

## The value of improving HEP outreach and how to participate

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HEP is funded essentially entirely with public funds. Since there are many organizations that wish to receive federal funds, it is imperative that the HEP community raise its visibility among the general public. However, outreach to the public has long been neglected by the HEP community. In this talk, I will discuss the importance of outreach. I will also describe some of the methods that work, and will also mention some programs that the Snowmass process is developing to make it easier for individuals to engage in communicating with the public.

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