

## **Reaching a Public Audience**

One way of indicating a real commitment to broader impacts is to include it in the budget. We, at the Sciencenter, will provide broad promotion for your Showtime!, as well as support on the day of the event. As a non-profit, we are requesting that you provide support of \$1,500 in your proposed budget for the Sciencenter.

### **Language to include in the proposal's Budget Justification:**

For a stipend of \$1,500, the Sciencenter in Ithaca, NY will schedule one or more presentations during its Saturday afternoon Showtime! series to disseminate information about the research to a public audience of children and their families. The Sciencenter has an audience of 100,000 guests annually. The Sciencenter will provide marketing for the presentation(s) through announcements to local and regional media and through their paper and electronic newsletters, which reach 6,500 people. Sciencenter educators will provide assistance with the format and content of the Showtime! ahead of the agreed upon date and on the day, will provide technical assistance, make in-house announcements and prepare the facility. Showtime audiences average about 50 people per presentation.