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Learn how to explain the science of Alaska to visitors

Fairbanks, Alaska (AK) - Explore Fairbanks, Alaska EPSCoR, Alaska Public Lands Information Center and the Association for Women in Science – Alaska Chapter are hosting a group discussion to help explain the science of Alaska to visitors. This free interactive seminar is open to the public and will be held Friday, April 29 from 8:30 a.m. to 12 p.m. at the Morris Thompson Cultural and Visitors Center in downtown Fairbanks.

The natural beauty of Interior Alaska is a primary reason visitors come to Fairbanks each year, and with that comes interest in why things are the way they are, whether it be how the aurora is formed, what effect climate change is having on Alaska, how certain animals are able to survive winter, what's the difference between reindeer and caribou, and so on. The public is invited to join a panel of researchers from the University of Alaska Fairbanks for an interactive discussion on how to best explain the science of our surroundings to our visitors.

The conversation will begin with a keynote presentation from Tracey Manning with the University of Maryland, who will speak on "Communicating Science Effectively: When it Works, Why it Doesn't." Manning's seminar focuses on exploring typical science communication barriers and will help participants practice strategies likely to be effective in explaining the natural world to audiences. Manning will also touch upon some of the obstacles associated with communicating environmental issues such as climate change, and how to work around them. For more information or to RSVP, contact Scott McCrea, Explore Fairbanks Director of Tourism, at smccrea@explorefairbanks.com

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About Explore Fairbanks

Explore Fairbanks is a non-profit marketing organization whose mission is to be an economic driver in the Fairbanks region by marketing to potential visitors and optimizing the visitor experience. Explore Fairbanks markets Fairbanks as a year-round destination by promoting local events, attractions and activities to independent travelers, group tour operators, travel agents, meeting planners and the media. Find out more at explorefairbanks.com.