

From: Elizabeth Pepin [mailto:EPepin@KQED.org]
Sent: Tuesday, March 29, 2005 11:39 AM
To: Kathleen Lewis; Brian Baird; Leah Akins
Subject: public comments on workshop

Overall, the workshop report is a great document. However, I do feel that public education has been left out of the picture. It is wonderful that the workshop realized that there needs to be better communication between the scientific and government sectors, but unfortunately, the way these two groups interact with the public was not addressed. In making our documentary on California's coastline, three things quickly became apparent:

1. Nearly everyone who lives in California goes to the beach at least once a year and feels a deep appreciation for our State's coastal resources
2. Few people understand how our beaches work, nor the laws or agencies that oversee our beaches
3. Most people feel that information on beaches and our coastline is hard to understand and "boring."

Without public buy in, many of the items listed in the workshop will not be able to be fully implemented. It is imperative that the scientific and government communities figure out interesting and entertaining ways to educate the public about these issues. Even when asked to put things in "laymen" terms, some of the people we worked with on the film still conveyed information in a scientific way that would not engage people past the first few seconds. By finding a way to make the information matter to people, our beaches and coastlines will benefit from the public's buy-in, and politicians and scientists will find their jobs will become easier, not to mention the possible freeing up of funds because of public sentiment that our shoreline is an important part of California.

Best wishes,
Elizabeth Pepin
Producer, Coastal Clash

Need a day at the beach? Are you sure you can get there?

Coastal Clash takes an in-depth look at the struggle between public and private interests for California's shores.

Go to www.kqed.org/coastalclash and learn more about our coastline.
