Why reach out?

It’s good for you.
- Strengthens personal visibility & advancement potential
- Increases institutional recognition
  - Your school
  - Harvard Forest
  - Schoolyard Program
  - Funders

It’s good for your students.
- Increases administrative support/buy-in
- Boosts students’ self-esteem
- Models the importance of media outreach for your future scientists
Outreach Strategies

- Send a press release or photo announcement to your local newspaper(s)
- Promote your work in your school newsletter
- Notify your local radio/TV outlets
- Write an article for an education magazine
- Present a poster at a conference

Tip: Team up! All of these pursuits are easier (and more fun) with a buddy.
Outreach Strategies

- Send a press release or photo announcement to your local newspaper(s) or radio/TV station
- Promote your work in your school newsletter
- Write an article for an education magazine
- Present a poster at a conference
Outreach to Journalists: What makes news news?

- Extent (broad impact)
- Intensity (deeply felt)
- Consequence (major repercussions)
- Novelty
- Eminence or celebrity (your students are “Harvard researchers”!)
- Proximity (local angle)
- Timeliness (first scoops)
- Currency (current events)
Outreach Strategies

• Send a press release or photo announcement to your local newspaper(s), or radio/TV stations

• Promote your work in your school newsletter

• Write an article for an education magazine

• Present a poster at a conference
Outreach to Your Peers:
Writing articles for publication
Outreach to Your Peers:
Presenting at conferences & workshops