

# LSC Political Outreach

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*American University*

*EPO Workshop*

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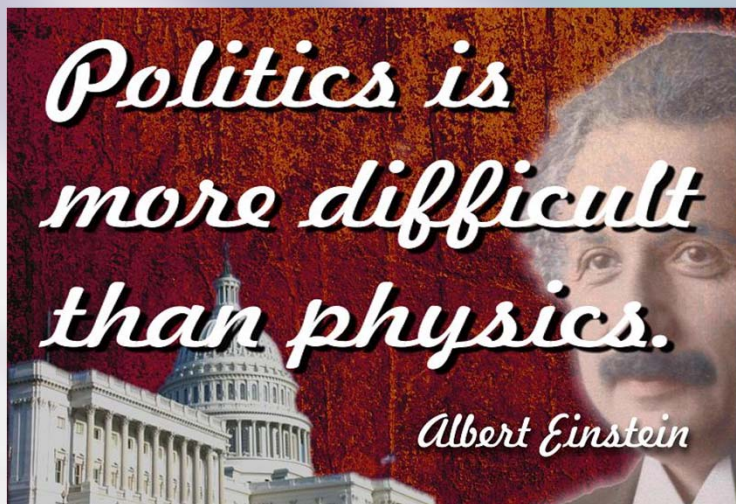


# Political Outreach

## What does political outreach mean?

From the 2014 EPO Whitepaper

“Political outreach” refers to educational and outreach initiatives aimed at informing the political class and the segment of the citizenry which is active in politics, and from which the national leadership is largely drawn. Political outreach is different than lobbying; the former is done for sake of informing while the latter aims at requesting support or assistance.



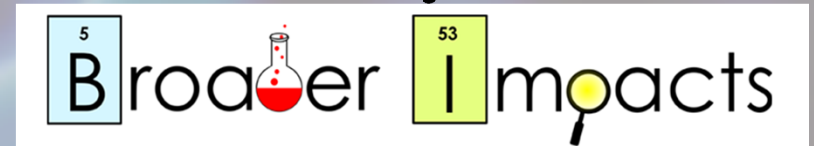
Our goal: Help prepare LVC members to inform and educate the “political class”, including politicians, political staffers, journalists, and citizens



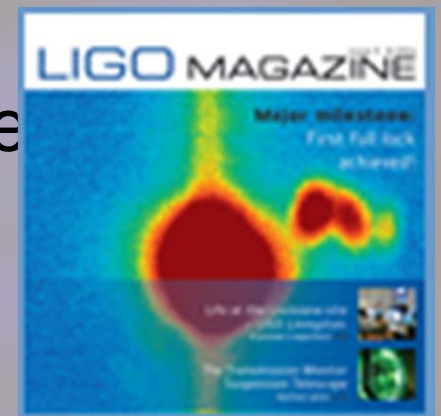
# First Idea: Success Stories

- Collect “Broader Impact” successes
  - Students using “LIGO Skills” in industry
  - Vendors using technology developed for LIGO
  - Outreach that inspired students to study science

- Publicize these stories



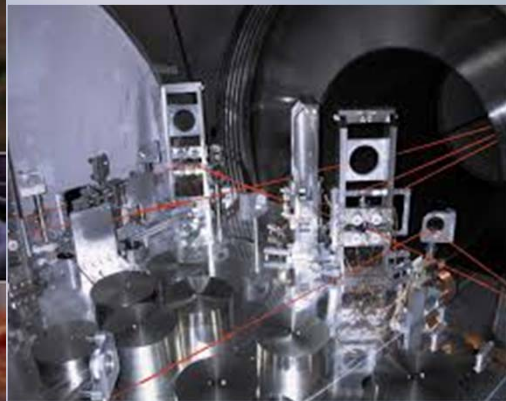
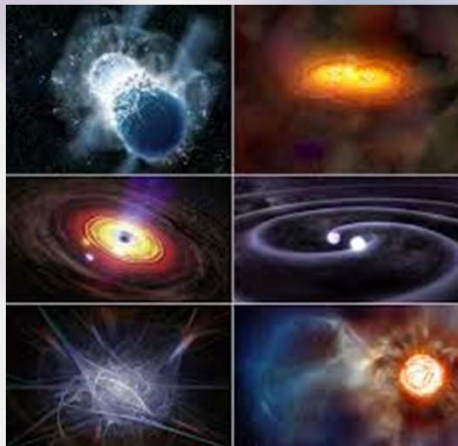
- Continually updated webpage
  - E. Gustafson maintains one now
- Occasional features in LIGO Magazine
- Paper brochure to hand out
- Give ideas to LSC PIs





# Progress on Brochure

- Gathered some stories
  - E. Gustafson collecting examples
  - Data analysis software in cell phone
  - aLIGO optics hardware patents
  - Need more, especially human interest
    - Some good career stories at industry panel and recent LIGO magazine
    - More synergy with magazine possible



- Introductory paragraphs on LIGO science and technology
  - Sent to list
  - Need feedback





# Second Idea: Congressional Outreach

- Professional organizations sponsor congressional visits for scientists
  - Publicize these in LSC
  - AU can act as local host for DC visits



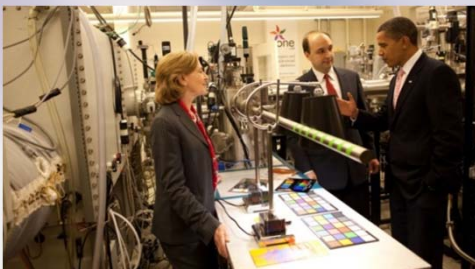
- Congressional Visit Day, April 13-14, 2015

- Help LSC labs to invite politicians /staff to visit labs in their districts

- Developing “how-to” template on this
- Test run at AU? No DC Rep/Senator

- PhD Scientists Congressional Fellowships

- Publicize with LSC grad students/postdocs (LAAC)



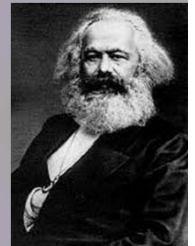


# LIGO Third Idea: Media Campaign

- Writing “how-to” manual on media interviews and relations
- Get (more) LSC members interviewed for big science stories
  - Did okay with BICEP2, how?



- Work with university media offices on “Broader Impact” stories
  - Science and/or general media
  - Highlight particular people/projects?
- Prepare for detection
  - Should we have a strategy in place?
  - “Revolution comes fast” - Marx/Turner





# Further Plans

- How do non-US LSC groups fit in
  - Got some feedback from non-US LVC members, need more
  - Get a European/Australian/Indian other collaborator to help with this?



- More discussions with professionals about non-lobbying outreach
- More input from NSF officers
- More detailed discussions with media offices including AU, Caltech, and MIT

