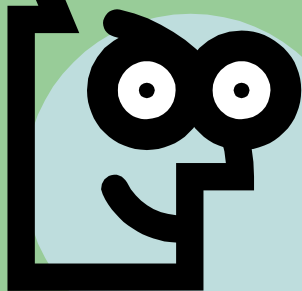
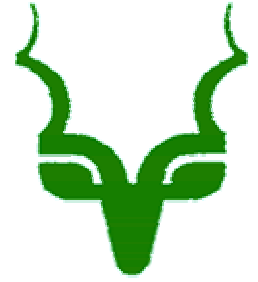


SCIENCE AWARENESS



Michele Hofmeyr

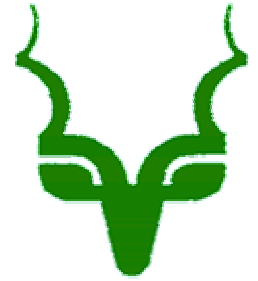
Skukuza,
Kruger National Park



Why Science awareness?

- Increase the profile of Scientific Services.

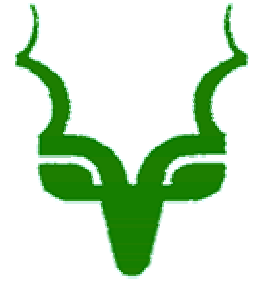




Why Science awareness?

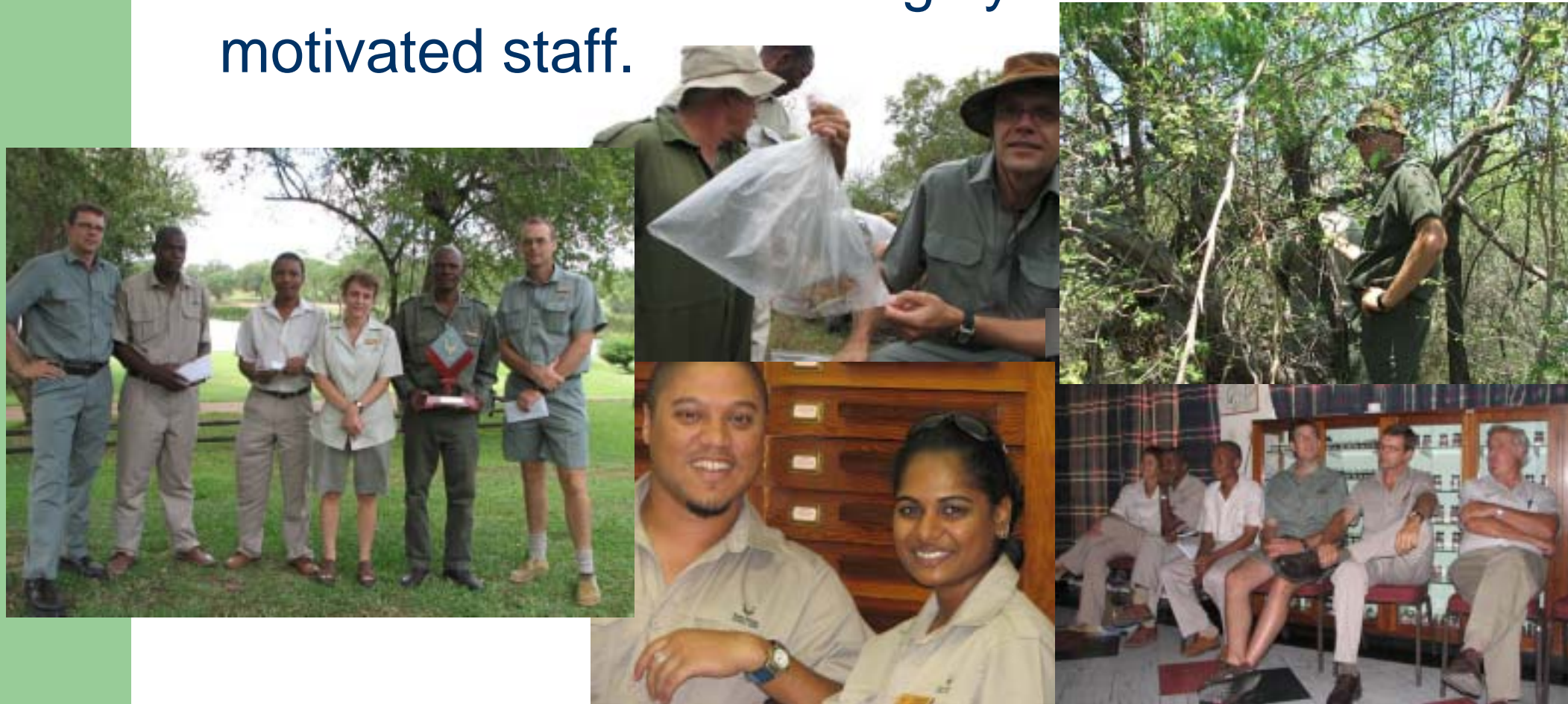
- Increase awareness of functions performed by Scientific Services





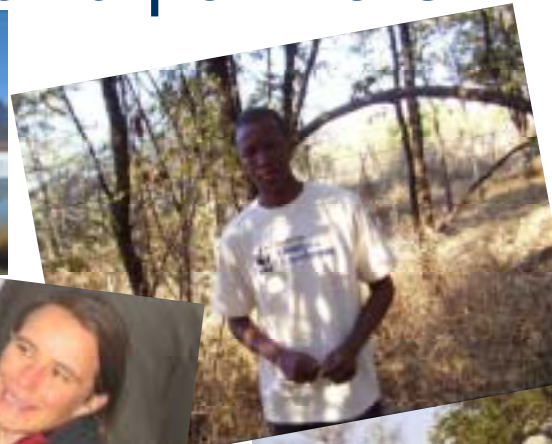
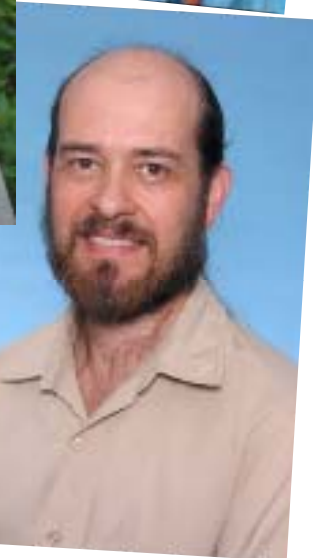
Why Science awareness?

- Increase awareness of highly talented and motivated staff.



Why Science awareness?

- Increase the awareness of the research on-going in the park, with details of research programme and partners. That's all of you!



Why Science awareness?

- Increase the awareness of the valuable role science plays to management and staff





MEDIA

- KRUGER PARK TIMES
- SANPARKS WEBSITE
- BROCHURES
- FLYERS AT THE GATES
- POSTERS – LIBRARY/ CAMPS AND GATES
- INDUCTION COURSES - STAFF AND HONORARY RANGERS/ VISITING SCIENTISTS AND STUDENTS.



MORE MEDIA

- 50/50



EVEN MORE MEDIA.....



- TEAM WILD YOTV (6-9 year olds)





SUGGESTIONS

- If you are prepared to face multiple media exposure – we are happy to oblige!
- Please send your ideas/ comments and suggestions to me at:
- micheleh@sanparks.org
- Looking forward to hearing from you.....

THANK YOU

