

CSUR OUTREACH 2020 Action Plan

CSUR Outreach is in its third full year of operation. We have expanded our communications program from technical presentations for engineers and geoscientists at the undergraduate level to a much broader program addressing a spectrum of energy and unconventional oil and gas issues.

In 2019, we presented to diverse university audiences, regulators and governments, our membership, and the public. We are building alliances with other technical organizations and energy experts to communicate accurate scientific and technical information around unconventional energy issues.

CSUR Outreach plans to build our program aggressively in 2020, broadening our technical scope and placing additional focus on practical aspects of the energy transition issues facing society. It is imperative to communicate that, contrary to much of social media, society is dependent on oil and gas in order to survive, and that the transition toward alternative energy supplies will take a considerable amount of time.

Specific goals for 2020:

- Increase our penetration in core university audiences. Visit more schools across the country, and speak to more diverse audiences, including environmental studies, sustainable energy development, public policy, general science, health and legal students – in addition to engineering and geoscience students.
- Establish a presence in the Alberta K-12 educational system. In 2019 we spoke to Grade 3 classes about geology and took steps to gain access to senior high school classrooms to address energy and climate issues directly. We plan to build networks and communicate our credibility to provide accurate scientific information to students, particularly in response to the recent success by anti-oil activists who are doing presentations in our schools.
- Increase our public outreach. In 2019 we partnered with Synergy Alberta to speak at community town halls in Alberta, explaining the fundamentals of unconventional oil and gas, and accurately portraying environmental risks and mitigation. We plan to build on networks established in communities like Grande Prairie, Fort St John and Red Deer to establish our credibility and build our way into larger centers where the audiences may be more reluctant to listen to energy messaging.

We plan to do so by utilizing social and conventional media – podcasts, written articles, radio / TV interviews. We have developed partnerships which we will leverage, and we are ready to commit time and effort when opportunity arises.

- Continue to expand across Canada outside of universities. Media is one avenue we hope to be able to leverage more effectively. We are exploring exposure to talk radio and pod casts as effective social media outlets, especially in eastern Canadian markets. We will also utilize our contacts with our media partners, JWN Energy and DMG. We feel it is critical to present our information outside of the energy provinces to markets where energy literacy is lacking, so our focus will be on eastern Canada and the west coast as much as practical.