

Tuesday, March 19, 2013

[T634]

**POSTER SESSION: EDUCATION AND OUTREACH: PUBLIC OUTREACH
6:00 p.m. Town Center Exhibit Area**

Buxner S. R. Wenger M. Jones A. J. P. Hsu B. C. Hessen K. **POSTER LOCATION #493**
[*The Challenge of Evaluating Large Outreach Events: Results and Recommendations from Evaluation Efforts of International Observe the Moon Night \(InOMN\) \[#2479\]*](#)

We report challenges and recommendations of evaluating large public events using lessons learned from this year's International Observe the Moon Night (InOMN).

Aubele J. C. Crumpler L. S. **POSTER LOCATION #494**
[*Ten Years of Exhibits, Education and Public Outreach Presenting the Mars Exploration Rover Mission at the New Mexico Museum of Natural History and Science \[#2926\]*](#)

Two million visitors, over the past ten years, have seen the MER exhibit and learned about Mars at the New Mexico Museum of Natural History and Science.

Cohen J. P. Ding W. Sable J. Li R. Stepinski T. **POSTER LOCATION #495**
[*Mars and Beyond: A Panel and Games at the Museum of Science Boston \[#1367\]*](#)

In the second year of this ongoing project we aim to grow the previous event via community participation and create a platform for local area researchers to engage the public.

Jones A. J. P. Bonaccorsi R. Kyriazis S. Baldino T. Bleacher L. V. et al. **POSTER LOCATION #496**
[*Mars and the Mojave: A Planetary Analog Festival in Death Valley National Park \[#2846\]*](#)

Death Valley National Park martian analog festivals celebrate the rich heritage of martian analog research in Death Valley National Park.

Albin E. F. M. **POSTER LOCATION #497**
[*Curiosity on Mars: Experiencing the Red Planet in the Fulldome / Immersive Planetarium Environment \[#2818\]*](#)

Fernbank Science Center's planetarium is featuring live weekly updates about Mars, featuring Curiosity Rover images with a new fulldome/immersive projection system.

Selvans M. M. Johnston A. K. Nagy K. **POSTER LOCATION #498**
[*Storytelling in the Planetarium: Keeping it Casual and Making Connections \[#2828\]*](#)

Storytelling in a planetarium is a fun way for planetary scientists to connect with the public; we discuss guidelines for telling engaging (science) stories.

Williams S. H. Conway E. M. Edberg S. J. Lavery D. **POSTER LOCATION #499**
[*"Mars is Hard": The NASA Scorecard for Mars Exploration \[#2792\]*](#)

The public is fascinated by Mars and its exploration. In sharing that excitement, a consistent use of terminology and performance statistics is required.

Williams S. H. **POSTER LOCATION #500**
[*SPACE 365: An App Connecting You - and your Audience - to Space \[#2425\]*](#)

The "SPACE 365" app has been created to help learners/educators of all types use space-related historical events to enhance education/public outreach efforts.