

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.

Gretchen Gillis
September 20, 2005