

Target Audiences

Internal

- Employees
- Researchers
- Contractors and vendors
- Partners
- Managers

Community

- Local
- Science
- Lab users and employees
- University students
 - Science
 - Communications
- Student clubs
- Service clubs
- Fine and performing arts
- **Politicians**
 - Local
 - Statewide
 - Congressional
- **Beyond the Black Hills**
 - Science enthusiasts
 - Adult learners (Road Scholars, etc.)
 - University students
 - Science
 - Communications
 - Student clubs
 - Service clubs
 - Fine and performing arts
- **Press/Media**
 - Local/statewide
 - National
 - International

Delivery Method and Tools

1. Events/presentations
2. Newsletters
3. Social media
4. Website (podcasts, etc.)
5. Brochures/printed materials
6. Exhibits (Visitor Center
7. Talking points
8. Newsletters
9. Social media
10. Tours
11. Events
12. Science festivals (Sioux Falls)
13. Presentations (need to be more interactive)
14. Videoconferences
15. Website
16. Social media
17. Press conference surrounding big announcements
18. Press releases
19. Newsletter
20. Pitching stories
21. Website
22. Social media
23. Participate in blogs (responding to comments and directing people back to our site)