Curating Your Public Profile: Advocacy, Risks, and Rewards

As scientists we can contribute to the science literacy of diverse audiences, but learning how to do so effectively can be tricky. How can you separate your own personal political opinions from the information you provide as a scientist? Is it even important to do so? How can you manage competing affiliations, from university appointments to membership in professional societies or advocacy organizations?

Please join us for an interactive session to discuss effective strategies for contributing to the scientific literacy of students, politicians, the media, and the general public.

Schedule:
8:30  Workshop Welcome
8:45  Keynote Address
9:15  Keynote Q&A
9:30  Breakout Activities
11:00 Closing Summary

Keynote by
Gavin Schmidt
Director of the NASA Goddard Institute for Space Studies

Breakout Activities
Climate Change Education: Tips and Challenges
Adina Paytan (UC Santa Cruz) & Ariel Anbar (ASU)

Interaction with Elected Officials: Mock Interviews
Gavin Schmidt (NASA GISS) & Sandra Kirtland Turner (UC Riverside)

Engaging Traditional and Social Media: Intro to Twitter
Jennifer Glass (Georgia Tech) & Sarah Simpson (UC Riverside)