

**Translating Science/Telling Stories:  
“Bringing Climate Change Closer to Home”  
June 23-25, 2013**

**W.K. Kellogg Biological Station, Michigan State University  
3700 East Gull Lake Dr., Hickory Corners, MI 49060**

**Sunday, June 23**

**3:00 – 5:00 pm      Arrival and check-in**

Lodging: Check-in at KBS Conference Center (269-671-2400), McCrary Dining Hall (MSU van drivers picking up arrivals. Dale Willman is tracking this. Call him on his cell if problems: 518-812-9080)

**5:30 pm              Welcome reception & buffet dinner, Carriage House**

Buffet style dinner served about 6 p.m. After we get settled, we'll do introductions. Then, as dinner winds down, we'll start on our first assignment: The scientist/journalist pairs will share a media article about climate change from their region that they either liked or disliked and explain why.

**Monday, June 24**

**7:00 am              Breakfast, Carriage House**

**7:30 – 8:30 am      Is This Journalism? Part 1**

Digital tools accessible by anyone are redefining science reporting and the concept of news communities. But is it journalism when authors are brought back from the dead to sing about climate change and dance troops interpret superconductivity? David Poulson, associate director, Knight Center for Environmental Journalism, leads this discussion.

**8:30 – 9:45 am      Science Writing in the Age of Denial**

Arthur Lupia, Hal R. Varian Collegiate Professor of Political Science, University of Michigan, <http://www-personal.umich.edu/~lupia/>

**9:45 – 10:00 am    Coffee Break**

**10:00 – 10:45 am   An Exercise In Persuasion**

Dave Poulson to lead this interactive exercise.

**10:45 – 11:45 am   Moral Aspects of Climate Change**

Much social science research is now being done regarding persuasion and how to convince people of the reality of such things as climate change. Often missing from this research is the moral element. Michael Nelson, director of the Andrews Forest, leads a discussion on the moral aspects of climate change.

**11:45 am – 12:45 pm**      **Lunch, McCrary Dining Hall**

**12:45 – 1:00 pm**      **Welcome to Kellogg Biological Station**

Kay Gross, director of KBS and LTER scientist, gives quick overview of KBS facilities and research.

**1:00 – 3:00 pm**      **KBS Long-Term Ecological Research Tour**

*(Note: You'll be visiting several sites at the KBS LTER. Keep in mind that afterwards you'll be asked to brainstorm ways of explaining what you learned to the public. Watch for story ideas, angles to stories and telling quotes. Take notes.)*

Discussion about the ecology of agricultural landscapes, including visit to virgin forest plots. *Speakers:* Steve Hamilton, KBS professor and LTER scientist; Julie Doll, KBS LTER Education & Outreach Coordinator; Neville Millar, Research Associate

**3:00 – 4:00 pm**      **Collaborative Exercise: Headline, Lede and Story Angles**

Participants break up into three groups with Dale, Dave and Jay moderating. Each group proposes stories based on the tour, and then brainstorms headlines, ledes and the general focus of potential news stories.

**4:00 – 5:00 pm**      **Scientists Elevator Speeches and Feedback**

Scientists give 2-3 minute press conference style presentations on their own, or a colleague's, research, and then the others briefly critique the presentations to help make them more newsworthy and/or accessible to lay audiences.

[NOTE: Those leaving early on Tues. should give their presentations today.]

**5:00 – 6:00 pm**      **Free time (swimming, walking, etc.)**

**6:00 – 7:00 pm**      **BBQ Dinner, McCrary Dining Hall**

**7:00 – 9:00 pm**      **Carriage House: Is This Journalism? Part 2**

We'll discuss creative strategies for reaching audiences with complex environmental issues. We'll watch some provocative videos, drink some beer, maybe even play climate change charades.

**Tuesday, June 25**

**7:30 am**      **Breakfast, Carriage House**

**8:00 – 9:00 am**      **Energy and Climate Change Presentation**

Steve Hamilton, KBS professor and LTER scientist and president of the Kalamazoo River Watershed Council, on the Kalamazoo River spill history, current situation and evolution of media coverage.

**9:00 – 10:30 am**      **Energy and Climate: Alternative Fuels Tour**

Cellulosic biofuels tour and discussion (Great Lakes Bioenergy Research Center)  
Steve Hamilton leads tour.

**10:30 – 10:45 am      Coffee Break**

**10:45 – 11:45 am      Morphing Disaster Reporting into Substantive Coverage**  
Increasingly, scientists are asked to comment on weather and infrastructure disasters, and journalists are called upon to cover them. How might both communities use these opportunities to help explain the complex science of climate change? *Speakers:* Susan White, Executive Editor, InsideClimate News, and David Hasemyer, Freelancer, InsideClimate News, will lead this discussion and share how this type of reporting led them to win a Pulitzer.

**11:45 am – 12:45 pm      Lunch, McCrary Dining Hall**

**1:00 – 2:00 pm      Is This Journalism? Part 3, New Opportunities**  
Government and/or scientific institutions have recently bolstered support of journalism. What are the opportunities and challenges? *Speakers:* Sandra Welch, Program Director, National Science Foundation Directorate for Education & Human Resources; Dan Grossman, Daniel Grossman Productions and recipient of NSF money for journalism projects; Andy Hall, Executive Director, Wisconsin Center for Investigative Journalism; David Poulson, Editor, Great Lakes Echo

**2:00 – 3:00 pm      Is This Journalism, Part 4, Dealing with Climate Deniers**  
Increasingly, scientists are communicating directly with the public via blogs, books, and TV appearances. And, of course, journalists have always been out there with their bylines. Countless individuals from both communities are now routinely under attack from climate deniers. What are the best strategies for dealing with this aspect of the climate change picture? *Speakers:* Michigan Climate Scientist Jeff Andresen and KBS's Julie Doll will kick off this discussion.

**3:00 – 4:00 pm      Scientists Elevator Speeches and Feedback**  
Scientists give 2-3 minute press conference style presentations on their own, or a colleague's, research, and then the others briefly critique the presentations to help make them more newsworthy and/or accessible to lay audiences.

**4:00 – 5:00 pm      Wrap Up and Follow Up and Evaluations**

**5:45 – 8:00 pm      Optional Outing: Bell's Brewery in Kalamazoo**

**ORGANIZERS:**

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