

**TABLE 1:  
BSIERP Communication, Education and Outreach Plan**

Title	Year	2008				2009				2010				2011				2012						
		Quarter	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
<b>Bering Sea Media and Outreach Campaign</b>				Plan 5-year media campaign	Seek funding			Participate in field seasons to create videos, etc.				Participate in field seasons to create videos, etc.							Major media and outreach blitz					
<b>BSIERP-BEST Website</b>	Education		Ongoing throughout study																					
	Media																							
	Cruise Logs																							
	Links																							
	Community Observations																							
Meet the PI																								
<b>Brochures, Maps, Posters</b>			Ongoing throughout study																					
<b>BEST-BSIERP e-newsletter</b>			Project updates sent out bi-weekly to listserv and posted on the website																					
<b>PI Media Kits - talking points, powerpoints</b>				Develop stories & collect images	Send out new material ongoing																			
<b>Stories and Outreach from the Field (pending final cruise schedules)</b>			<i>Arcturus, Miller Freeman Healy</i>	<i>Healy; Oscar Dyson</i>	<i>Healy; Alderbaran; Oscar Dyson; Charters; Sea Storm</i>		<i>Arcturus, Miller Freeman Healy</i>	<i>Healy; Oscar Dyson</i>	<i>Healy; Alderbaran; Oscar Dyson; Charters; Sea Storm</i>		<i>Arcturus, Miller Freeman Healy</i>	<i>Healy; Oscar Dyson</i>	<i>Healy; Alderbaran; Oscar Dyson; Charters; Sea Storm</i>											
<b>PolarTREC Teacher-at-Sea</b>			March Healy Cruise	March-May Healy Cruise;	July Healy Cruise	Article in <i>Current Journal</i>	March Healy Cruise	Spring & Summer Healy Cruises		March Healy Cruise	Spring and summer Healy cruises													
<b>Develop BSIERP-BEST Stories for Media and seek applications</b>	Media, Listservs, web, film, podcasts, vodcasts, etc.			Develop stories & collect images; send out initial news releases;	Line up media for cruises in 2009, 2010		Send out press releases, stories, images and video to media ongoing																	
<b>Community Outreach</b>	Link with community schools; community observations posted on web; students & teachers on cruises		Regional Advisory Board Meeting	Link with community schools during field season		Regional Advisory Board meeting	Link with community schools during field season		Regional Advisory Board Meeting	Link with community schools during field season														
<b>PI Visits to Communities</b>	One visit to at least one community over the five-year study		Coordinate PI visits with communities		PI visits to communities ongoing throughout the study																			
<b>Encounters Radio - national programs featuring Dr. Richard Nelson, Elizabeth Arnold (NPR)</b>	Series of half-hour national radio programs featuring BEST BSIERP research			Identify topics; contact Pis	Interviews	Programs air	Interviews, program development in the field	Programs air	Interviews, program development in the field	Continued program development and broadcasts; podcasts from websites; DVD collection of programs														

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<b>Current: Journal of Marine Education theme issues NPRB</b>				Develop PolarTREC article	Publish theme issue																Develop theme issue on BEST-BSIERP	Publish theme issue		
<b>Oceans Kiosk at Smithsonian's Museum of Natural History Ocean Hall</b>				Meet with exhibit developers		Share BEST-BSIERP research with public via Ocean kiosks and special exhibitions																		
<b>Alaska's Seas and Rivers Curriculum</b>				Attend development workshop and incorporate content into middle and high school curriculum	Pilot test modules	Participate in teacher development workshops & update content with study results																		
<b>Center for Ocean Science Education Excellence (pending funding)</b>	Virtual field trips																							
	Teacher workshops																							
	Ocean Science Fairs																							
	Videos, web portal																							
project currently not funded																								
Project funded by NPRB																								
Partnership or funded by NPRB; little or no cost to BSIERP E&O funds																								
Funded by BSIERP E&O																								