

RESEARCH INFRASTRUCTURE IMPROVEMENT (RII 4)  
PROPOSAL DEVELOPMENT PROCESS

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## EDUCATION & OUTREACH WHITE PAPER

FOR DISCUSSION  
December 13, 2011

TITLE: YOUTUBE PROGRAMS DESIGNED TO EDUCATE  
THE PUBLIC ON SIGNIFICANCE OF ENERGY, WATER, AND  
ENVIRONMENT NEXUS

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## **YouTube programs designed to educate the public on significance of Energy, Water and Environment Nexus.**

Michael D. Heagy, NMT and David Hanson, UNM

Videos are an effective way of engaging New Mexico's budding scientists (K-12) as well as informing adult non-scientists of the latest developments in science and engineering. As sponsors, NMEPSCOR will plan a series of one-minute-long, 'Ask a Scientist' career education spots produced by KNME public television that will show NMEPSCOR scientists at work, talking about what they do and how and why they became scientists. Each year we will select one PI and one graduate student or post-doc to be highlighted. Spots will be aired a minimum of one time per day, primarily during children's programming.

After airing, all spots will be archived permanently on KNME's website for access by the public. Hyperlinks to these archives will be posted on YouTube and on individual PI websites. KNME will also produce a 15 second promotional spot for NMEPSCOR that will be aired eight times a week for twelve months and then posted to YouTube. This spot will focus on promoting public awareness of energy/water/environment issues and how NMEPSCOR scientists are addressing them, and encourage students to join programs. We will also create a NMEPSCOR logo that will appear on all on-air spots related to Science Central and be listed on the KNME Science Central website with a hyperlink to the NMEPSCOR website.