScope topical sessions

- EarthScope Pardee Symposium at GSA 2011

- Themed issue of *Geosphere* (Dueker, Williams, et al.)

- Consider AGU monographs, GSA special papers, etc.

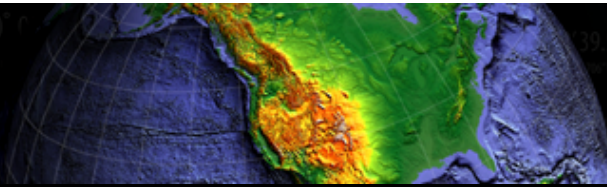
- Brief articles for *Eos*, *GSA Today*, *In the Trenches*

BUT also present and publish findings through a broader range of societies (many of which have affinities to EarthScope research):

- Society of Exploration Geophysicists

- American Association of Petroleum Geologists: vast international membership, connections to industry support

- Association of American Geographers, American Meteorological Society, IEEE, Ecological Society of America...and so on



How can the EarthScope research community better document and publicize scientific advances?

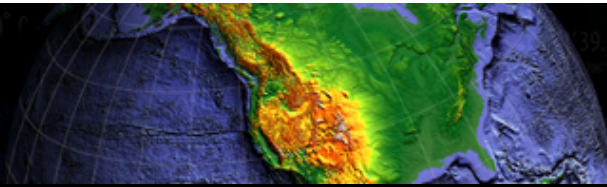
Informing peers in other sciences

Refereed publications are coming out...what else to do?

EarthScope article in *Physics Today* (ideally, cover article)

More coverage in news sections of *Science* and *Nature*; work with Earth science-savvy writers and reporters (e.g., Richard Kerr)

EarthScope session and/or presentations at AAAS annual meeting
Good venue for networking with science media and mass media!

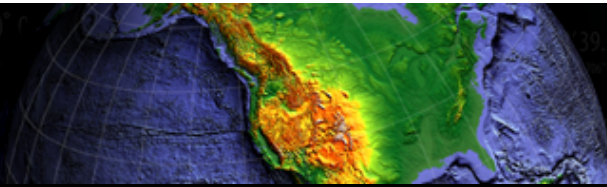


How can the EarthScope research community better document and publicize scientific advances?

Broadly publicizing EarthScope and its advances

Prominence in *X-Ray Earth* (National Geographic Channel) was priceless!
How do we get more of that?

- Make media connections through AAAS?
- Place EarthScope in other science media: *NPR Science Friday*, *New York Times* science section
- Feature EarthScope in local TV and print media as USArray moves east into populous regions (already happening to limited extent)
- ESNO/IRIS/UNAVCO could help university media offices do this
- Closer cooperation with NSF media office
- Ally EarthScope with one or more science journalism programs?
- Cadre of “rapid response” media-savvy EarthScope researchers (expand on ESNO current list)
- Deploy “retired” geoscientists to publicize and teach locally and nationally
- Work with NSTA to network better with K-12 schools.



How can the EarthScope research community better document and publicize scientific advances?

Broadly publicizing EarthScope and its advances

ESNO@ASU workplan

- Greater and timely presence in social media
- Direct work in informal (free-choice) science education
- Logistical and content support for formal education and media