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Outreach outside the box or how to maximize your effort

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The Syracuse University Saturday Morning High School Teacher workshops have been meeting regularly for more than 25 years. We meet on Saturday mornings, about once per month during the academic year. Our mailing list includes more than 100 teachers, and we have about 25 regular attendees. This brings up a great Fermi question. How many students have been impacted because of these meetings? Ok, so this is a simple one, but the answer is stunning nonetheless, especially when not too much of your time needs to be invested!

But what about those kids who never take HS physics? How do we reach them? Recently, I have been regularly appearing on a local morning television broadcast. This mechanism reaches a whole new audience. It's quite fun, and provides me with new experiences which to learn from.

I will discuss the manner in which both of these outreach opportunities happened, the time investment, and the potential impact on my community.