

1 **Chicxulub Museum, Geosciences in Mexico, Outreach and Science Communication - Built**  
2 **From the Crater Up**

3 Jaime Urrutia Fucugauchi<sup>1,2</sup>, Ligia Perez-Cruz<sup>1,2,3</sup> Araxi O. Urrutia<sup>4,5</sup>

4 <sup>1</sup> Programa Universitario de Perforaciones en Océanos y Continentes, Instituto de Geofísica,  
5 Universidad Nacional Autónoma de México, Coyoacan 04510 Mexico, Mexico

6 <sup>2</sup> Instituto de Investigación Científica y Estudios Avanzados Chicxulub, Parque Científico y  
7 Tecnológico de Yucatán, Sierra Papacal, Merida 97302, Yucatán, Mexico

8 <sup>3</sup> Coordinación de Plataformas Oceanográficas, Coordinación de la Investigación Científica,  
9 Universidad Nacional Autónoma de México, Coyoacan 04510 Mexico, Mexico

10 <sup>4</sup> Milner Centre for Evolution, Department of Biology and Biochemistry, University of Bath, Bath  
11 BA2 7AY United Kingdom

12 <sup>5</sup> Instituto de Ecología, Universidad Nacional Autónoma de México, Coyoacan 04510 Mexico,  
13 Mexico

14 Correspondence: [juf@geofisica.unam.mx](mailto:juf@geofisica.unam.mx)

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16 **Abstract**

17 The Chicxulub science museum is special, in that it is built around an event in geological time  
18 representing a turning point in the planet's history and which brings together the Earth system  
19 components. The studies on the Chicxulub impact, mass extinction and Cretaceous/Paleogene  
20 boundary provide an engaging context for effective geoscience communication, outreach and  
21 education. The museum is part of a research complex in the Yucatan Science and Technology Park  
22 in Mexico. Natural history museums with research components allow integrating ongoing up to  
23 date advances, expanding their usefulness and capabilities. The impact ranks among the major  
24 single events shaping Earth's history, triggering global climatic change and wiping out ~76% of  
25 species. The ~200 km Chicxulub crater is the best preserved of three large terrestrial multiring  
26 impact structures, being a natural laboratory for investigating impact dynamics, crater formation  
27 and planetary evolution. The initiative builds on the interest that this geological site has for visitors,  
28 scholars and students by developing wide-reaching projects, a collaboration network and academic  
29 activities. The Chicxulub complex serves as a hub for multi- and interdisciplinary projects on the  
30 Earth and planetary sciences, climate change and life evolution, fulfilling a recognized task for  
31 communication of geosciences. After decades of studies, Chicxulub impact remains under intense  
32 scrutiny and this program with the core facilities built inside the crater will be a major player.

33 Keywords: Chicxulub science museum, Chicxulub impact, End-Cretaceous mass extinction,  
34 Geosciences communication, Mexico

35

36 **1. Introduction**

37 Geosciences in Mexico has a rich tradition that can be traced to the Mesoamerican cultures.  
38 Considering the intense tectonic, seismic and volcanic activity, energy and mineral resources and  
39 diverse geological record, the geosciences play minor roles in the social, academic and political  
40 discussion. Addressing this situation requires developing and implementing effective geoscience  
41 communication and education programs. The Chicxulub science museum developed around a  
42 unique geological event that marks the transition of the Mesozoic and Cenozoic Eras provides the  
43 context for a major program, which is based on the studies of the End-Cretaceous mass extinction,  
44 Chicxulub impact and Cretaceous/Paleogene (K/Pg) boundary.

45 Natural history and geological museums have a rich tradition, with collections of rocks, minerals,  
46 meteorites and fossils, which play an important role in non-formal education, with high learning  
47 potential for students, museum-school synergies, science engagement, and teachers' professional  
48 development (Stevenson, 1991; Allen, 2004; Panda and Mohanty, 2010; Dahlstrom, 2014;  
49 Mujtaba et al., 2018). Museums with research departments allow integrating scientific advances,  
50 taking advantage of thematic exhibits, interactive displays and virtual reality experiences (Collins  
51 and Lee, 2006; Panda and Mohanty, 2010; Louw and Crowley, 2013).

52 Field trips to geological sites are important components of the educational programs and in  
53 workshops, meetings and congresses. National parks, Geoparks and UNESCO heritage natural  
54 sites attract large numbers of scholars and students as well as visitors. Museums of natural history,  
55 geology and mineralogy present exhibits related to life evolution, fossil record, planetary  
56 exploration, plate tectonics and meteorite impacts (MacFadden et al., 2007; Koeberl et al., 2018).  
57 Some like the Smithsonian National Museum of Natural History, the British Museum, Geological  
58 Museum of China, Museum of Natural History of Paris, Natural History Museum in Vienna, and  
59 Geological Museum of Barcelona, among many others, have rich fossil, meteorite and  
60 mineralogical collections (Komorowski, 2006; Koeberl et al., 2018). Geological site and crater  
61 museums are less numerous and include the Ries crater Museum in Nördlingen, the Meteor Crater  
62 Museum in Arizona, the Tswaing Crater Museum in South Africa, the Steinheim Crater Museum  
63 in Germany, and the Meteorite Museum at Rochechouart (Pôsges, 2005; Buchner and Pôsges,  
64 2011).

65 The Chicxulub complex (CIRAS) with the science museum, laboratories and core repository is  
66 housed in the Yucatan Science and Technology Park (PCYTY), southern Mexico (Figs. 1 and 2).  
67 The museum builds on the interest generated by the Chicxulub impact and the K/Pg mass  
68 extinction, which includes the dinosaurs, ammonites, marine and flying reptiles among many  
69 organisms. Here we address how it has developed and the potential that a facility built around an  
70 attractive unique event and geological site offers, and the challenges ahead.

71 Understanding Earth`s origin and evolution, geologic time, tectonic processes, rock and fossil  
72 record, life evolution and extinction presents challenges that have been considered in designing  
73 the Chicxulub exhibits and activities. The link to research permits interactions of researchers and  
74 students with visitors through conferences, seminars and workshops, and visits to the laboratories  
75 and geological sites. How this translates in better appreciation and understanding of Earth and  
76 planetary sciences on science communication is a major part of the planning. Other issues relate  
77 to how attractive themes like the impact and dinosaur extinction provide attractive contexts.

## 78 2. **Geosciences in Mexico**

79 Research groups in Mexico have developed projects on hazard risks, climate change, mineral and  
80 energy resources, renewable energy and environmental impacts. Nevertheless, we are yet to have  
81 long-term programs and effective influence on the education system, policy decision-making and  
82 society.

83 The numbers of research centers and researchers are small compared to the size of the country and  
84 the economy, which is a limitation shared with the developing countries. The Earth sciences  
85 system formed by research centers and university departments focuses on basic and applied  
86 projects has expanded over the past years (Atlas Ciencia Mexicana, 2012). The Seismological  
87 Survey, Geomagnetic Observatory and Tidal Service are operated by the National University of  
88 Mexico. Federal institutions include the Mexican Geological Survey, National Institute of  
89 Information and Statistics, National Center of Disaster Prevention, National Metereological  
90 Service, National Water Commission and Tidal Service, which carry out the cartography and the  
91 instrumental networks. The Oil Company Petroleos Mexicanos (Pemex) and the Petroleum  
92 Research Institute conduct marine and on land oil and gas exploration and production projects.

93 The geosciences program aims to develop a strategy linking research centers, policy makers and  
94 society, with the Chicxulub complex providing the physical and human capacities, allowing to  
95 expand objectives, capacity-building, outreach, educational and operational activities. Coordinated  
96 projects and policy-decision initiatives are needed, including those on disaster prevention and  
97 mitigation, climate change, land management, sustainable programs, country-wide geophysical  
98 surveys, renewable energy resources, oceanographic and marine geophysical surveys and  
99 monitoring instrumental networks.

100 With the globalized economy, population growth and demographic changes, the demand on energy  
101 and mineral resources has increased worldwide. In parallel, climate change, earthquakes, volcanic  
102 eruptions, tsunamis and hydrometeorological phenomena, contamination, deforestation,  
103 extinctions and sea-level rise affect the societies. The transformation from free-market societies to  
104 the knowledge societies, based on and driven by science and technology highlights the role of  
105 geosciences internationally. In countries like Mexico where energy and mineral resources are  
106 major components of the economy and where geophysical phenomena pose risks to the population,  
107 geosciences are expected to be the country`s priorities. This is not the case, which emphasizes the  
108 need for informing decision makers and society on the role of geosciences on the planet  
109 conservation and sustainable development.

110 International programs open collaboration opportunities for developing countries. Mexico has  
111 participated in international programs like the International Geophysical Year, Polar Year, Upper  
112 Mantle, Geodynamics, Lithosphere (ILP), International Ocean Discovery Program (IODP),  
113 International Continental Drilling Program (ICDP) and Geosphere-Biosphere program. It recently  
114 formed part of the United Nations International Year of Planet Earth (IYPE), International Council  
115 of Science ICSU Future Earth program, and UNESCO geosciences programs. Our program linked  
116 to these initiatives integrates the Chicxulub drilling and geophysical surveys and the participation  
117 in IODP, ICDP, IYPE and ILP projects.

### 118 3. Chicxulub Impact and Mass Extinction

119 The Chicxulub impact marks a major event shaping life on Earth (Alvarez et al., 1980; Schulte et  
120 al., 2010). Impact marks the end of the Mesozoic Era, with the mass extinction wiping out ~76%  
121 of species including dinosaurs, ammonites, marine and flying reptiles, and the start of the Cenozoic  
122 that saw important radiations of many groups including mammals and birds. Chicxulub structure

123 formed by an asteroid impact on the Yucatan carbonate platform in the southern Gulf of Mexico  
124 was first identified in the Pemex exploration surveys and drilling programs (Penfield and Camargo,  
125 1981). Chicxulub is a complex crater with a ~200 km rim diameter (Fig. 3), which has been  
126 investigated by an array of geophysical/geological surveys and drilling programs (Fig. 4;  
127 Hildebrand et al., 1991, 1998; Sharpton et al., 1992; Urrutia-Fucugauchi et al., 2008).

128 The K/Pg boundary is marked globally by the impact ejecta layer, characterized by the iridium and  
129 platinum group elements derived from the impacting body (Fig. 4c; Schulte et al., 2010). The  
130 impact and its effects on Earth's climate and life evolution have been intensively studied (Alvarez  
131 et al., 1980; Mukhopadhyay et al., 2001; Schulte et al., 2010; Urrutia-Fucugauchi et al., 2011;  
132 Lowery et al., 2018). Impact had short- and long-term global effects on the climate and  
133 environment, providing lessons for understanding the impact of man-made greenhouse emissions.  
134 Although the mechanisms for the extinction and subsequent species diversification remain under  
135 scrutiny, studies of this mass extinction uncover general principles governing species/clade  
136 resilience and evolvability in response to rapid climate and environmental changes.

#### 137 4. **Background and Development of Chicxulub Museum**

138 The CIRAS research and museum facilities are housed over an area of ~19 square kilometers  
139 located in the central sector of the Yucatan Science and Technology Park (Figs. 1 and 2). The  
140 CIRAS is a joint project between the National University of Mexico, the National Council of  
141 Science and Technology and the Ministry of Science and Higher Education of the Yucatan  
142 government that has developed for a decade.

143 From the initial phases, plan included the site museum on the Chicxulub impact and effects on the  
144 planet and life evolution. The first phase was completed in 2011 with the Chicxulub Museum  
145 housed in the second and third floors of the PCYTY Central Library (Fig. 5). The second phase  
146 was the Chicxulub exhibition in the Meteorite Hall of the Grand Museum of the Maya World (Gran  
147 Museo de Mundo Maya) in Merida City (Fig. 6). Inaugurated on December 12, 2012, the  
148 Chicxulub exhibition was awarded the 2013 Miguel Covarrubias Prize from the National Institute  
149 of Anthropology and History

150 The Chicxulub exhibition in the Grand Museum of the Maya World attracted large numbers of  
151 visitors, students and researchers. The Chicxulub Impact and Extinction of Dinosaurs exhibition

152 was planned at the time of the Mayan prophesy of the end of the world and included displays on  
153 historical accounts of catastrophic prophecies of various cultures. The exhibition addressed beliefs  
154 on celestial phenomena such as comets and lunar and sun eclipses, which in some societies were  
155 associated with catastrophes, diseases, warfare and social unrest. The contrasting views were  
156 presented in the framework of the Chicxulub impact, extinction of dinosaurs and other species and  
157 the end of the Mesozoic Era.

158 Museum visits start with a video presentation on the Chicxulub impact and mass extinction,  
159 followed by introductions to comets, asteroids and meteorites, early observations of meteorite falls  
160 and cometary showers and how they evolved as part of the studies of the planetary system. A major  
161 component is the exhibits of the fossil record, geologic time and evolution of the dinosaurs, marine  
162 microorganisms, ammonites and flying and marine reptiles. Initial Chicxulub studies were linked  
163 to oil exploration in southern Mexico and the geological characteristics of the Yucatan peninsula  
164 (Urrutia-Fucugauchi et al., 2013). Exhibits display surface geological processes, with the aquifer,  
165 groundwater flow and fracturing influenced by the buried crater, which can be traced by the ring  
166 of cenotes and semicircular topographic depression over the crater rim. Related programs at the  
167 museum are the conferences, seminars and symposia, including the progress reports of the research  
168 and drilling projects.

169 The PCYTY Chicxulub Museum has attracted large numbers of visitors. Entrance is free and  
170 records are only for the guided tours and appointed visits of school children. In four years, number  
171 of visitors is around seventeen thousand, including six thousand school students and one thousand  
172 pre-school children. The visitors to the Chicxulub Exhibition at the Grand Museum have been  
173 more numerous, due to its association to the archaeological exhibits and easy access in Merida  
174 City. Comments and response discussed below come mainly from the student groups and teachers,  
175 with additions from groups during conferences and seminars. The guided tours for school groups  
176 offered the advantage of engaging with the teachers, which provided valuable interactions and  
177 feedback. In connection with the museum exhibits, conference series and workshops were held  
178 with the participation of students and researchers. Among them, the workshops of the drilling and  
179 marine geophysics projects and on geosciences education.

180 Around the initial plan, research facilities expanded to include laboratories and the core repository  
181 built in the Yucatan Science Park, which houses academic and research institutions, start-ups and

182 research-oriented firms, including Yucatan State University, UNAM, National Council of Science  
183 and Technology centers. CIRAS construction project took several years with the center formally  
184 established in February 2018 with the inauguration of the laboratories and core repository (Fig. 7).  
185 It has access to the National Hydrocarbon Core Repository and the apartment blocks to host  
186 visiting academics and students. Third phase started in 2016 with construction of the larger  
187 museum facility that started operating in the early 2019.

## 188 5. Chicxulub Complex

### 189 5.1 Science Museum

190 Studies on large meteorite impacts, dinosaurs, mass extinctions and life evolution attract the  
191 interest of wide audiences, opening interesting possibilities for science communication. The  
192 exhibits are organized around the studies of the Solar System, impact cratering, evolution of  
193 planetary surfaces, Chicxulub impact, crater formation, impact effects on climate and life-support  
194 systems, extinction of organisms, biotic turnover and life evolution. Exhibits aim to present,  
195 inform, engage and entertain visitors through studies on the Chicxulub impact, life evolution, K/Pg  
196 turnover and related inter- and multidisciplinary research (Figs. 9 and 10).

197 Exhibits on the Universe hall present an introduction to the origin and evolution of the Universe,  
198 the formation of stars and galaxies, the Milky Way galaxy and the Solar System. The formation of  
199 planetary systems involves dynamic processes with collisions at different scales, with formation  
200 of first solids, planetesimals and large bodies. The origin and evolution of planetary systems are  
201 marked by collisions of bodies, which are the main process in the formation of planets, satellites,  
202 dwarf planets, asteroids and comets. Impact craters characterize the surfaces of solid planetary  
203 bodies and constitute the geological record of the dynamic evolution through time and space.

204 The hall on the Solar System and Impact Cratering presents an engaging introduction on the  
205 characteristics and evolution of planetary surfaces, impact dynamics, crater formation, impacts on  
206 time and space, comets, near-Earth asteroids and impact hazards. Hypervelocity impacts deliver  
207 high amounts of energy in short time scales, resulting in deep excavation cavities, material  
208 transport and deformation. Planetary surfaces preserve records of impacts, with the magnitude and  
209 frequency of impacts higher in the early stages. Impact cratering is a major process in the evolution

210 of planetary surfaces and deep interiors. The terrestrial record has been erased and modified, with  
211 a limited number preserved in contrast to other bodies like the Moon, Mars, Venus and Mercury.

212 The exhibits on the Chicxulub structure introduce the crater and impact effects. The large multiring  
213 crater is the best preserved of the three large impact structures in the terrestrial record, being a  
214 laboratory for investigating impact dynamics, crater formation and planetary surface evolution  
215 (Melosh, 1989; Urrutia-Fucugauchi and Perez-Cruz, 2009). The structure is located half on land  
216 and half offshore with geometric center at Chicxulub Puerto on the coastline.

217 The hall on the End-Cretaceous extinction and life evolution introduces the effects of the meteorite  
218 impact on the life-support systems, linking the impact with the mass extinction. Exhibits introduce  
219 the fossil record, geological processes, the geological time scale and concepts of deep time and  
220 life evolution. The mass extinction marks the boundary between geological eras, which in the  
221 geological record is marked by the Chicxulub ejecta layer. Interactive exhibits introduce macro-  
222 evolutionary trends, with species communities and diversification after the impact.

223 Exhibits include challenging themes on life evolution, extinctions, emergence of species,  
224 macroevolution and climate change (Sepkoski, 1998; Jablonski, 2006, 2008). Experiences in  
225 natural history and science museums emphasize the roles of teachers and museum staff in  
226 interacting with visitors, particularly with school groups and students on difficult topics. This is  
227 the case with exhibits on the End-Cretaceous mass extinction and asteroid impact effects that  
228 permit to address present day global warming, environmental problems and extinctions.

229 The Museum includes an auditorium, meeting rooms and a projection room, used to present videos  
230 and animations of the Chicxulub impact; plus a children playing room. Independently managed  
231 coffee shop and souvenir stores complement the facilities. The museum has spaces to host  
232 temporary exhibits on the Gulf of Mexico-Caribbean Sea, mineral and energy resources, global  
233 climate change and biodiversity, which open collaboration programs with other institutions.  
234 Spaces around the museum incorporate outdoor exhibits (dinosaurs and marine and flying reptiles)  
235 that take advantage of the vegetation with endemic plants and large-size fossiliferous carbonate  
236 rock boulders (Fig. 10). Additionally, the PCYTY Botanical Garden is next to the museum, which  
237 is open for join activities.

## 238 **5.2 CIRAS Research Areas**



239 The institute, core repository and six laboratories have analytical facilities for core analyses,  
240 sample preparation, petrography, micropaleontology, geochemistry and physical properties.  
241 Laboratories are equipped with core scanners, X-ray fluorescence system, gamma-ray core logging  
242 system, magnetic susceptibility meters, electrical resistivity meter, petrographic microscopes, laser  
243 particle analyser and electronic scanning microscope (e.g., Fig. 7). The core repository has  
244 facilities for conducting experiments, slim-core logging sensors and geophysical instruments,  
245 including gravity, resistivity and magnetic field meters.

246 Ongoing projects focus on studies of crater structure, dimensions, morphology, breccia deposits,  
247 melt sheet, target deformation, impact-induced hydrothermal system, pre-impact structures and  
248 post-impact processes. Chicxulub has been investigated with a wide array of geophysical methods,  
249 including gravity, magnetics, electromagnetics and seismic reflection (Hildebrand et al., 1998,  
250 Sharpton et al., 1993; Collins et al., 2008; Urrutia-Fucugauchi et al., 2011; Morgan et al., 2016).

251 The structure and ejecta are not exposed, making drilling an indispensable tool to sample the  
252 impactites and pre- and post-impact sedimentary rocks (Fig. 3). Initial drilling was carried out by  
253 Pemex oil company with intermittent core recovery providing samples that were key for  
254 confirming the age of the impact structure (Hildebrand et al., 1991; Sharpton et al., 1992).  
255 Subsequent drilling programs incorporated continuous core recovery and geophysical logging  
256 (Fig. 4; Urrutia-Fucugauchi et al., 2004, 2008), with tens of thousands of core samples distributed  
257 to groups in different countries, which has allowed to expand the research on the crater and K/Pg  
258 boundary.

259 Studies investigate impact effects on climate and life support systems (Alvarez et al., 1980; Schulte  
260 et al., 2010; Urrutia-Fucugauchi and Perez-Cruz, 2016; Lowery et al., 2018), with recent ones  
261 shedding light on factors determining the likelihood of taxa becoming extinct as in the case of  
262 arboreal birds after forests disappeared (Field et al. 2018). Mass extinction was followed by  
263 radiations in numerous taxa including mammals (Dos Reis et al. 2012), worm lizards (Longrich et  
264 al. 2015) and birds (Field et al., 2018). Further understanding of the factors driving species  
265 extinction and radiations is crucial to make predictions on the effects of man-induced climate  
266 changes.

267 CIRAS carries research relevant to the communities in Yucatan, studying the low relief karstic  
268 terrains (Fig. 3). The city of Merida, located ~30 km away from the coastline, is just a few meters

269 above sea level. The platform is an extensive low-inclination shallow ramp, which records the sea-  
270 level fluctuations during the Late Pleistocene glaciation and the Holocene. Yucatan is in the  
271 trajectory of hurricanes and tropical storms, with a thin soil cover, no surface waters and vulnerable  
272 to coastal erosion, marine intrusion, aquifer contamination and global warming with changes of  
273 precipitation, sea level, cloud coverage and evaporation.

274 The northern Yucatan peninsula is marked with sinkholes and dissolution structures and the buried  
275 structure exerts a strong influence in surface geological processes including subsidence, fracturing,  
276 groundwater flow, coastal and karst processes. The density and distribution of karstic structures  
277 relate to dissolution and in turn to fracturing, topography, rainfall and groundwater flow. The  
278 sinkhole distribution correlates with the buried structure, notably with the cenote ring located over  
279 the crater rim. Surface fracturing is related to the stress/strain state, with the regional tectonics,  
280 differential subsidence of the crater fractured breccias and carbonates surrounding the crater and  
281 rheological properties of the surface formations. Coastline morphology and processes are related  
282 to the buried structure, marked by the correlation at the intersections with the gravity anomaly  
283 rings. The thick carbonate cover has protected the structure and ejecta deposits from erosion, while  
284 adding challenges for the studies. The structure, characterized on the surface by gravity and  
285 magnetic semi-circular concentric patterns (Fig. 3), is characterized by a gravity high and high-  
286 amplitude magnetic anomalies associated with the basement uplift, peak-ring and impactite  
287 deposits. The crater rim and terrace zone are marked on the surface by the cenote ring, fracturing  
288 and semi-circular topographic depression.

## 289 **6. Discussion**

290 In Mexico, research projects have addressed hazard risks, climate change, mineral and energy  
291 resources, renewable energy and environmental problems. However, we are yet to have long-term  
292 programs and effective impact on the education system, policy decision-making and the society.

293 The CIRAS forms a collaboration network with research centers and museum facilities, developing  
294 partnerships on the physical and natural sciences. The CIRAS complex is the program hub carrying  
295 research on the impact and relation to life evolution, impact dynamics and cratering and the effects  
296 on planetary scales. As such, it develops from the studies of a unique event marking a turning point  
297 in the planet's evolution, thus offering interesting opportunities and challenges. How is the  
298 program addressing and developing its capabilities for outreach, education and geoscience

299 communication? How attractive is this unique geological site for engaging visitors? How are  
300 concepts such as nature of geologic time, life evolution, fossil record, climate change introduced?  
301 How do visitors respond to exhibits and related activities?

302 The mass extinction provides an engaging start point and context for addressing planetary  
303 evolution and how life evolves linked to geological processes, climate and environment. This  
304 permits introducing fundamental concepts on geological time, processes, life evolution, Earth  
305 System, interconnections and role of sudden changes.

## 306 **6.1 Outreach and Education**

307 Mujtaba et al. (2018) reviewed the learning potential of natural history museums, focusing on  
308 school students, interactions museum-schools, science engagement and teachers' professional  
309 development. They have a rich tradition, with exhibits, interactive displays and collections of  
310 rocks, minerals, fossils and animals and plants, playing important roles in the conservation and  
311 preservation of fossils, minerals and geological sites (Lipps and Granier, 2009; Boonchai et al.,  
312 2009). Natural history exhibits and interactive displays on life evolution permit addressing difficult  
313 concepts that include natural selection, speciation, extinction, concepts of deep time, intense  
314 sudden high-amplitude events versus gradual incremental changes, global versus local processes  
315 and macroevolution (Baum et al., 2005; Diamond and Scotchmoor, 2006; Spiegel et al., 2012;  
316 MacDonald and Wiley, 2012). Visitors to natural history museums are in general more familiar  
317 with evolutionary concepts than those who do not have the experience. Studies on how visitors  
318 view, approach and accept/reject/ignore evolution show that those with museum experiences are  
319 more familiar with life evolution than the general public (Mujtaba et al., 2018). However, large  
320 sectors face difficulties comprehending those concepts, which is the case with topics such as  
321 climate change, global warming and anthropogenic impacts.

322 In the Chicxulub museum, activities include conferences, seminars, drawing contests for school  
323 children in primary schools, material/publications, interaction with teachers and schools. Two  
324 GIFT (Geosciences Information for Teachers) Workshops of the European Geosciences Union  
325 (EGU) have been held in Merida in 2010 and 2016. The GIFT Workshops were organized in  
326 collaboration with the Secretaries of Education and SIIES, the Mexican Academy of Sciences and  
327 scientific societies. The Panamerican GIFT Workshop of the EGU capacity-building program  
328 scheduled for October 2020 in the Chicxulub Museum has been postponed for 2021.

329 The field experiences take advantage of museum location, to enhance learning experiences from  
330 field observations of rocks, fossils and local flora and fauna. The PCYTY Botanical Garden with  
331 marine fossil-rich outcrops permits to expand the museum experience. Additional activities  
332 include microscopic observations for petrographic and microfossil analyses, complementing  
333 activities in the classrooms and museum visit. Novel avenues use the internet, digital tools, apps  
334 and new spaces particularly for the natural and physical sciences (e.g. Braund and Reiss, 2004,  
335 2006). Field trips to K/Pg boundary sites open opportunities to understand impact effects and  
336 impact geological record (Fig. 6). The nearest sites in Campeche, Quintana Roo and Belice are  
337 displayed in exhibits, maps, videos and images, and complemented by animations illustrating how  
338 ejecta was emplaced proximal in the proximal area and at distant locations.

## 339 **6.2 Challenges and Approaches**

340 The crater and proximal ejecta deposits are not exposed at the surface, which is a challenge in  
341 comprehending the huge size and characteristics of the structure. We also found that visitors have  
342 difficulties understanding how and why dinosaurs went extinct, dynamics of asteroid impacts and  
343 crater formation, sequence of events, other species affected, what happened with the mammals,  
344 why and how some mammal species did not go extinct, how some species went extinct while  
345 others do not. The Chicxulub size and relation of buried structure to the ring of cenotes are difficult  
346 to appreciate because of the large dimensions. Following the sequence of events and crater  
347 formation in a short time and with large energy release also generates questions. For instance,  
348 many visitors consider that impact formed the cenotes (particularly the cenote ring), though they  
349 acknowledge the crater lies deep beneath and that the cenotes are recent surface features. The  
350 origin of Chicxulub structure also generates confusion, though there are exhibits on the craters on  
351 the Moon and other bodies, visitors have difficulty understanding impact craters and volcanic  
352 craters as formed by different geological processes.

353 Presenting in an engaging way concepts on geological time, evolution, fossil record and geological  
354 processes is no easy task. Museums have developed different approaches, with results showing  
355 mixed responses and the complexities of the subjects (Braund and Reiss, 2004, 2006; Allen and  
356 Gutwill, 2004; MacFadden et al., 2007; Mujtada et al., 2018). In the museum, different approaches  
357 are tied around attractive issues. For instance, exhibits on dinosaurs attract more interest than  
358 displays on other groups, so they are taken to engage visitors. Widespread interest in dinosaurs

359 comes from their large sizes and diversity, including the giant sauropods, predators like the T. rex  
360 and raptors and the feathered dinosaurs. Long-term evolution and adaptations are introduced by  
361 showing how successful were the dinosaurs during the Mesozoic, occupying the ecosystems in the  
362 continental land masses including the polar regions (Serenio, 1999; Barret et al., 2009).

363 Mammals are also attractive, particularly those on the Late Pleistocene megafauna from the Last  
364 Glacial age or the large land and marine mammals like whales and dolphins. Exhibits on human  
365 evolution and primates are more popular than similarly well-structured exhibits on other species.  
366 We use this to introduce concepts on deep time and the fossil record, with the Chicxulub exhibits  
367 on relations and evolution of the various groups particularly the dinosaurs and mammals.  
368 Dinosaurs and mammals coexisted for a long time, with distinct spatial distributions, habitats, body  
369 masses and lifestyles. What happened after dinosaurs, marine and flying reptiles, ammonites and  
370 many other groups went extinct helps to appreciate macro-evolutionary traits, species  
371 interdependency, how species evolve and interact, how ecosystems develop and function and how  
372 species relate and react to environmental and climatic conditions (Jablonski, 2005, 2008;  
373 Bambach, 2006; Barrett et al., 2009).

374 The End-Cretaceous mass extinction is the fifth and last mass extinction in the geologic record  
375 (Emiliani et al., 1981; Bambach, 2006). Exhibits on the Phanerozoic extinction events are also  
376 presented, focusing on the marine and land realms, introducing macroevolution and changes  
377 through time (Sepkoski, 1998; Jablonski, 2005, 2008). Adding paleogeographic reconstructions  
378 permits to visualize the evolving distribution of continents and oceans, particularly the assemblage  
379 of Pangea and its breakup and drift apart, which form the backdrop for life evolution.

380 How Earth systems interconnect is addressed showing the impact effects on the climate and  
381 environment, with the sharp sudden period of darkness and cooling caused by the fine dust ejecta  
382 in the stratosphere followed by warming due to the massive injection of greenhouse gases (Alvarez  
383 et al., 1980; Alvarez, 1997; Schulte et al., 2010). The deposition of the fine ejecta resulted in  
384 changes in the sea water chemistry, affecting the marine organisms. The warm climates of the  
385 Cretaceous were followed by a cooling trend during the Cenozoic, with the formation of the ice  
386 polar caps and eventually the Late Pleistocene glaciation (Zachos et al., 2008). The evolution of  
387 the different genera, families and species correlates with the changing paleogeography and climate.

388 Museum visitors often have problems grasping details of evolutionary processes (MacFadden et  
389 al., 2007; Mujtada et al., 2018), which illustrates the challenges particularly for non-formal  
390 curricula and learning outside the classroom. It highlights the role and importance of formal and  
391 informal education and outreach programs, with science museums and supplementary activities  
392 directed to inform and engage on what science is and represents (Stevenson, 1991; Allen, 2004;  
393 Allen and Gutwill, 2004). What is the scientific method and what makes it unique in understanding  
394 the natural world? In recent years with the development of molecular biology, genetics, molecular  
395 clocks and metagenomics, evolutionary studies entered a new field (Chen et al., 2014). Introducing  
396 new developments and findings presents opportunities and challenges. Recent discoveries provide  
397 unprecedented detail, which allow for a narrative of events, integrating evidence in a  
398 multidisciplinary approach.

### 399 **6.3 Geoscience Communication**

400 Outreach and geosciences communication programs integrate research components with  
401 developments and challenges, reflected in the exhibits, interactive displays and virtual reality  
402 experiences (Louw and Crowley, 2013). Museum exhibits cover a multidisciplinary range of  
403 topics, from the physics of hypervelocity impacts, high pressure/temperature processes and  
404 rheological properties to the delicate balance of geological processes and life evolution. The  
405 museum provides a forum for outreach, educational and science communication, although its  
406 potential needs to be further developed.

407 The CIRAS addresses matters relevant to policy making and the society. Needed is a closer and  
408 better structured relationship with other components of the science park and academic network  
409 and a science communication program with a wide scope and defined priorities (Stewart and Nield,  
410 2013; Stewart and Lewis, 2017). The programs for visiting researchers and postgraduate students,  
411 publications and partnership with the Consortium of Universities for Science expand the academic  
412 program. The CIRAS program includes a weekly seminar series on Chicxulub, mass extinction,  
413 Yucatan and Gulf of Mexico and workshops on technical and science communication themes.

414 CIRAS conducts geophysical and environmental impact studies, with societal relevance.  
415 Partnership with PCYT research centers and the National Oil Core Repository expands  
416 collaborations and joint activities. Projects in the energy sector that includes oil and gas exploration  
417 in the Gulf of Mexico and on renewable energy are part of the priorities in Yucatan. The joint

418 projects include laboratory core analyses, geochemistry, petrology, biostratigraphy,  
419 magnetostratigraphy and physical properties, as well as exhibits on oil and gas exploration of the  
420 Gulf and southern Mexico (planned for the Oil Core Repository).

421 The Chicxulub newsletter, in its fourth year, is published every three months, with notes and  
422 articles on research projects, seminar summaries and news. The Consortium of Universities for  
423 Science formed by institutions in Mexico, the US, the UK and Brazil coordinates the seminar series  
424 with weekly conferences, a science documentary cycle (with discussions by invited specialists),  
425 media interviews and special events. Seminars have addressed Chicxulub drilling projects, life  
426 recovery after the impact, K/Pg mass extinction and after impact radiations. The 2020 seminar  
427 series addressed life evolution, genomics, climate change and health studies, including the Covid-  
428 19 pandemic. Special events include conferences on the Maya civilization, cosmology and  
429 quantum mechanics. The seminars and documentaries are available online in the consortium  
430 platform, which permits a wider use in different countries.

431 Key aspects for science communication include climate change and effects on biodiversity and  
432 environmental affectation caused by human activity. A recognized task in science communication  
433 is “effective dissemination and communication of the geosciences to decision makers and society”  
434 (Arattano et al., 2018; Stewart and Lewis, 2017; Illingworth et al., 2018). The global changes affect  
435 biodiversity, with the loss of species that are being interpreted as the sixth mass extinction.  
436 Displays showing examples of how studies connect to life evolution are linked to familiar groups  
437 of organisms, connecting the K/Pg extinction, species evolution and present situation (e.g., Field  
438 et al., 2018). Recent studies on the fossil record and molecular phylogenies are also displayed that  
439 show the intricate interconnections and complex responses during biotic transitions and pre- and  
440 post-extinction processes.

## 441 7. **Conclusions**

442 The Chicxulub science museum is built around a unique geological event that marks the transition  
443 of the Mesozoic and Cenozoic Eras. The Earth system science is captured in one place, developing  
444 wide-reaching effective science communication, educational and outreach projects, with a  
445 collaboration network and academic activities. The museum develops from the studies on the  
446 Chicxulub impact, End-Cretaceous mass extinction and Cretaceous/Paleogene boundary and is a  
447 key component of the research complex in the Yucatan Science and Technology Park in Mexico.

448 The Chicxulub complex is strategic to promote the geosciences in Mexico. It provides the physical  
449 and human capacities, permitting to interconnect research centers, policy makers and the society.  
450 The museum is an attractive space for learning, exploring and experimenting aimed to engage the  
451 interest of children, youngsters and adults. The research laboratories enhance the capacities,  
452 making it more inviting to learn, wonder and experiment. Science museums are linked to the  
453 development of modern societies, with science and technology being the driving forces for the  
454 transformation of societies.

455 The complex serves as a hub for multi- and interdisciplinary projects on the Earth and planetary  
456 sciences, climate change and life evolution, fulfilling a recognized task for communication of  
457 geosciences. With the 40<sup>th</sup> anniversary of the impact theory and discovery of the Chicxulub  
458 structure, research on the impact and mass extinction has intensified. In a wide context, enhanced  
459 understanding of the Earth System, processes, life evolution and extinctions and impact of  
460 anthropogenic activities is critical to address the geo-environmental challenges. CIRAS aims to  
461 provide scientific and technical information and advice to society and decision-makers and to  
462 construct a wide collaboration network.

463 Author Contributions: Authors contributed to the study and in writing the manuscript.

464 Competing Interests: Authors declare they have no conflict of interest

#### 465 **Acknowledgments**

466 We greatly appreciate the comments by Editors Iain Stewart and Jon Tennant and reviewer  
467 Christian Koerberl and two anonymous reviewers, which have improved the manuscript. CIRAS  
468 is a collaborative effort between the National University of Mexico and the Ministry of Science,  
469 Innovation and Higher Education SIIES of the Yucatan government. We thank the SIIES Secretary  
470 Bernardo Cisneros Buenfil and director Ricardo Bello. The collaboration by the partners in the  
471 project Raúl Godoy Montañez, Fernando D'Acosta, Arcadio Poveda, Enrique Ortiz Lanz, Leon  
472 Faure, Zeus Mendoza, Wilbert Echeverria, Alberto Canto, Inocencio Higuera, Laura Hernández,  
473 Tomas Gonzalez and the Chicxulub group is greatly acknowledged. Raúl Godoy coordinated the  
474 Parque Científico y Tecnológico de Yucatan (Yucatan Science Park, PCYTY). The exhibition in  
475 the Gran Museo de Mundo Maya on the Chicxulub and the Dinosaur Extinction was coordinated  
476 by Enrique Ortiz Lanz.

477

478



479 **List of Figures**

480 Fig. 1. Chicxulub Center for Scientific Research and Advanced Studies in the Yucatan Science  
481 City of the Parque Científico y Tecnológico de Yucatan. Views of the Chicxulub research  
482 complex, with the museum, laboratories and core repository (photos: J Martínez, Z Mendoza).

483 Fig. 2. Yucatan Science City (Parque Científico y Tecnológico de Yucatan, PCYTY) in Sierra  
484 Papacal, Yucatan, Mexico. View to the south of the central PCYTY sector, with the Central  
485 Library Building (Drone image, [www.pcty.com.mx](http://www.pcty.com.mx); Parque Científico y Tecnológico de Yucatan).

486 Fig. 3. Chicxulub crater. (a) Map of Gulf of Mexico and Yucatan peninsula, showing location of  
487 the Chicxulub crater. (b) Satellite interferometry radar image of the northern Yucatan peninsula  
488 (image courtesy NASA Jet Propulsion Laboratory), showing the surface topographic semi-circular  
489 depression above the buried Chicxulub crater rim. Location of the Chicxulub CIRAS center is  
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491 Puerto. (c) Chicxulub crater gravity anomaly (Sharpton et al., 1993), showing the concentric semi-  
492 circular pattern with the central gravity high and gravity rings marking the peak-ring and multi-  
493 ring morphology. (d) Schematic structural model showing the basin, central uplift, terrace zone,  
494 melt sheet, breccias and target Cretaceous sediments (Collins et al., 2008).

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497 drilling platform for the Chicxulub IODP-ICDP Expedition 364 drilling project over the peak-ring  
498 zone. Marine geophysical surveys, view of the UNAM R/V Justo Sierra. (c) The  
499 Cretaceous/Paleogene (K/Pg) boundary is marked globally by the ejecta layer (Schulte et al.,  
500 2010). K/Pg boundary sites record a major event in life evolution. In the Gulf of Mexico-Caribbean  
501 Sea area the boundary is characterized by high energy sediments in between the basal spherules  
502 and clay layers.

503 Fig. 5. Chicxulub Science Museum in the PCYTY Yucatan Science Park. The Central Library  
504 building houses the museum in the second and third floors and views of the exhibits (see also  
505 Perez-Cruz and Urrutia-Fucugauchi, 2015).

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511

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513

514 Fig. 10. Chicxulub Science Museum and exhibits on life evolution and mass extinctions. Exhibits  
515 on dinosaurs and other flying and marine reptiles are arranged inside and in the museum  
516 surroundings.

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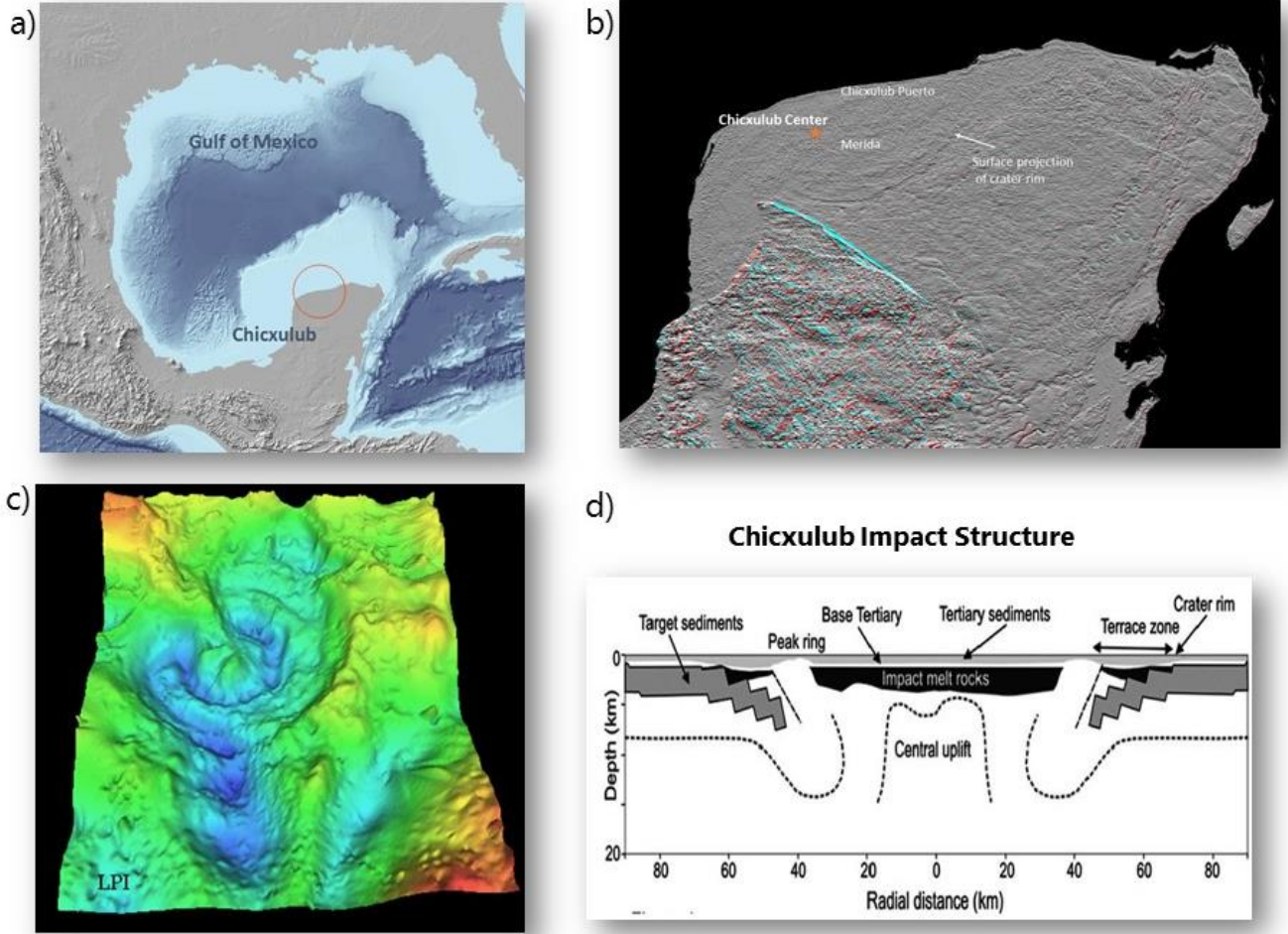


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648 Fig. 1.



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650 Fig. 2.

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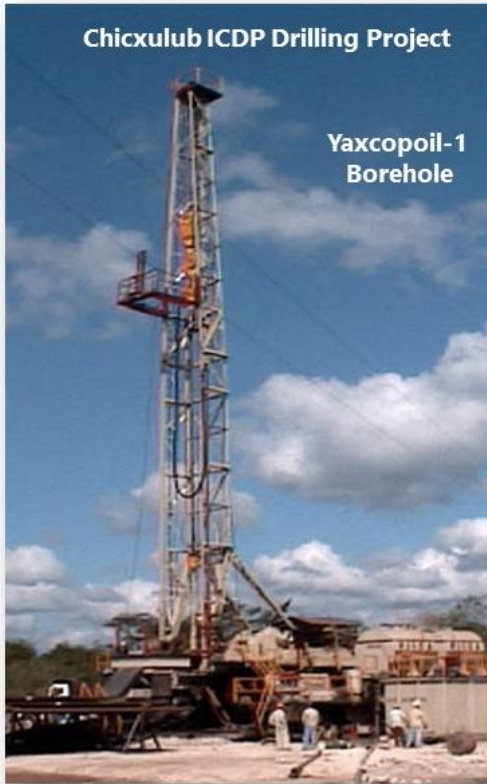


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653 Fig. 3.

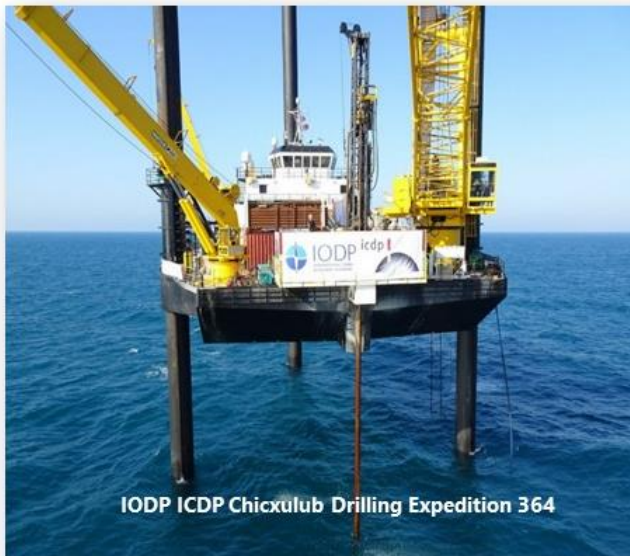
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## Chicxulub Drilling Programs



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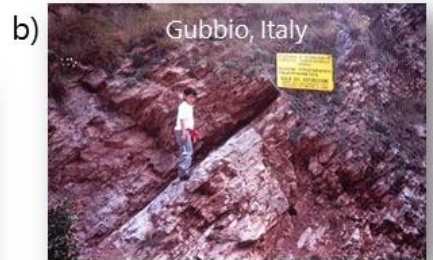
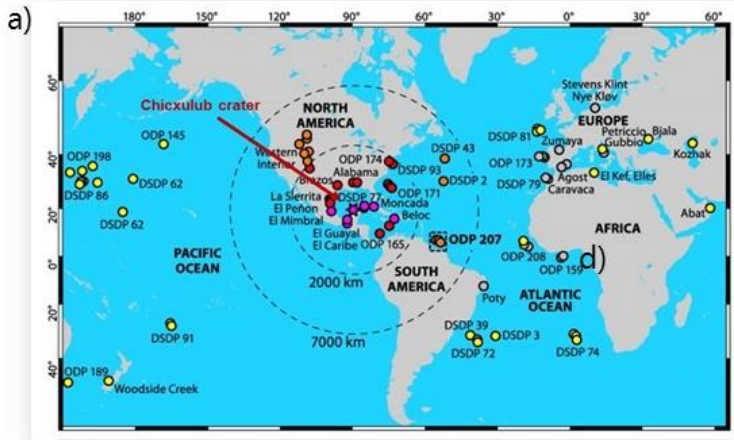
## Chicxulub Marine Geophysics and Drilling Programs



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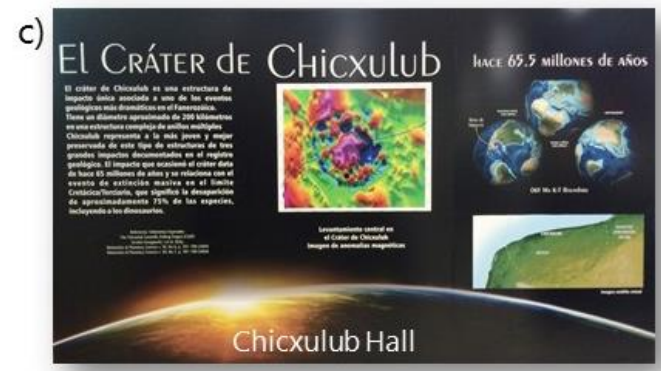
### Cretaceous/Paleogene (K/Pg) Boundary Sites



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Fig. 4.

### Chicxulub Park Science Museum



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Fig. 5.



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663 Fig. 6.

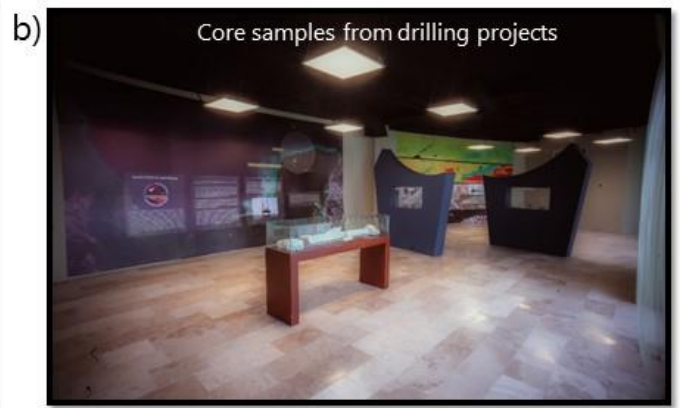


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665 Fig. 7.



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667 Fig. 8.



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669 Fig. 9.



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671 Fig. 10.  
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