# Outreach

Team Cyclone’s Outreach has already considerably developed in the planned outreach towards the local community, within the school and towards the wider public. All three strategies are underpinned by the team’s website (http://teamcycl.one) that was developed from scratch by the software team along with a recognizable and simple domain name being secured. The website contains a description about CanSat and Team Cyclone’s entry, an overview of the team, a public folder with documents as well as videos and a blog that regularly discusses the progress of Team Cyclone. The website acts as the main platform through which people can learn about the team and follow its progress. It also contains links to all other platforms through which people can find out about the project. Additionally, all source code, designs and plans of the different departments of Team Cyclone are made available to the general public and community through GitHub by simply searching for Cyclone CanSat. A simple, easy-to-remember logo was also designed by the team, which unites all the team’s efforts on all platforms.

## Local Community

Team Cyclone’s leaders and William Eustace (as the team-leader of Team Impulse) gave a talk on the 27th September to the Surrey Explorer's Club (<http://www.surreyexplorers.org.uk/>), a group of gifted primary school children where the CanSat competition was discussed amidst topics such as rockets, outer space and the uses of satellites as well as how do they function. Team Cyclone’s entry and Team Impulse’s European victory were also discussed. Finally, an interesting competition was organized which allowed the children to produce a paper aeroplane which would be released from a specially adapted paper-aeroplane-launching-remote-controlled-helicopter (see appendices). The aeroplane with the longest flight time would win and this proved a fun activity for all as tactics were also discussed. The team are also planning to give further talks about CanSat to local schools in the area including a planned talk to a nearby preparatory school, Colet Court.

## School

Team Cyclone have already made popular talks at societies such as SPS Space outlining the CanSat competition and Team Cyclone’s entry. Team Cyclone were also at the Societies Fair and the school’s open day where we openly discussed CanSat and our project this year to both pupils and parents. Talks will be given to more of the school’s societies such as to EnSoc (the schools engineering society). An article on CanSat was published in the school’s magazine Black and White that was distributed for free and that can be accessed electronically. The team hoped that this would further increase publicity for CanSat and our entry as the school magazine is widely read by teachers and pupils alike.

## The Wider Public

Coupled with the website, the team has decided to be present on multiple platforms to further increase awareness of CanSat and Team Cyclone. Team Cyclone has a Facebook account (http://on.fb.me/1jTDXtu) as well as a Twitter account where a briefer, but more up-to-date account of the team’s progress is available [(***@SPSCyclone***)](http://www.twitter.com/spscyclone). Android (http://bit.ly/20cqWM7) and Windows Phone Apps (http://bit.ly/1MW0Cfv) have also been made by the Software Team and can be downloaded. An iOS app is currently being developed and will hopefully be available soon on the App Store. Again, these apps are to further publicize CanSat. Finally, we have a couple of videos available on Vimeo, and hope to continue making short interesting updates as the project continues.