

Public Relations and Outreach for your Science Seminar

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There are many ways to do outreach for your science seminars. The first is through science and math teachers at your school and at local schools. Below are various materials and resources you can use to help get the message out.

- **Flyers**: Create a flyer for each semester with a list of all the upcoming talks, their dates, times and contact info for your seminars. Send copies to all your science and math teachers to hang in their classrooms. Additionally, create flyers for each session and distribute these to teachers up to 2 weeks before each session. Ideally, schools will also hang session flyers the week before a session. Flyer templates can be downloaded from the MSS website at <http://www.marinscienceseminar.com/teachers.html>
- **School Websites & Announcements**: Be sure to have your events listed on your school's website calendar. Find out who does your school's daily announcements and bulletin and ask them to please include mention of your sessions during the days up to them.
- **Email List**: If your school has an email distribution list, see if you can use it to announce your events. If you can't, and you have a budget, some email distribution companies such as Emma offer discounted rates to not-for-profits. These companies provide software to help customize your emails and code to put a sign-up form on your website or blog.
- **Social Networking**: There are many free online resources to help you communicate with your target audience. You can create a free website using blog software such as Tumblr and Blogger. You can create Facebook and Twitter accounts for your series and link them so that your Facebook posts automatically go to Twitter. You can even set it up so that your blog posts go to Facebook and Twitter. You can create online public events in Facebook and Google Calendar. Put the urls of your online resources in your email signature file.
- **Local Schools**: There are several ways to let other local schools know about your series. You can send hard copy print-outs of semester and event flyers to their science and math teachers. You can get the emails for the teachers at the various schools and create a distribution list
- **Other Outreach**: You can submit your events to local newspapers' community calendars and to website listings of local science events. Be sure to list your series on the Science Café website at <http://www.sciencecafes.org/>. Look around for other community resources such as <http://www.bayareascience.org/> as well as astronomy, robotics or programming clubs, etc. which offer free calendar listings for educational events.