

## Environmental Outreach

# Does Science Really Matter?

Global warming, sea-level rise, overfishing, nutrient eutrophication, ocean acidification, endocrine disrupters – problems recognized by scientists and environmentalists – but not viewed by the general public and politicians as critical. Are we, as marine scientists failing to communicate to the public information on pressing issues? Are there better ways to convey information from our research to broader audiences over and beyond our sharing at meetings like this one? Does our “culture” permit more outreach? Does science really matter?

The increased interest in greater public outreach achieves a new level at this Ocean Sciences meeting. In a dedicated evening forum, a panel of ecology, media, aquarium, and film professionals will have a discussion with you to decide if science does really matter and if we can improve our ability to communicate science broadly. Please join this lively interactive forum on Wednesday evening (8-10 PM) in the conference center Chapin Auditorium. The panelists are:

A born-and-bred Washingtonian, graduated, **Juliet Eilperin** graduated in 1992 magna cum laude from Princeton University, with a bachelor's in Politics and a certificate in Latin American Studies. In 1992 she went to Seoul, South Korea on a Luce Scholarship. Returning to Washington, she wrote for Louisiana and Florida papers at *States News Service* and then joined *Roll Call* newspaper after the Republicans took control of Congress in 1994. In 1998 she joined *The Washington Post* as its House of



Representatives reporter, where she covered the impeachment of Bill Clinton, lobbying, legislation, and five national congressional campaigns. Since 2004 she has covered the environment for the national desk, reporting on science, policy and politics in areas including climate change, oceans, and air quality. In pursuit of these stories she has gone scuba diving with sharks in the Bahamas, trekking on the Arctic tundra with Selma Hayek and Jake Gyllenhaal, and searching on her hands and knees for rare insects in the caves of Tennessee. After the Democrats regained control of Congress in 2006 the *Post* asked her to co-author an ongoing series on the House, titled “*Takeover*,” in order to examine how the new Democratic majority had transformed Capitol Hill, and she has covered the GOP presidential race from late 2007 to the present. She continues to also serve as the *Post*'s nation environmental reporter. During her first year at the *Post* she was the most prolific writer on the news staff, writing more than 200 stories. In 2005 she served as the youngest-ever McGraw Professor of Journalism at Princeton University, teaching political reporting to a group of undergraduate and graduate students. In 2005 Rowman & Littlefield published her first book, “*Fight Club Politics: How Partisanship is Poisoning the House of Representatives*.” Her book has been featured on several radio and television shows, including Comedy Central’s “*The Daily Show with Jon Stewart*” and NPR’s “*Fresh Air with Terry Gross*.” She is currently working on a book on sharks, to be published in the spring of 2009 by Knopf-Pantheon.



**Jeremy Jackson** is the Mary B. Ritter Professor of Oceanography at the Scripps Institution of Oceanography and senior Scientist Emeritus at the Smithsonian Institution. His research focuses on the ecology and paleontology of coral reefs and the history of coastal marine ecosystems. His 2001 Science paper warning of the need to know the long term history of coastal ecosystems for conservation was written up in over 1000 publications. He is a co-founder of the Shifting Baselines Ocean Media Project and lectures widely to the public to help communicate the worldwide decline of the oceans. In 2007 he was awarded the BBVA Prize for

Ecology and Conservation Biology.

**Charles Hall** is a Systems Ecologist at the College of Environmental Science and Forestry of the State University of New York. He received his PhD from the founder of the field of System Ecology, Howard T. Odum. Dr. Hall is the author of seven books and more than 200 scholarly articles, including half a dozen in *Science*, *BioScience* or *Nature*. He is best known for his development of the concept of EROI, or energy return on investment, which is an examination of how organisms, including humans, invest energy into obtaining additional energy to improve their biotic or social fitness. He has applied these approaches to various issues, including fish migrations, carbon balance, tropical land use change, and petroleum extraction, in both natural and human-dominated ecosystems. His ultimate goal is to develop a new field, biophysical economics, as a supplement or alternative to conventional neoclassical economics.



**Randy Olson** is a filmmaker who was formerly a tenured professor of marine biology. Over the past 18 years he has written and directed a series of award-winning films culminating in his documentary feature, *"Flock of Dodos: the evolution-intelligent design circus,"* which premiered at the Tribeca Film Festival in 2006 and is currently airing on Showtime. He is a co-founder of the Shifting Baselines Ocean Media Project through which he has directed television commercials, short films, and Flash videos for the internet. His newest production, *"Shifting Baselines in the Sound,"* is a 5 minute Flash video that is a collaboration with Puget Sound Partnership and features the music of Pearl Jam. He will provide a sneak preview of it at the forum. A nearly complete second feature film, *"Sizzle: A global warming comedy,"* is poised to offend all of humanity.

**Jerry Schubel** is the President and CEO of the Aquarium of the Pacific. He is President emeritus of the New England Aquarium, and former Dean of Stony Brook's Marine Sciences Research Center and Provost of the University. He has published more than 200 scientific papers and several books, and has written and directed several short Aquarium films for the public. He is active in ocean policy and management matters at the State and National levels. He is a member of the National Research Council's Marine Board and former chair. He chairs the Ocean Research and Resources Advisory Panel (ORRAP), the NRC Committee on the future of the St. Lawrence Seaway, and is a member of the Executive Committee of Coastal America's Coastal Ecosystem Learning Center network. He is past president of the Estuarine Research Federation, former chair of the National Sea Grant Review Panel. Throughout his career, a major focus has been on identifying and evaluating alternatives for managing major environmental problems of the coastal ocean. In 2004 he was elected as a National Associate of the National Academies.



Facilitating the panel discussion are: Sharon Franks (Scripps Institution of Oceanography), Adrienne Sponberg (ASLO Public Policy), Rick Spinrad (NOAA), Christophe Tulou (Heinz Center for Science, Economics, and the Environment) and Jon Sharp (University of Delaware).

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