

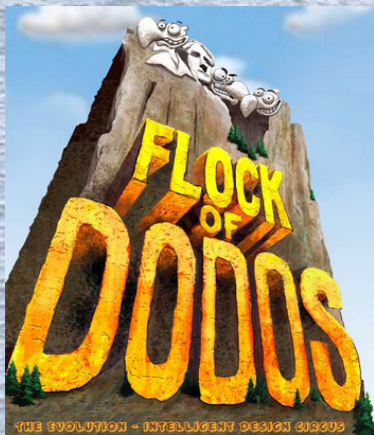
TRUE CONFESSIONS:

I am an Impaired Mass Communicator

A special evening session with independent filmmaker, **Randy Olson**
Thursday Evening (8-10 PM), March 6, in Conference Center Room W109b

Scientist-turned-Filmmaker **Dr. Randy Olson** will confess all with a presentation of some of his films and videos. It begins with this true confession of what he will talk about:

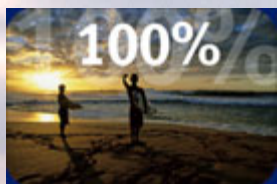
I'm a former scientist and an impaired mass communicator (IMC). I made a movie called "Flock of Dodos", I've won about 50 awards as a filmmaker, and played my movies at festivals from Tribeca to Telluride, but still I realize I'm stuck with certain problems when it comes to mass communication. The problems are the result of things I did to my brain (non-drug related) many years ago in earning my Ph.D. which can't be reversed. I sometimes think I'm a great mass communicator (GMC), but my friends in Hollywood from film school are quick to point out the ways in which I'm not (IMC 4evr). So I've finally come to accept this and work around it. In this talk I'll tell about my journey of self-realization as an IMC, how two decades of abuse in Hollywood has brought me to this, and hopefully share some wisdom to help other academics realize the multitude of ways in which they, too, are ALL IMC's (sorry, no exceptions) despite their prodigious brain power.



Randy earned his PhD at Harvard in Evolutionary Biology and was on the faculty at the University of New Hampshire before changing professions. His movie, "*Flock of Dodos: The Evolution - Intelligent Design Circus*" is currently airing on Showtime and is available through Netflix and at Blockbuster (<http://www.flockofdodos.com/>). His second full-length movie, "*Sizzle*", "a mockumentary about the making of a documentary about global warming is in the final stages of completion.

He is one of the founders and main filmmaker for the *Shifting Baselines Ocean Media Project* (<http://www.shiftingbaselines.org/index.php>). *Shifting Baselines* is a "media project" — a partnership between ocean conservation and Hollywood to help bring attention to the severity of ocean decline.

His short video, "Shifting Baselines in the Surf" co-produced with the Surfrider Foundation and featuring the song, "Times Like These," by Jack Johnson gives a good view of how our environmental perspective can become dependent upon our immediate view, such as seeing beach closures for health advisories and hepatitis shots for young surfers as part of the normal condition. Another short video, *The Tiny Fish PSA* gives a humorous view of tiny fish as being "big" in recent perspective. He is currently completing a video for the Puget Sound Partnership which will feature the Pearl Jam song, "*Oceans*."



Through *Shifting Baselines* and his filmmaking, Randy has been able to bring together individuals from the scientific community and Hollywood celebrities to help build better mass communication about ocean issues. For instance in March 2004, *Shifting Baselines* presented Hollywood Ocean Night, sponsored by



World Wildlife Fund and featuring scientists like Jeremy Jackson, Daniel Pauly, Carl Safina, and Scripps Director Charles Kennel with film producers, directors, and actors. "In Hollywood we are sometimes treated to advance warnings of serious issues to come," Dustin Hoffman said at Hollywood Ocean Night. "I think this evening is our warning for what is headed our way in the oceans."

Find out from Randy how and why he makes these movies and the importance of better communication of science to a broader public audience.