



GHRC Outreach Video

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2016 GHRC User Working Group Meeting
Sept 20-21, 2016



- “A picture says a thousand words.”
- Data visualizations and videos are great resources for both education and bringing awareness to exciting **scientific discoveries**, innovative **tools**, and **data**
- Easy to share across social media and online websites
- Eager to share GHRC creations with data users
- Can be taken to scientific conferences to promote GHRC to data users and data providers

- Developed for science outreach at conferences and social media
- Focuses on the GHRC Field Campaign Explorer (FCX)
 - FCX was developed using Hurricane and Severe Storm Sentinel (HS3) airborne field campaign
 - More about the FCX afternoon
- **Audience** – Video content targets current and prospective users GHRC of atmospheric field campaign data





Discussion

1. Was the language of this video easy to understand?
2. Do you have any recommendations on how to make the content more visually stimulating?
3. Is the content of this video geared towards the correct audience? If not, what direction should it take?

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