REACHING OUT!!!!
Advocate by Educating the General Public

AEG Annual Meeting 2017 – Technical Session #6

Wednesday, September 13, 2017

Presenter:
Madeline German
Advocacy Committee
Why is this a Challenge?

- Scientists and engineers are generally smart people
- No training to convey complex scientific topics to a general audience
- Increased specialization over time
Why is this Important?

- The general public needs to understand complex scientific ideas to make informed decisions.
- Speaking above their head creates distrust.
Determine Your Message

- Taylor to the Audience
  - Children, Students, General Public
- Make it Memorable
  - Mnemonic Devices
  - Physical Examples
- Start Local
  - What’s in your neighborhood
Writing for the Public – General Knowledge

- Articles of Local Interest
  - Be Direct
  - Avoid Jargon
  - Use Relatable Examples

- Peer Review for Readability

- Local Newspapers and Magazines
  - Press Release
Public Record

- Avoid overused or confusing words:
  - Contamination vs. Detection
- Avoid Jargon
- Avoid Absolutes
  - All groundwater samples
Talking to the Public

- Practice Public Speaking Skills
  - Be Direct
  - Avoid Jargon
  - Use Relatable Examples
- Toastmasters
- Present at Annual Meeting
- Schools
- Citizen Groups
So Many Options to Connect!!
We Rock Your World
What Geologists Do and How Our Work Improves Your Life

Association of Environmental & Engineering Geologists

Presenter’s Name and Employment
Presenter’s Email Address
www.aegweb.org
Local Geology Field Trips for ALL Ages
Photos From AEG Carolinas August 2016 Boone Field Trip
Visiting Professionals Program

• Program manual on AEG website
• Volunteers for general audiences
• For students and allied professionals
QUESTIONS??

STAND BACK

I'M GOING TO TRY

SCIENCE