We Are Science.
your science outreach partner
The next time that you find yourself wanting or needing to tell the story of your research, Morehead Planetarium and Science Center invites you to start here. Whether you need a science education outreach project that delivers broad impact or you would just like to share your research with a local group of science enthusiasts, we can provide you with the expertise, support and audience to achieve your science outreach objectives.

Since 1949, Morehead Planetarium and Science Center has educated and inspired more than seven million people with high-quality science outreach programming. While Morehead is still most closely associated with space science, the institution has expanded its reach and mission in recent years. Leveraging years of science education expertise and strong working relationships across North Carolina, Morehead is now committed to the interpretation of current scientific research with a special emphasis on the research conducted at Carolina.

“The expertise and dedication of the MPSC staff has been invaluable to the faculty of the physics & astronomy department in developing education and outreach components to their research projects. ... Our partnership with MPSC has helped these faculty members inform the citizens of North Carolina about the exciting science they are engaged in.”
Laurie McNeil, Ph.D.
Professor, Physics & Astronomy

We have built a successful model for working with researchers to create unique, engaging outreach programs that serve North Carolina well. To help us create that model, we hired an independent consulting firm to analyze the needs of researchers with regards to science education outreach. From that analysis, we created an approach that leverages researchers’ scientific knowledge with Morehead’s strengths in the areas of developing and delivering content. We also built a team of experts to help researchers meet their science outreach goals while minimizing the demands on researchers’ valuable time.

Morehead’s expertise begins with its team of educators who have developed programs for a variety of audiences in a variety of settings. Whether you want to create programs for the pre-K set, high school students or senior citizens, Morehead educators have likely worked with your target audience and are ready with countless ideas for ways to help you reach that audience most effectively.
The Morehead team also includes experts in communications, multimedia development, event management, publications, guest services, logistics and business. When it comes time to promote and manage your outreach efforts, we offer seamless integration between program development and program delivery.

> audiences

Morehead Planetarium and Science Center provides a golden opportunity for researchers to engage its 150,000 annual visitors. These diverse visitors hail from around the world and across North Carolina. A recent Morehead study found that 32 percent of all North Carolinians age 18 and older have visited Morehead at least once.

Among those visitors are more than 80,000 schoolchildren on field trips. By closely aligning programming with North Carolina Essential Standards and the national Common Core, Morehead is able to support K-12 education while inspiring all of those children to consider how science might be part of their future. In addition, Morehead reaches thousands more high school students through its DESTINY Traveling Science Learning Program, which uses two buses equipped with state-of-the-art lab equipment to deliver innovative, hands-on outreach programs to students and teachers across the state.

Also, Morehead can open the doors for researchers to many other museums and science centers through its memberships in the North Carolina Grassroots Science Museums Collaborative and the Association of Science-Technology Centers (ASTC).

> ready to partner

Morehead Planetarium and Science Center can be an incredible partner for UNC researchers. As granting agencies increasingly demand broad impact and the university encourages public engagement, Morehead offers researchers a convenient, quality partner to deliver science outreach.

With researchers providing current science and Morehead providing content development and delivery expertise, the result can be powerful and compelling for the researchers, Morehead and the public that we serve. When you think science education outreach ... let us be your partner.
## Outreach Opportunities

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<tr>
<th>Platform</th>
<th>Description</th>
<th>Intended Audience</th>
<th>Project Duration</th>
<th>Time Commitment</th>
<th>Number Served</th>
<th>Approx. Cost</th>
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</thead>
<tbody>
<tr>
<td>Interactive exhibit</td>
<td>Morehead is pioneering the inclusion of current science research into exhibits and is staffing exhibits with trained facilitators to enhance visitor understanding and engagement.</td>
<td>General public (all ages)</td>
<td>6–36 months</td>
<td>40+ hours/3 hours at opening reception</td>
<td>Up to 80,000/year</td>
<td>$50K</td>
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<tr>
<td>Traveling exhibit</td>
<td>Morehead would lease an interactive exhibit for three to four months from a well-regarded science center or professional organization. Additional related programs connected to UNC research would be implemented.</td>
<td>General public (all ages)</td>
<td>3–4 months</td>
<td>10 hours/3 hours at opening reception</td>
<td>Up to 35,000/year</td>
<td>$10K–50K</td>
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<tr>
<td>Standards Aligned Curriculum</td>
<td>Morehead develops and adapts instructional activities so that teachers can readily provide their students with enriched science learning experiences.</td>
<td>HS students, MS students, ES students, and teachers</td>
<td>Indefinite</td>
<td>40+ hours/0 hours</td>
<td>Up to 2000/year directly</td>
<td>$50K–70K</td>
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<tr>
<td>Teacher workshop (per day)</td>
<td>Hands-on professional development provides an opportunity for educators to develop science and technology skills that are key in educating a new generation.</td>
<td>Teachers, grades K-12</td>
<td>One day</td>
<td>25+ hours/0–8 hours</td>
<td>24</td>
<td>$3K–5K</td>
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<tr>
<td>Summer science camp</td>
<td>Week-long, themed camps are held on campus and off-site in regional locations. Attention to stimulating content, age-appropriate activities and use of UNC’s rich science resources are the foundations of each camp.</td>
<td>Children (grades K-12)</td>
<td>Multiple times each summer</td>
<td>5–10 hours/0–5 hours</td>
<td>100–2,900, depending on specific program</td>
<td>$3K</td>
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<tr>
<td>Family science event</td>
<td>Held on weekends or evening (on- or off-site), these events engage children and caregivers in hands-on activities about current science topics.</td>
<td>General public (all ages)</td>
<td>1 day</td>
<td>3–5 hours/5 hours</td>
<td>250–500</td>
<td>$3K</td>
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<tr>
<td>Carolina Science Cafe</td>
<td>Specifically for adult learners, a scientist kicks off a discussion about a current science topic.</td>
<td>Adults</td>
<td>1 day</td>
<td>2–3 hours/2 hours</td>
<td>30–75</td>
<td>$250</td>
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<td>Fulldome digital planetarium show (feature length)</td>
<td>With new technology, Morehead is able to go beyond astronomy-themed shows to create a wide range of immersive full-dome feature-length (25–30 minutes) theater experiences.</td>
<td>General public and/or school group focus</td>
<td>Typically 8–10 years</td>
<td>20+ hours/3 hours at opening reception</td>
<td>Up to 25,000/year at Morehead; potentially more if leased</td>
<td>$300K+</td>
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<tr>
<td>Fulldome digital planetarium short</td>
<td>Morehead will develop a 2–3 minute show featuring current scientific research. Show will be presented prior to feature-length planetarium shows.</td>
<td>General public and/or school group focus</td>
<td>Typically 8–10 years</td>
<td>5+ hours/0 hours</td>
<td>25,000/year at Morehead; potentially more if leased</td>
<td>$30K</td>
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<tr>
<td>Science LIVE!</td>
<td>Series of live demonstration programs about basic science phenomena.</td>
<td>General public (all ages)</td>
<td>Indefinite</td>
<td>15+ hours/0 hours</td>
<td>25,000/year</td>
<td>$14K</td>
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<td>Keynote speech</td>
<td>Morehead hosts a variety of speakers from local experts to Nobel laureates.</td>
<td>General public (all ages)</td>
<td>1 day</td>
<td>3–5 hours/3 hours</td>
<td>200–1,000</td>
<td>$2K–25K</td>
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*Contact us for a free consultation. We are able to provide language for grant proposals if collaboration results.

† First number indicates researcher’s time commitment in terms of preparation. The second number indicates time commitment in terms of direct interaction with audience. All times are approximate and will vary based on project design and researcher’s desired level of involvement.

‡ $1,000 will be added to each proposal to support science communication training for science researchers and their teams (post docs, grad students).
> faculty advisory board

Dana Coen
Director, Writing for the Screen and Stage program
Adjunct Assistant Professor, Dept. of Communication Studies

Bradley Hemminger
Associate Professor, School of Information and Library Science

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