

CSUR OUTREACH
Q3 2018 REPORT

Through the spring, summer and fall of 2018, CSUR Outreach diversified its public communications mission, representing CSUR in a variety of settings. Each presentation advanced our mission to advocate for accurate scientific communication about unconventional oil and gas.

Following a busy winter and spring schedule addressing numerous university groups, CSUR addressed the First Nations Chiefs Conference in April, and a week later, presented our day-long Unconventionals 101 seminar to staff at Export Development Canada in Ottawa. A presentation to the ReDeveLop initiative, a multi-university gathering of faculty and senior students, turned into a lively and interactive discussion. We capped the spring season with a well-received lunch and learn session for staff members at geoLOGIC

In early July, the Government of Alberta hosted a delegation from the Chinese government, and asked CSUR Outreach to present a full-length review of western Canada's unconventional oil and gas plays, plus our "Changing the Game" presentation examining environmental effects, regulation, and mitigation for unconventional development in western Canada. The Chinese delegates were full of questions and very eager to learn about our best practices.

In late July, we diversified our university Outreach with a presentation to a class in Environmental Communication in the MA in Environmental Education and Communication program at Royal Roads University.

In early September, CSUR Outreach was invited to speak to the Brazeau County Agricultural Board about water resource management, an important component of our Outreach program. It was a tremendous learning experience to address an audience that was generally not technically educated but had comprehensive knowledge of field operations and government / regulatory processes in their community. Their feedback suggested several areas for CSUR to further develop and incorporate in our programs and events.

Outreach Director Brad Hayes has continued a series of presentations using CSUR materials but supported by Alberta universities at no cost to CSUR. These include lectures to fourth-year Petroleum Engineering students at University of Alberta, and to mature students in the Master's in Sustainable Energy Development program at University of Calgary.

This fall, the focus has shifted to updating our presentation materials with the addition of subject modules, to provide greater focus in specific areas for targeted audiences. The Brazeau County presentation was the first roll-out of our Water Module, while others are in the works. Planning for a program of university visits in early 2019 is underway, which should include work in B.C., Alberta, Ontario and Quebec.