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APS Goes to ComicCon and Other Tales: Reaching out for Physics

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Broadly interpreting the core mission of APS “to advance and diffuse the knowledge of physics”, APS carries out programmatic activities in Education, Outreach, International Affairs, Public Affairs, and Advocacy, which benefit the physics community as well as society at large. These programs are highly valued by APS members who know about them, but the challenge has been to find ways to effectively communicate to our members about all the good things we are doing. APS programs have also achieved significant recognition in the external community for their outstanding quality and success. I will describe several examples of how we “reach out” to promote physics and physics education in a variety of venues.