

**BRITISH ASSOCIATION SCIENCE FESTIVAL
GLASGOW, 2001**

**GEOLOGY SECTION
Telling the Earth's Story
6 September 2001**

Introductory Remarks: Roger Crofts

- Welcome to a one-day discussion and debate about *Telling the Earth's story*. This is a major challenge because often the language and concepts of earth science are difficult. But it is exciting, the public is interested, there is new media available.
- Today's session is therefore deliberately focused on this challenge and seeks to address the issues in a slightly different way than normal.
 - First we will have a field visit, not to a quarry or section, but to two places where geology is interpreted: the fossil grove at Victoria Park and the KelvinGrove Museum. We can compare and contrast the approaches there with our collective experiences elsewhere.
 - In the afternoon we have views from four different perspectives: from a population biologist who is an enthusiastic and well-know ambassador for geology; from a quango geologist who excites even his biological colleagues and the general public about geology; from a British Geological Survey geologist who has masterminded the geology behind the exhibits at Dynamic Earth in Edinburgh; and from an author who wonderfully translates geology for children.
 - Throughout the morning and during the panel session at the end of the afternoon all of you should feel active participants to express your views and to see how we can further improve the accessibility of geology through various media to the wider public.
 - At the end of the day I hope we will all have a view of the different messages, the different methods and how we can improve understanding of the earth and excite public interest.