

Abstract Submitted
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Sharing the Wonder of Gravitational Waves JOEY SHAPIRO KEY,
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COLLABORATION — To share as widely as possible the excitement of the new dis-
covery of gravitational waves, scientists in the LIGO Scientific Collaboration (LSC)
and Virgo Collaboration prepared communication tools for a worldwide and diverse
audience. This work included resources for traditional and social media outlets,
preparing to engage at a wide range of levels and interests. The response to the
LIGO discovery announcement indicated that the public is eager to engage with
frontier physics. The LSC and Virgo outreach efforts hold lessons for broad STEM
outreach including examples of citizen science initiatives and art+science collabora-
tion as a way to inspire and engage a wide range of audiences.

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