

The Research Ambassador Program



An outreach project to help
researchers communicate
science to public audiences.



The Research Ambassador Program



A major problem facing our society is the widening gap between humans and nature, and scientists and society.



The Research Ambassador Program (RAP) helps bridge those gaps by providing academic scientists with rewards, training, and incentives to carry out direct outreach to the public.



The RAP, established in 2003, has recruited scientists from many disciplines and trained them to do outreach, especially in non-traditional venues. Benefits for scientists include a financial honorarium, a letter of thanks from a high-ranking academic official, and contacts for outreach within the local community. The non-scientist public audience also provides rewards by offering novel perspectives and questions for researchers.



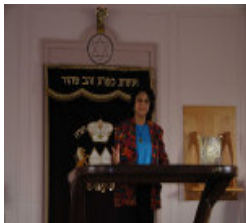
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The RAP targets the “scientifically unaware” audience, those who would not typically visit science education venues such as nature parks, museums, and science centers. Instead, scientists link their research to the interest of an existing profession, trade, or interest group. They give talks or write popular articles about their work as it relates to the interest of that public audience. The extensive knowledge base of the researchers combined with their passion and excitement is highly engaging to audiences that may not have had a strong existing interest in science. All Research Ambassador scenarios to date have met with great approval from the scientists, the public audiences, and the media.

Research Ambassador Scenarios



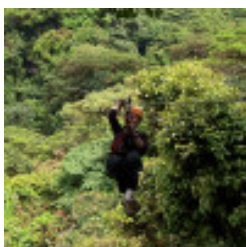
A botanist worked with minimum security prisoners to grow mosses, a project designed to combat the unsustainable harvest of moss from primary forests for the horticultural trade.



A forest canopy researcher gave talks to spiritual communities at their places of worship regarding the importance of trees from a spiritual perspective.



A marine biologist, forest ecologist, and entomologist brought urban youth out to their field sites. They then joined with a professional rap artist and sound engineers to help the kids to create and record music about their experiences with the natural world.



A wildlife biologist provided an eco-tourism company in Costa Rica with natural history information for visitors who come for the “thrill” of the zip-line ride.

Get Involved!

Are you interested in becoming a **Research Ambassador**?

Fill out this form and return it to the address below.

Name: _____

Address: _____

Phone: _____

Email: _____

Research Field: _____

Potential Audience(s): _____

Comments: _____

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National Science Foundation
www.nsf.gov
Informal Science Education
Program: NSF 0322214



National Geographic Society
Conservation Trust program
www.nationalgeographic.com/conservation/index.html



The Evergreen State College
www.evergreen.edu



The International Canopy
Network
www.evergreen.edu/ican