

**Subject:** [gbird] language is important

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**To:** "gbird@lists.ncsu.edu (gbird@lists.ncsu.edu)" <gbird@lists.ncsu.edu>

Hi all,

The words we use to engage our audiences and society are important. This is a quick but very apropos read. It concludes that conservationists get away from the oversimplified and transactional term "social license." It further concludes that it is more appropriate to use verbiage more illustrative of the complex dynamics that communities have with conservation initiatives. Good examples are "social acceptance" or "social values." We are well advised to consider this when referencing our social engagement, communications, and outreach initiatives with external audiences.

Best,

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