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### **2005 Earth Science Week Kits**

The 2005 Earth Science Week kits are now available! This year, the theme of Earth Science Week is “Geoscientists Explore the Earth,” and the kits are filled with great information about the many and exciting careers within the geosciences. Materials include a DVD and fact sheet about careers in the geosciences from the U.S. Geological Survey, a tsunami education CD and “mystery mollusk” poster provided by NOAA, and an elementary education CD-ROM and “Earth Explorers” poster from NASA. There is also an activities calendar, with a new activity for each month! Other kit materials include a newsletter from Earth Scope about the work their geoscientists do studying faults and earthquakes, a flyer from the National Parks Service about geoscientists and interns working in the parks, a poster from IRIS on the history of seismology, and a call for research participation in studying contrails (see “Be Research Scientist! Get started counting Contrails with S’COOL” in this newsletter). The kits are valuable tools for teachers, educators and outreach.

The estimate value of the Earth Science Week kit material is about \$50 per kit, but you can order yours for only \$4.95 each! This includes shipping and handling, and bulk rates are available for large orders as well. To order, please call the American Geological Institute at 703-379-2480, or visit their publications website, <http://www.agiweb.org/pubs/pubdetail.html?item=609614>.

### **Announcing Our New Earth Science Week Program Assistant: Amy Spaziani**

AGI would like to announce a new program assistant working on Earth Science Week, Amy Spaziani. Originally from Horseheads, New York, Amy has a bachelor’s degree in Geology from the State University of New York at Geneseo. After graduating from college in 2004, she spent a year as a research intern at the US Geological Survey in Reston, Virginia. She came to AGI in the beginning of August.



Amy will be helping to revise the Earth Science Week website, coordinate the distribution of kits and materials, and plan Earth Science Week events in our local area. She'll also help with some of our other Outreach and Education programs. We are excited to have Amy as part of our staff!

### **Be Research Scientist! Get started counting Contrails with S'COOL**

In their pamphlet in the 2005 Earth Science Week kits, S'COOL invites students to participate in their research with NASA scientists on contrail formation. Students are asked to record these white paths that are produced by jet aircraft exhaust to help researchers monitor the contrails.

Scientists believe that contrails may have an effect on climate change. Under certain atmospheric conditions of low temperatures and high humidity, contrails not only remain in the atmosphere, but can expand to resemble and behave like high altitude cirrus clouds. These clouds trap warmth in the atmosphere therefore influencing global warming. Tracking these contrails is important to understanding their contribution to cirrus cloud formations and effect on the energy balance and atmosphere. With the predicted increase of air traffic in the next 50 years, contrails will only increase as well. However, contrail formation and environmental impact is not currently factored into government assessment of environmental impact of aircraft. Contrails can be reduced substantially by certain specifications, such as altitude restrictions. Researchers have yet to determine the benefit of such specifications, which has a more problematic consequence of the use of fuel less efficiently.

For more information and how to get involved, download the 3<sup>rd</sup> Globe Contrail Count-a-thon flyer at <http://www.earthsciweek.org/Globeflyer.pdf>.

### **Tapping the Power of the Media:**

#### **How to Promote Your Earth Science Week Activities**

Earth Science Week is shaping up to become a newsworthy event. Why shouldn't it be? The news is full of Earth science — from breaking news about natural hazards, resource availability, and energy issues to routine weather reports. What's more, you can capitalize on journalists' innate interest in geoscience to help make a media splash during Earth Science Week 2005.

Don't worry about being new to the news business. Many educators lack expertise in community outreach because they rightly focus on other priorities — teaching and learning. But anyone can help boost awareness by taking a few simple steps.

- Pitch a story about your Earth Science Week activities to local news organizations.
- Prepare a detailed press release to alert the media about your Earth Science Week activities.
- Write letters to the editor and op-ed pieces for print in local newspapers and magazines.

- Hold a special event to draw attention to your Earth Science Week activities and the important work that geoscientist do.
- Use the available Earth Science Week materials in promoting awareness.
- Show how your activity is aligned with the National Science Education Standards.
- Enlist the broadcast media to run public service announcements, or PSAs.
- Ask your governor, mayor, or city council members to support Earth Science Week with an official proclamation.

Finally, remember the first rule of public relations: The more people you can get to help tell your story, the more effective your efforts will be. To ensure maximum support from the media, you can't rely on any one media outlet to do the whole job. Pursue a diverse set of outreach strategies— from op-eds and press releases to proclamations and PSAs. By exploring a variety of approaches, you improve your chances of success.

### **Plan an ESW Event**

It's time to start planning events for ESW 2005. If you are a teacher, museum curator, park ranger, science center employee, or geologist you have something to offer for ESW. You can complete the classroom activities found in the ESW kits or online. Go on a field trip to a local park, museum or geoscience corporation. Invite a geoscientist to speak to your students or take part in the S'COOL research project.

Hold an open house at your business or school. Invite classrooms to see what it is that geoscientists do. Offer demonstrations to the public. Set up a display in a community center or library. The options are limitless!

To see what others have done in the past, please visit [www.earthsciweek.org/highlights](http://www.earthsciweek.org/highlights). Here you can see event listings from past years. Use these listings for ideas on what type of event you'd like to host this year.

### **Tell us about your event!**

Do you already have an event planned? If so, we'd love to hear what you are doing. Please email Andrea Martin at [asm@agiweb.org](mailto:asm@agiweb.org) and tell her about your ESW event. She'll post the details on our "Events Near You" site which can be found at [/www.earthsciweek.org/eventsnearyou/](http://www.earthsciweek.org/eventsnearyou/).

### **ESW Sponsors and Supporters:**

#### Earth Science Week Sponsors:

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- AAPG Foundation
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Earth Science Week Supporters:

- National Aeronautics and Space Administration (NASA)
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- Discovery Education
- Geological Society of America
- Joint Oceanographic Institutions
- National Weather Service
- S'COOL
- Women in Mining