

Andy Revkin Topical Lunch (9/24/12)

Title: A Conversation on the Public Face of University Climate and Energy Research

Hosts:

David Wolfe (Professor, Hort, and chair of ACSF Climate Change Focus Group)

Drew Harvell (Professor, EEB, and ACSF Associate Director)

Brief Summary:

Thirty-four faculty and senior staff from 15 departments attended this event, representing very diverse interests and perspectives, from the humanities (e.g., History, Romance Studies) to social sciences (e.g., Communication, Development Sociology, Applied Economics and Management) to the sciences (e.g., Earth and Atmospheric Sciences, Ecology and Evolutionary Biology) and engineering (e.g., Civil and Environmental Engineering). (See complete list, attached).

Prior to going around the room for brief self-introductions of the attendees, Wolfe and Harvell quickly went through a ppt slide with a few possible topics of discussion:

- How can university researchers with relevant expertise be heard among the multitude of voices providing information (and misinformation)?
- What is, or is there, a unique role for university researchers in the public dialogue regarding climate change and energy solutions?
- **Are there things we can do at the university level to enhance our visibility, effectiveness, and impact?**
- Informing the public dialogue vs. advocacy, and gray areas in between.
- Challenges, pitfalls, and opportunities for outreach via news media and social networking.
- Are some people more motivated to deal with energy change because of biodiversity concern?
- Or is biodiversity and loss of ecosystem services a distraction in the larger issue of human sustainability?

Revkin began his remarks with a recent history of science journalism, how this is changing rapidly, and how this affects the role of university scientists and the opportunities and challenges for communicating our science effectively. He worked from his computer (shown to the audience via LCD projector) while he pulled up examples from his own "dot.earth" blog and various places on the internet of approaches to science communication. He also talked about establishing a "dialogue" about our science with an audience, use of twitter and other social media, and how valuable and effective these relatively new approaches can be. There were numerous questions and comments from the group that kept up a very lively discussion for over an hour. Revkin perked up at a few possible news story ideas as people shared some of the things they are working on. He was very interested in getting a contact list and brief bio of those who attended for future reference, which we have since provided to him.

Revkin Topical Lunch, Sept 24, 2012

Organizers:

Last Name	First Name	NetID or email	Dept (if known)	College (If known)
Harvell	Drew	cdh5@cornell.edu	EEB	
Wolfe	David	dww5@cornell.edu	HORT	
Revkin	Andrew	revkin@gmail.com		

Attendees:

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