DELIVERABLES

ASHSC
Education and Outreach
Committee

Kathy Hosford
May 1, 2008

1. Quarterly Newsletter (Hicks)

- **Reader Audience: Alaska Legislature and Governor's Office**

   (Consult with Melanie Lesh re distribution)

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- **<u>Format</u>: Standarized Topic Areas to Develop Familiarity**

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- **<u>Content:</u>**
    - *** Educational (lay person level)**

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- <u>Format</u>: Standardized Topic Areas to Develop Familiarity
- **<u>Content:</u>**
  - * Educational (lay person level)
  - * **Informational**
    - **- Earthquakes during past quarter**
    - **- Other topics not presently prominent in media**

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  - * Educational (lay person level)
  - * Informational
  - * **ASHSC Activities and Products**

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- <u>Content</u>:
  - * Educational (lay person level)
  - * Informational
  - * ASHSC Activities and Products
- **<u>Process</u>**
  - *** Full Commission reviews draft before newsletter is distributed**
  - *** Distribute electronically (less expensive)**

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    * Informational
    * ASHSC Activities and Products
- <u>Process</u>
    * Full Commission reviews draft before newsletter is distributed
    * Distribute electronically (less expensive)
- **<u>First Deliverable</u>**
    ***Draft of first newsletter to Committee by May 19, 2008**

2. ASHSC Website Review and Update

- (Assign to a committee member)
- Work with April Woolery

3. Establish and Develop Relationship with LEPCs

(Transfer to Partnering Committee)

4. Directory of Speakers (Aho)

- Includes names, contact information, areas of expertise, etc.
- Many Commission members should be included in Directory

5. Media Package (Hicks)

- Incident-oriented package has already been created by others

- Focus on "general education" of media, not incident-oriented education

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    * Geophysical Institute has expertise to write/format/produce professional copy

    * DHSEM may have money for producing publications for broader distribution

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- **Hicks contact Hansen and Roberts offline to learn more details about resources and possibilities**

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- **First Deliverable: Hicks report above to Committee, for reconsideration of broader E & O projects**

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- Now learn possibility of partnering
- Hicks contact Hansen and Roberts offline
- <u>First Deliverable</u>: Hicks report to Committee
- **Suggestion: Consider local-urban or rural-regional publications**

Education & Outreach Committee
SUMMARY OF DELIVERABLES

- Quarterly Newsletter
- ASHSC Website Review and Periodic Update
- Directory of Speakers

- General Education Media Package
- Reconsider: Educational Material for the Public