

Earth Science Week Update  
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## **Celebrate Earth Science Week from October 12-18, 2003**

**Order your Earth Science Week kit**  
**NASA joins in Earth Science Week**  
**In the kits: Global GIS CD and a classroom activity**  
**Enter the Earth Science Week Contests**  
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**Introducing new Earth Science Week staff!**

### **Order your Earth Science Week kit!**

Are you looking for information on how to participate in Earth Science Week? The Earth Science Week kit is full of great resources that you can use during the week and throughout the year. Inside you will find several posters that include a classroom activity on the back, information on participating in a research project during the week, colorful fact sheets and images from the Earth Science Week sponsors, and more great stuff! The Educator's kit also includes a teachers' guide to participating in Earth Science Week and a copy of the joint AGI/ US Geological Survey CD-ROM Global GIS North America. This CD-ROM includes data for the entire North American continent, and is accompanied by a guided activity "Exploring North American Earthquakes". (You can read more about this CD below!) Planners' kits include a guide to planning your own Earth Science Week event, information on dealing with the media and examples of successful past Earth Science Week activities by organizations around the country.

Each Earth Science Week kit contains materials worth more than \$40, but you can order yours for only \$4.95. (Includes shipping and handling; bulk pricing is also available.)

Visit [www.earthsciweek.org](http://www.earthsciweek.org) to order your kit today!

### **NASA joins in Earth Science Week**

This year, NASA joins the ranks of organizations supporting Earth Science Week. Inside the Earth Science Week kits, you will find exciting lithographs illustrating this year's theme of Eyes on Planet Earth: Monitoring Our Changing World. The three lithographs are entitled: "Urban Growth in the Baltimore-Washington Corridor", "Low Water in Lake Mead", and "Birth of a Large Iceberg in Pine Island Bay, Antarctica". You will also find a poster on the NASA Student Involvement Program for 2003 – 2004, a flyer on the GLOBE Soil Moisture Campaign, and a second flyer on the GLOBE Program and NASA's CERES S'COOL Project. The S'COOL Project invites students to make and report cloud observations during Earth Science Week.

Also, tune in to a special “NASA Connect” program on PBS on October 16, 2003. The show “Virtual Earth” will begin airing during Earth Science Week, and will include a guest presenter inviting viewers to celebrate ESW. For more information, visit the NASA Connect web site at: <http://connect.larc.nasa.gov/>.

### **In the kits: Global GIS CD and a classroom activity**

One of the most exciting materials included in this year’s Earth Science Week kit is the Global GIS: North America CD-ROM. This CD-ROM contains a digital atlas of the countries of North America. The atlas is part of a global database compiled from US Geological Survey and other data sources at a scale of 1:1,000,000 and is intended as a regional-scale reference and analytical tool by educators, government officials, researchers, industry, and the general public. The CD-ROM contains datasets such as country political boundaries, a digital shaded relief map, hydrology (rivers, streams, springs, wells), population density, geology and more. The Global GIS CD-ROM contains a suite of customized ArcView tools specifically designed for the datasets, or it can be used with the full version of ArcView 3.0 or higher.

Don’t know how to use GIS? No problem! To help you make the most of using this CD, US Geological Survey scientists have developed a guided activity that will lead you through the datasets, “Exploring North American Earthquakes”. Authored by Joseph Kerski with review by dataset authors Paul Hearn and Trent Hare, this activity will lead you step by step through the database as you explore the effects of earthquakes across North America and in your hometown. The activity also includes links to the National Science Education Standards.

### **Enter the Earth Science Week Contests**

The deadline to enter Earth Science Week contests is drawing near! Send your entries for the Art, Essay, Photography contest to AGI by October 1, 2003. Winning entries will receive great prizes, including cash awards and subscriptions to AGI’s Earth Science magazine *Geotimes*.

The deadline for entering the Lesson Plan Design contest has been extended to October 1, 2003. It’s not too late to submit your lesson plan to win valuable classroom resources from the American Geological Institute.

### **Let AGI help you advertise your event**

What are you planning for Earth Science Week this year? Let AGI help you spread the word by listing your event on the Earth Science Week searchable database of events. We will post information about your event as on the “Events Near You” page for your state.

The Earth Science Week web site receives more than 48,000 visitors each year, and many of these visitors are looking for something to do to celebrate Earth Science Week. Let us

know your plans so that we can help you publicize your event. Check out our database of what's going on at <http://www.earthsciweek.org/eventsnearlyou/index.html>.

### **Introducing new Earth Science Week staff!**

This year, Earth Science Week is being organized by the newly-formed Department of Outreach and Development at the American Geological Institute. We would like to introduce two new staff members who will be working to make the week a success: Dr. Ann Benbow is the Director of Outreach and Development, and Andrea Martin is our Program Assistant. As always, you can contact Ann, Andrea, or Earth Science Week coordinator Cindy Martinez via email at [info@earthsciweek.org](mailto:info@earthsciweek.org), or by phone at 703-379-2480.

Wondering why you have not received this newsletter in a while? Earth Science Week Coordinator Cindy Martinez has been out of the office on maternity leave. Future Earth scientist Isabel Ann was born on June 30<sup>th</sup>.