

**AAPG Public Outreach Committee Meeting Minutes  
April 20, 2008, 2:00pm to 4:00pm – San Antonio, TX**

The meeting of the AAPG Public Outreach Committee was called to order by chairman Eric Radjef at 2:05 pm with 17 in attendance.

AAPG Headquarters

Larry Nation, AAPG Communications Director, gave a report on Headquarters Communications activity. He described efforts by AAPG to be known outside its membership. He noted that although the petroleum industry may have a negative reputation with the public, petroleum geologists have an excellent reputation, and positive media interest in oil and gas is on the upswing. The Public Outreach website could be a major component in the effort to raise the profile of AAPG with the media. Explorer advertising income is on a record-setting pace for 2008.

Committee Member Introductions

Eric Radjef: Brigham Exploration, Committee Chair

Elmo Brown: Rocky Mountain Association of Geologists and National Parks Liaison

Bill Pollard: Who is the POC's targeted audience and what is our message? Public, as it pertains to this committee, is the larger public that is not served by one of the other AAPG committees – e.g., K-12, university, government, academia. Basically, the Public is your next door neighbor or your sister-in-law. At this time, we are not trying to push a message; we are hoping to take a step toward raising the level of discourse by making information readily available to the Public.

Rachael Paez: Exxon Mobil, Leader of petroleumgeology.org website effort. Site needs to be “evergreen”. We need to advertise to the membership about the website so that they use it.

Janet Brister: AAPG website. Find ways to make website fun and engaging, and to address a broader audience.

Jim McGhay: Ensure that members are aware of what outreach tools are available to them.

Don Clarke: Committee Manager, Has developed presentations for outreach and sees the benefit of encouraging more members to participate.

David Hawk: AAPG needs a spokesperson. Make better use of AAPG members and affiliated societies to inform the Public. Wants to see a stronger effort to encourage young people to pursue geology as a career.

Karen Blake: Editor-in-Chief, Pacific Section. Need to get other editors on board to disseminate information.

Kate Moore: Broaden the public discourse on geology and get out more information.

Laura Zahm: Youth Education Activities Committee Showed handbook that is available for AAPG members to use when they visit schools. The handbook is a joint effort between AGI and AAPG and consists of six modules for classroom use. This information was presented in detail at the YEA meeting just before the POC meeting.

Murray Matson: Past President, East Section. Educate landowners.

Lee Higgins: Current outgoing President of the Dallas Geological Society. Lee raised some topics of discussion: clarify goals, message, actions, budget. Petroleum geology

needs a national presence and a budget to make that happen. Can we get money from the big corporations like ExxonMobil? Also, Lee referred us to API's excellent website: [energytomorrow.org](http://energytomorrow.org)

Inda Immega: Former POC member and current Youth Education Activities member.

John Dribus: Global Geoscience Training Director with Schlumberger. Member of API, SPE, NOGS, SEPM, ASTD, and others. Interested in reaching out to home schoolers and private schools and providing them with science materials. Avoid duplication of effort across committees and organizations.

Jamie Edford: AAPG Website Editorial Assistant

Ann Benbow, American Geological Institute, Youth Education Activities Committee Reported on AGI's efforts, including Earth Science Week ([earthsciweek.org](http://earthsciweek.org)), and gave an update on efforts to maintain earth science education in public schools. Shared the "Geoscience Professional's Science Enrichment Handbook," distributing copies along with the companion 6-minute DVD. The handbook is a joint effort between AAPG and AGI, and will be available to AAPG members as downloadable file. Earth Science Week 2008 theme is: No child left inside. Earth Science is losing ground in the public schools...Earth Science is being cut from many curriculums in favor of other hard sciences. Also, Ann referred us to the pulse of earth science website: (<http://www.agiweb.org/education/statusreports/2007/states/index.html>), which has a thorough breakdown of earth science curricula in all 50 states.

### **Liaison Reports**

Elmo Brown, National Parks Service Liaison. Reported that due to the departure of previous contacts within the Service, there is no current contact. A new chairperson is in place and efforts are under way to build a new relationship.

Eric Radjef, Coalition on Public Understanding of Science (COPUS). 221 affiliated organizations. Key efforts: articulation and transfer of science from academia to future students and other members of the public, "2009 Year of Science" with a different theme for each month (October 2009 – geosciences), COPUS Hubs – communities of scientists. [www.copusproject.org](http://www.copusproject.org).

Rachel Paez and Janet Brister reported on the status of the [petroleumgeology.org](http://petroleumgeology.org) website. It is in test mode at the moment and not available to the public, though the plan is to have it live within 30 days. It is intended to be a comprehensive, user-friendly portal to petroleum geology reference material.

Topics of discussion included:

- creating a mission statement for the splash page;
- site maintenance and removing dead links;
- marketed and advertising the site;
- adding contact information to the site;
- identifying tasks that need to be completed prior to launching the site.

Committee members are asked to spend time on the site checking links and reporting any dead links to Rachel [rachel.h.paez@exxonmobil.com](mailto:rachel.h.paez@exxonmobil.com). Also, recommendations for new links to add to the website are always welcome.

A conference call to discuss website rollout and address any remaining issues is planned for Tuesday, May 6 at 2pm Central. Eric Radjef will send out joining information.

It was also suggested that a conference call take place between the chairs of all public outreach-related committees in AAPG and other organizations to define the scope of each committee, avoid duplication of efforts, and discuss ways to collaborate. Lee Higgins volunteered to collect contact information about such committees.

The meeting was adjourned by the Chairman at 4:00 pm.

Minutes compiled by Jamie Edford, [jedford@aapg.org](mailto:jedford@aapg.org) and including notes taken by John Dribus, [jdribus@slb.com](mailto:jdribus@slb.com)