

APR11-2011-020044

Abstract for an Invited Paper  
for the APR11 Meeting of  
the American Physical Society

**Nicholson Medal for Human Outreach Talk: Physics Outreach: Social Benefits**

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Physics constitutes a scientific endeavour that has benefited particularly from the globalization of our planet and the international character of its practitioners. The Medal Award was created by friends of Dwight Nicholson to highlight achievements in humanitarian service, special mentorship of students and junior colleagues while motivating interest in physics in the general public, outreach to the larger community of scientists and nonscientists, and work towards achieving gender and minority equity in the work force. While these are broad goals, they uniquely match the interests of practicing physicists as they weave seamlessly with their scientific work. Examples of the variety of such engagement in the physics community in the present time as well as in the past will be presented.