

tel/fax +44 (0) 1208 72578  
mobile +44 (0) 78 999 45 870  
email john@earthwords.co.uk  
web www.earthwords.co.uk or www.johnmacadam.com

*educated:*

- Cambridge (MA), Keele (PGCE)
- CPD:  
Many petroleum geology and education short courses.  
Interpretation schools (run by US Fish & Wildlife Service / National Parks Service, Scottish Natural Heritage, and Cairngorms and Snowdonia National Parks) and led by John Veverka, Mike Gross & Ron Zimmerman, Sam Ham, and others.

*industry:*

- Petroleum geologist in Mobil International in Libya, 1967-71, and also short-term contracts on North Sea and Somalia, 1973-75.

*educating:*

- Teacher of science and geology at Bodmin Community College, UK, 1973-92, including 1 year in Norfolk, Virginia, on US-UK Fulbright Programme, 1983.
- Also taught primary, FE, WEA, university extramural, teachers, and at a field centre.
- Open University, Associate Lecturer, teaching first and second level science and geology courses (1995-2006).
- University of Exeter (Camborne School of Mines), p/t geology lecturer (1996-2013), currently Associate.
- University of London, Birkbeck College, guest lecturer on geoconservation and geo-interpretation for MSc on Protected Area Management (2002, 2004, 2006).
- Falmouth University, UK, visiting lecturer, BA in Natural History Photography (2008).
- University of Minho, Portugal, visiting lecturer, MSc on Geological Heritage and Geoconservation (2013-present).

*writing for the general public:*

- *South West Coast Path: Padstow to Falmouth*, 1990, 1996, 2000, 2002, 2005, 2007, 2009, 2011, 2013, 2015). Aurum Press / Natural England / Ordnance Survey. Over 38k sold.
- *A Geology Guide to North Cornwall*, 1995. North Cornwall District Council. 5k sold.
- *A geology trail between Pendower and Carne*, 1997. Cornwall County Council.
- *The Two Moors Way*, 1997. Aurum Press / Ordnance Survey. 3k sold.
- *A Geological Guide to South East Cornwall*, 1999. Caradon District Council.
- *Saltern Cove Local Nature Reserve – A guide to its wildlife and geology*, 2000. Torbay Coast and Countryside Trust.
- *Strangers on the Shore? Pebbles on Charlestown beach*, 2001. Cornwall County Council.
- *EXPLORE the Landscape & Rocks of the St Austell area*, 2001. Cornwall County Council.
- *Bodmin Moor. 400 million years in the making*, 2003, 2005. (English, French, German, Spanish and Dutch print editions, and web-published in 5 languages; map for schools, leaflet, bookmarks and other material). Caradon & North Cornwall District Councils.
- *Discovering Brown End Quarry*, 2004. (Leaflet, 8 interpretation panels, education pack, bench with timeline, and other material). Staffordshire Wildlife Trust.

- *Roche Rock and the Tresayes Trail*, 2006. (Leaflet, 3 interpretation panels and other material). Cornwall Wildlife Trust.
- *Explosive News! Volcano outside Tavistock!*, 2008. Tamar Valley AONB (Area of Outstanding Natural Beauty).
- *Come for a walk and find the pink ballerinas on Bodmin Beacon*, 2011. (Leaflet, 4 panels, 4 bookmarks). Cornwall Council and Bodmin Town Council.

Plus articles in assorted magazines (e.g. *Wild Cornwall*, *Down to Earth*, *Geology today*, and *Outdoor*).

*writing for more specialised audiences, and commissions including:*

- *INSET Activities for Environmental Education*, 1993. Curriculum Council for Wales / Countryside Council for Wales. (Official teacher-training document for CCW, in all schools in Wales, in English or Welsh as *Gweithgareddau HMS ar gyfer Addysg Amgylchedd*).
- *Educational Strategy for the Cornwall Geological Museum*, 1997. For the Royal Geological Society of Cornwall.
- *“Welcome to the Devonian” - Interpreting Devon’s Geology through the Road Network*, 1998. For Devon County Council / English Nature Roads & Geological Conservation Pilot Project.
- *Geological and Geomorphological Audit, Cornwall*, 1999. For the National Trust.
- *NOT A GREY END! – bringing the grey rocks of Brown End Quarry back to colourful life*, 2001. For Staffordshire Wildlife Trust.
- *WHITE GOLD, TORS & RIAS - interpreting the landscape and rocks of Restormel*, 2001. For Cornwall County Council.
- *“ROLLING BACK MILLIONS OF YEARS” – interpreting the geology of West Devon*, 2004. By John Macadam & Kevin Page. For Devon County Council.
- *Geodiversity Action Plan for South Penquite Farm, Blisland, Cornwall*, 2005. With Paul Wheeler and Simon Camm. For Dominic Fairman, funded by English Nature.
- *THE VIEW FROM AN SLC? – promoting Earth Science at the new Science Learning Centres – with West Midlands & London as case studies*, 2005. For ESTA (Earth Science Teachers’ Association).
- Commissioned by the Institute of Education, London University to implement most of my recommendations re SLC London, 2005-7.
- *Management Plan for Roadside Geology Sites in Cornwall*, 2006. For Cornwall Wildlife Trust (funded by English Nature).
- Contributor to *A Dictionary of the Environment* (Macmillan, 1977, 1983, 1988, 1994; Spanish ed, 1984), *The Concise Oxford Dictionary of Earth Sciences* (OUP, 1990, 1999; Chinese ed, 1996; Spanish ed, 2000; and on the internet), and *The Concise Oxford Dictionary of Ecology* (OUP, 1994, 1998; Japanese ed, undated; and on the internet).

Plus various papers in conference volumes, proceedings, etc.

*other media:*

- Consultant for BBC Natural History Unit (Cornwall’s story and locations for *Postcards from the Past*, a programme for the *Natural World* series, 1997).
- Presenter/expert for one programme of *The Experimenter*, a science series for primary schools, Diverse Productions for BBC Education, transmitted 1996, ’98, 2000, ’01, ’02, and ’03.
- Pieces for Radio Cornwall, CoI, BBC Radio 4 (Open Country), and local TV.
- Geology advisor, and script consultant, for *Creation*, a film about Charles Darwin, directed by Jon Amiel, with Paul Bettany and Jennifer Connelly.

*training:*

- Co-ran course: *Selling Geology to the Public* for Scottish Natural Heritage (in ‘Sharing Good Practice’ programme) at Dynamic Earth, Edinburgh, 2000.

- Keynote speaker and workshop leader at ProGEO Conference in Slovenia (funded by Slovenian Govt and British Council), 2007.
- Keynote speaker at *Fragile Earth*, joint Geological Society of America and German Geological Societies conference at Munich University (LMU), 2010.
- Workshop on Earth heritage interpretation (U of Minho, Portugal, 3 days, part of MSc on Geological Heritage and Geoconservation), 2013.
- Workshop on interpretation (Geopark Idrija, Slovenia, 2 days, funded by UNESCO), 2013.
- Intensive Course on Geodiversity and Geoheritage: Evaluation and Interpretation included 2½ days on interpretation (University Torino, International Association of Engineering and Environmental Geology, International Association of Geomorphologists), 2014.
- Workshop (and keynote at annual seminar) for NGU, Norwegian Geological Survey, 2015.

*awards:*

- Awards for Excellence, Outdoor Writers' Guild, 1996: Highly Commended.
- Halstead Medal, 1997. Geologists' Association.
- COPUS Grant, 1998. The Royal Society. (COPUS = Committee on the Public Understanding of Science).
- Awards for Excellence, Outdoor Writers' Guild, 1999: Highly Commended.
- Millennium Award, 1999. The Royal Society / British Association.
- Cornwall Tourism Awards 2004, Highly Commended, in the 'Cornish Distinctiveness' category, for the Bodmin Moor material.
- Cornwall Tourism Awards 2006, Bronze Award, in the 'Cornish Distinctiveness' category, for more Bodmin Moor material.

*international co-operation:*

- Involved in GRECEL (EU geoconservation and education project run by IGME, Greek Geological Survey) and initiated CEOS Project between Cornwall, Northern Ireland, Germany, Greece and Cyprus. Colleagues from Greece, Slovenia, Romania, France, Cyprus and UNESCO. Educators from Iceland, Finland, Croatia, Italy, Portugal, Norway, etc.
- Spoke from the floor at third International Symposium on the Conservation of the Geological Heritage, Madrid, Spain, 1999; gave one presentation at fourth symposium in Braga, Portugal, 2005; read two papers at fifth symposium on Rab Island, Croatia, 2008; read a joint paper at sixth symposium in Hagen, Germany, 2010; read a paper and presented a joint-poster at the seventh symposium in Bari, Italy in 2012; gave 3 presentations at NW Europe Working Party meeting in Newcastle, UK, in 2013; one paper and two posters at ProGEO Symposium in Reykjavik, 2015: presentation at Colloque international en Géo-Tourisme et Patrimoine in Agadir, Morocco, 2015.
- Read paper at 1<sup>st</sup> European Geoparks Conference, Molinos, Spain, 2000, and at 2<sup>nd</sup> Conference in Lesvos (& chaired session), Greece, 2001, and presented poster at 4th conference (Crete). Read a paper at 1<sup>st</sup> World Geoparks Conference in Beijing, 2004, and at 2<sup>nd</sup> World Geoparks Conference in Belfast, 2006.
- Working on geotourism projects in several countries, most notably, currently, in Morocco and Romania.

*voluntary activities include:*

- Advisory panel of Cornwall Geoconservation Group (affiliated to Cornwall Wildlife Trust), member of Reserves Committee for Cornwall Wildlife Trust.
- Fellow, trustee and council member British Institute for Geological Conservation, and member of ProGEO (European Association for the Conservation of the Geological Heritage).
- Editorial board for the international journal *Geoheritage*, published by Springer, and reviewer for *European Geologist Magazine* and *Geoscience in South West England*.

- Formerly, chair of Cornwall Geoconservation Group (formerly Cornwall RIGS Group, 1993-2002), council member of Cornwall Wildlife Trust (2000-2002), committee member for Ussher Society (geologists & geomorphologists working in SW England) 1998-2001, member Cornwall Derelict Land Advisory Group (now wound-up) and joint editor of 1999 conference proceedings.

23.01.17