

Week 20 References  
NEI TEC Talks  
Show Production Week

Day 1:

- Sinek, S. 2009. *How Great Leaders Inspire Action*. TEDxPugetSound.  
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- Greene, R. 2014. *The 7 Secrets of the Greatest Speakers in History*. TEDxOrangeCoast.  
<https://www.youtube.com/watch?v=i0a61wFaF8A>
- - Hyson, J. (2004). Education, entertainment, and the institutional identity at the Zoo. *Curator* 47: 247-51
- - Morgan, JM, and Hodgskinson, M. (1999). The motivation and social orientation of visitors attending a contemporary zoological park. *Environment and Behavior* 31(2): 227-239.
- - Clayton, S, Fraser, J., & Saunders, C. (2009). Zoo experiences: Conversations, connections, and concerns for animals. *Zoo Biology* 28, 377-397.
- - Sobel, David. *Beyond Ecophobia: Reclaiming the Heart in Nature Education*. Brattleboro, VT: Green Writers Press.

Day 3:

- Martin, S. 2012. "Connecting with Our Audience." Presented at the 2012 IAATE Conference. <https://naturalencounters.com/wp-content/uploads/2020/04/ConnectingWithOurAudience.pdf>