

Notes from the AAPG Public Outreach Committee Conference Call
Wednesday, January 16, 2008

Words from the AAPG Communications Director (5 minutes) – Larry Nation

Headquarters communication activity-

AAPG Website: An additional staff member has been added.

Podcasts-

Looking for ideas for topics; however, there is evidence that the uptake on podcasts has not been very good.

Climate Change-

Headquarters is in a “silent phase” regarding Global Climate Change. There is a position paper that the media can be referred to, and a Global Climate Change Solutions Comm. has been formed.

Public Outreach project updates

Petroleumgeology.org website – Janet Brister

Homepage and four main-heading front pages are complete. Any comments should be sent to Rachel Paez, our new vice-chair! After next phase is complete, committee members will be asked to test it and provide comments. Long-term: ensure that the sites that are linked stay active and growing.

The website should be environmentally favorable - omitting such pictures as the one of numerous rigs close to each other in the history link.

Goal is to launch website by April Annual Meeting - but only if it is in good shape, not finished, but in good shape.

Handbook

Suggestion about creating a handbook geared to landowners, or adding website content to the same effect. Explanations of how seismic is shot, drilling operations (directional and horizontal), leasing and unit configuration for example.

Liaisons with AGI, COPUS (coalition on the public understanding of science-170 societies), NPS – *Liaisons*.

There are several organizations where collaboration would be useful from an outreach standpoint. Further communication is clearly needed with AGI (Skip Hobbes may be able to provide input here) and with API (John Dribus is good contact).

API

API's recent efforts: 1. Mini-grants to teachers in New Orleans to help them buy petroleum related class room materials 2. Supports outreach by New Orleans Children's Museum. John Dribus has offered to act as liaison between AAPG and API in education/outreach efforts.

Youth Education Activities:

Four candidates for AAPG Teacher of the Year selected. Efforts are being made to identify additional candidates. AGI and API each have a teacher of the year award also.

AGI has struggled to find good candidates for their Earth Science Teacher of the year award. API has an extensive effort to identify and award Science Teachers of the year. Explore possibilities for collaboration on Teacher of Year Awards? Are standards similar?

A handbook for K-12 outreach to be used by geoscientists going into the classroom is nearly completed and should be ready to be handed out in San Antonio (tentative). API has done similar activities – opportunity to share resources?

Slide sets for AAPG members

AAPG website could include some slide sets that members can build talks from. The topics need to have a wide range and cover all age groups from professionals, local organizations (like landmen) down to career day and “what does the oil industry do.” Format ideas: 25-40 slides on a neutral background with AAPG logo. The committee will be looking for volunteers to advance this objective.

Geoscience Workforce+

Skip mentioned that AGI is launching a major initiative on the Geoscience work force. (Sorry, I don't remember much else about this topic. Can anybody help?)

San Antonio, April 2008

How can the committee better serve AAPG as it becomes a global organization?

How can the committee encourage or facilitate outreach by AAPG members?

Petroleum Geology TV Spokesperson?

AAPG President is the spokesman. However, if association were to decide that someone would do a great job and would be supported by the President, then it's worth moving forward.

Other:

A topic that came up repeatedly was the need for affiliations and collaborations between other societies committees with similar objectives to the Outreach committee. API and AGI were mentioned but they may be others. The key point to combining efforts would be to avoid duplicate funding requests.

Membership

Need to find committee members from the Regions.

Conference Call Participants:

Larry Nation – AAPG Communications Director

Ted Beaumont – AAPG Secretary and Exec. Committee Liaison

Janet Brister – AAPG Website Editor

Don Clarke – POC Committee Manager

Gretchen Gillis – AAPG Bulletin Editor and former POC Chair

John Dribus

Kate Moore

Laura Zahm – Youth Education Committee

Skip Hobbs

Betsy Campen

Karen Blake – Editor-in-Chief, AAPG Pacific Section
Lee Avary – AAPG, Committee on Committees
Murray Matson
David Hawk – POC Vice Chair
Eric Radjef – POC Chair