

Minutes of the AAPG Public Outreach Committee Meeting
AAPG Annual Meeting, Houston, Texas
Noon to 2 pm, Sunday, 9 April 2006

Attendees

<u>Name</u>	<u>Affiliation</u>	<u>Contact Information</u>
Tom Ahlbrandt	USGS	ahlbrandt@usgs.gov
Bob Higgins	National Park Service	bob_higgins@nps.gov
Judy Geniac	National Park Service	judy_geniac@nps.gov
Skip Hobbs	Ammonite Resources	gwhgeol@cs.com
Larry Nation	AAPG	lnation@aapg.org
Bennett Bearden (Vice Chair)	PTTC – Eastern Gulf Region	bbearden@geo.ua.edu
Marcus E. Milling	AGI	mmilling@agiweb.org
Ann Benbow	AGI	aeb@agiweb.org
Lee Allison	AZ G.S.	lee.allison@azgs.az.gov
Don Juckett	AAPG	djuckett@aapg.org
Gretchen Gillis (Chair)	Schlumberger	ggillis@slb.com
Karen Glaser	WesternGeco	glaser2@slb.com
David H. Hawk	J.R. Simplot Co.	david.hawk@simplot.com
Elmo Brown	RMAG – Denver	Elmo.Brown@comcast.net
Clint Moore	AAPG Treasurer	clint@clintmoore.com
Tom Dignes	Chevron	twdi@chevron.com
Lee Avary	WV Geological Survey	avary@geosrv.wvnet.edu
Philip Ryall	AAPG	ryall@lightspeed.net
Eric Radjef	BP	eric.radjef@bp.com

Meeting Called to Order by Chair Gretchen Gillis, 12:05 pm.

The meeting started with introductions and a request from the Chair for each member to respond to the following question: What do you want to contribute to Public Outreach Committee (POC)? The responses covered a range of topics but centered on a few key themes:

- recognition of the importance of public outreach given today's industry challenges
- a need to narrowly define the 'public,' and focus resources accordingly
- an appreciation that many of the other AAPG committees are involved in some form of public outreach, and that duplication must be avoided.

AAPG Headquarters Communications

Larry Nation, AAPG Communications Director, discussed some ways that the AAPG HQ communications staff engages in public outreach.

- It provides information to wide audience through the AAPG *Explorer*, which is presented in a newspaper format using plain language. The *Explorer* serves as a "common pond in the jungle where all the animals can drink in peace" and is read not only by geoscientists but also by engineers, landmen, financial analysts, and government officials.

- It manages the AAPG website, which provides access to material aimed at a wide variety of audiences beyond AAPG members.
- It takes the lead on public relations and media relations, including providing information for an upcoming piece on ABC's 20/20 that will deal with recent developments in the Barnett Shale play.
- And it provides tools for informing the public, for example:
 - *Energy and Environment: a Partnership that Works*, a booklet that dispells some negative myths about the effect of exploration and production on the environment
 - *What Makes Climate Change*, a poster that explains natural sources and drivers of climate change through Earth's history.

Review of Public Outreach Committee Plan

Chair Gretchen Gillis presented the 2006 Public Outreach Committee Plan (Attachment 1). Gretchen emphasized synergy/coordination with other Committees through the AAPG Committee Oversight Committee, with the aim of determining what others are doing and avoiding duplication. Gretchen requested feedback around the idea of taking out advertisements and writing letters-to-the-editor to inform the general public about petroleum issues. It was also suggested that POC could assist on AAPG position papers and initiate efforts to make outreach material more accessible to Association members. The Chair requested additional suggestions or comments. There were none.

Words from the Executive Committee

Clint Moore, AAPG Treasurer, recommended Committee members submit proposals for outreach efforts to the Executive Committee. A question was asked about the amount of funding that might be available. Clint responded with the recommendation to prepare a good case for what we think best/appropriate, submit it, and "reach for the stars." Funding can be made available for well-defined, productive programs.

Publication Projects

Oil Drop: Tom Dignes reported that he has Chevron support for preparing the document and is looking for content. Suggestions were made to consult the IPAA website or to request materials from IAPG.

Primer: Gretchen requested input from the group to identify an existing high-quality oil and gas primer. Responses included mention of various old publications, including the Tulsa Desk & Derrick Club and one from the Colorado School of Mines. Larry Nation suggested a Google search. Many primers are available on the Internet. There was general agreement that we do not want to create a primer; rather we would like to get permission to use a good one that already exists and facilitate its widespread use. An important question is how do we get the primers to those who may need them. Earth Science Week was one suggestion.

Climate Charge Card: In review by Publications Committee.

AGI Public Outreach Report

Ann Benbow distributed a packet of materials from 2005's Earth Science Week, and informed the Committee of the vast resources for public outreach that are available from AGI. In particular, four different K-12 education modules, with instructions for teachers, are available to the public. The modules were largely funded by NSF. Ann reminded the Committee that AAPG is among the biggest funding organizations for AGI, so we should improve our uptake of what's available there. Ann summarized some of the ongoing programs at AGI.

- (1) Earth Science Week: Since 1998 – funded by AAPG Foundation
 - For kids and teachers, in cooperation with many other organizations.
 - DVDs – careers, tsunamis, earthquakes. Available to teachers across the country by contacting their state geological surveys
 - Teachers Lesson Kits – 2006 Theme “Citizen Science”
 - Poster with lesson ideas for teachers
 - Calendar of activities
 - Website
 - Electronic newsletter

- (2) Elementary initiative with K-5 Earth Science concepts website: content, activities, courses, geoscientist interaction
 - Partnered with Scholastic Publishing
 - Posters reached 4,000,000 students and 137,000 teachers
 - Promote Earth Science Week
 - Website

- (3) Television Project “System Earth” – Questions arose from the POC about treatment of global warming.

Liaison with Other Organizations

Petroleum Technology Transfer Council (PTTC)

Bennett Bearden, Vice Chairman, informed the Committee of an urgent matter regarding the Administration's proposed zeroing out of natural gas and oil R&D. The 2007 Department of Energy budget proposes very limited funding for petroleum geoscience technology programs and eliminates nearly all PTTC funding. Don Juckett is involved in Washington. Bennett urged committee members to contact their congressional representatives. Should a broader appeal be made to the full Association membership?

Coalition on Public Understanding of Science (COPUS)

Lee Allison, current State Geologist of Arizona, and former Public Outreach Committee Chair, informed the Committee of new organization that parallels the POC. The idea for creating COPUS comes from a realization that the science

enterprise is in jeopardy. The U.S. needs to double math/science graduates in 10 years. NSF funded the first COPUS workshop, which was restricted in attendance but included participants from many public and private science-based organizations.

National Park Service

Bob Higgins reported on the many programs available through the National Park Service. In particular, the Geologic Resources Program provides support to parks on a broad range of geology activities. Some of the programs include Geologists-in-the-Parks partnerships, land restoration, minerals management, and paleontological surveys.

Meeting Closure

Building on the theme of sharing resources and avoiding reinventing the wheel, there was a consensus that more than one liaison to other organizations would be desirable. Accordingly, the following liaison assignments were established with other organizations:

COPUS -- Eric Radjef

National Park Service -- Elmo Brown

AGI -- Gretchen Gillis

Meeting Adjourned at 2:00 PM

Respectfully submitted,
Eric Radjef,

Attachment 1 to Minutes of Public Outreach Committee Meeting:

2005-2006 AAPG Public Outreach Committee Plan

Mission: The function of the Committee on Public Outreach is to develop means of informing the public about geology in general and petroleum geology in particular, and to report successful projects to AAPG's affiliated societies.

Strategic public outreach involves the following steps:

1. Develop a list of stakeholders or publics – individuals or groups who can affect or are affected by the organization
2. Determine the concerns of the publics
3. Identify and manage the organization's response to concerns
4. Develop communications objectives (communication, retention of message, acceptance of message, agreement with message, complementary two-way behavior)
5. Plan programs to achieve objectives
6. Implement programs
7. Evaluate programs.

Ideally, AAPG Public Outreach will establish public understanding and enhanced knowledge through two-way communications. This understanding grows from dissemination of information and persuasion, but, if successful, the level of understanding ultimately will mean that information without persuasion is all that is needed.

If successful, the Public Outreach Committee can:

- Enhance public knowledge of petroleum geology
- Make AAPG the leading voice on petroleum geology issues as they relate to the general public
- Advance the profession, the organization, and the members.

“The public” encompasses distinct international audiences. For each audience, we must consider its motivations in communicating with AAPG and what feedback AAPG might want from it.

- General public
- Members (as facilitators of outreach initiatives)
- Academia (particularly members who reach large student populations and other organizations)
- Related organizations (AGI, SEG, SPE, etc.)
- Governments and elected officials
- Media.

The Public Outreach Committee needs to define and rank a list of public concerns and develop communications objectives accordingly. Public concerns might include:

- Resource availability
- The price of oil and gas

- Environmental protection
- Climate change
- Land use
- Careers in energy
- Alternative energy
- Regulation of industry
- Reserve evaluation
- Tax law.

Once the list of concerns is ranked, then the Public Outreach Committee needs to develop the appropriate communications for each message, keeping in mind the role of the AAPG Headquarters Communications Team. The following media might be appropriate:

- Accurate, scientifically reviewed, up-to-date print and web publications
- Public service announcements for radio and television
- Joint communications or outreach programs with sister societies
- Media relations – interviews, press kits, press releases, tours
- Tradeshow and convention participation
- Sponsorships
- Speakers bureau
- Internet blogs.

Plan for 2005-2006:

- Identify public concerns
- Rank concerns
- Determine AAPG responses for each of the top 3 concerns
- Define audiences for each concern
- Develop appropriate messages about each concern for each audience
- Develop relationships with members of the appropriate media.

As we go through this basic public relations exercise, we will also work on several critical projects:

- Making the Public Outreach Committee the point of coordination for Public Outreach efforts to build awareness and consistency, to identify outreach gaps, and to avoid duplication of effort
- Assisting as needed with AAPG Position Papers
- Working with AGI to contribute to Earth Science Week material for teachers
- Making AAPG's existing Public Outreach material more readily accessible.

Gretchen Gillis
March 6, 2006