

## **Education & Public Awareness**

The public at large are uninformed of the importance the Land Surveyor plays in their world: In today's technologically advanced world the Land Surveyor and his special skill sets along with his expertise is needed more than ever before. Education and public awareness measures are essential to getting this message out. To meet the education and public awareness goals the following objectives should be considered:

### **Building public awareness through mass media:**

Mass media is the most effective means to reach large numbers. Through multiple methods the general public can be reached with clear and concise messages; communicating the important role the Land Surveyor plays in today's society.

- TV public service announcements on network gov't channels, and other select cable stations
- Media partnerships with local TV personalities
- Radio public service announcements during peak drive-times
- Placement of newspaper articles along with radio and TV news stories to reinforce messages

### **Reaching key target audiences through outreach efforts:**

Land Surveyors have in the past been silent when it comes to promoting themselves and the special skill sets they bring to bear on a project: target audiences along with their specific needs should be identified and sought out.

- General Public at-large: Current landowners and future land owners
- Land Developers
- Contractors: Builders (commercial & residential), Graders, Utilities, etc.
- Government: Administration, Planning & Zoning, Building Inspection, Health Dept., etc.
- Lending Institutions (residential and commercial)
- Other Professionals: Engineers, Architects, Landscape Architects, Lawyers, etc.

### **Education:**

Due to silence from the Surveying Profession the public awareness has grown weak on just what a Land Surveyor does and the importance to have a Land Surveyor present on their project. It is imperative that the public is educated to the special skills sets that the Land Surveyor can bring to their client.

- The Land Surveyor has special skill sets unique to him
- He is able to perform professional services not specifically called out in his skill sets