

YES
Network



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and Brunei is highlighted to engage audience in understanding that communication of science is equally important as is the work on scientific wisdom. Our work clearly shows people are largely unaware about the science of earthquake hazards, and to deal with it. Poverty, corruption, political stability, and funding problems have categorically exaggerated the unawareness about the science and scientific practices applied to real life problems. Therefore, it is suggested to make separate budget for such earthquake outreach activities, and to engage in building a peaceful, conscious and responsible society throughout the globe. We also show through our small documentary project on earthquake hazards in NW Borneo that communication of science can be achieved through the use of documentary movies, which could become one of the best ways to communicate science to people, and in particular the youngsters.

Science outreach from the Colombian Geological Survey: The Geology of Colombia book as a prime case

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The Colombian Geological Survey (CGS) has been developing an ambitious pilot enterprise by aiming to extend science to the public and policy makers. The strategy consists primarily in present to wide audience the chapters of the book written in an understandable language.

The Geology of Colombia book project has a multidisciplinary team conforms by a science journalist, a professional photographer, a designer and CGS geologists that support the entire process starting from chapters selection to publication of newspapers articles.

We start by selecting the most media subjects according to intended audience to focus on. The author of selected chapter and editorial team organize a field trip to the area of study where science journalist and professional photographer mainly work in audio, video and photographs, for documentary and animation. The scientists explain us how drive their research and communicate their findings.

Based on the interview, the science journalist does an article, using comprehensible language and stripping out all terminology. That final piece is sent to authors and chief editor for feedback, and goes to the printer or on the book's website.

To date, seven articles have been published in the main media of Colombia such as *El Tiempo*, *Semana* and *El Espectador*. Our objective is disseminating science to people who think don't be part of this.