

2015 Eugene M. Shoemaker Award for Lifetime Achievement in Communications

Don Swanson

Don Swanson's game-changing career as a USGS volcanologist covers more than 50 years, during which he has been an enthusiastic communicator of volcano science and hazards to peers, students, naturalists, media, and the public. Galvanizing public interest in volcanoes and stimulating a great many students toward careers in earth science, Don's outreach contributions span his service as both a research scientist and as a Scientist-in-Charge of the Cascades Volcano Observatory (1986–1990) and the Hawaiian Volcano Observatory (HVO, 1997–2004).

As a manager, Don supported Cascades and Hawaiian volcano observatory staff in their development of museum and visitor center exhibitions that were seen by hundreds of thousands. Early on, Don saw the potential of the Internet and made HVO's Web presence a priority, capturing the attention of both the public and scientists worldwide and laying the foundation for modern USGS volcano reporting. Don's recent public communications efforts have focused on sharing results of his ongoing research into the underappreciated hazard implications of Kīlauea's explosive history, including the connection to a traditional Native Hawaiian saga—an association that was largely unrealized before Don's work.

The USGS and the Nation have reaped the rewards of Don's half-century of visionary communication style and his energetic approach to education and outreach, which have had a profound effect on the perception of USGS science and service. He represents the best aspects of USGS science communication and his dedication has been recognized by awarding him the Shoemaker Award Lifetime Achievement in Communications.

2015 Eugene M. Shoemaker Awards for Communications Excellence

- **Print Product Category:** From Icefield to Ocean

<https://csc.alaska.edu/sites/default/files/Icefield-to-Ocean-5-1-2014.pdf>

- **Internet Product Category:** USGS Coastal and Marine Geology Program

<http://marine.usgs.gov/>