



Communicating Science Amidst Controversy

December 18, 2015

2:30 pm (eastern), 1:30 pm (central), 12:30 pm (mountain), 11:30 am (pacific)

Controversial topics abound in agriculture from GMO's (genetically modified organisms) to climate change. Communicating scientifically-credible information to help farm managers plan for the future or make short-term decisions can be challenging when intertwined with diverse perceptions that are part of the decision-making process. This webinar will present some of the principles of communicating science-based information and will present case studies and examples of effective (and not effective) messaging related to controversial agricultural topics. *An application for continuing education credit for Certified Crop Advisors (CCAs) and members of the American Registry of Professional Animal Scientists (ARPAS) has been submitted.*



Dr. Martha Monroe is an international leader in environmental education research and practice. Her research focuses on the motivations for engagement and assessment of outcomes of effective education programs. Her recent activities with large, integrated Extension projects on woody biomass, climate change, and wildland fire explore public perceptions, systems thinking, learning about complex environmental issues, and willingness to change behavior. She has also led a team in the development of an instructional resource for high school science teachers, "Southeastern Forests and Climate Change" and worked on the development of the Southern Region Extension Climate Academy. She finds that how we communicate and listen, and whether we can become a

trusted source of information are key elements to engaging people in thinking about the future climate. Martha attended the University of Michigan's School of Natural Resources and Environment for her graduate degrees and teaches at the University of Florida's School of Forest Resources and Conservation. Phone: (352) 846-0878. Email: mcmonroe@ufl.edu

Crystal A. Powers is an Extension Engineer in Biological Systems Engineering at the University of Nebraska – Lincoln. Her research and extension involve the impact of livestock on agroecosystems. She is currently the Project Coordinator for the Animal Agriculture in a Changing Climate national Extension project where her focus has been on using science-based communication strategies to help Extension professionals start the discussion. She has been involved in the development and application of the Nebraska Odor Footprint Tool and various other air and water quality technologies. She received her Master of Science degree from Cornell University in Agricultural and Biological Engineering. Phone: (402) 472-0888. Email: cpowers2@unl.edu



Dr. Paul Vincelli is an Extension Professor and Provost's Distinguished Service Professor at the University of Kentucky. Although most of his career has been focused on the biology, diagnosis, and management of plant diseases, his focus in recent years has broadened to include engaging the public in "big-picture" topics relating to food-system sustainability, especially climate change and genetically engineered crops. He is indebted to the wonderful research and insights of social scientists, who have helped him immensely in improving his outreach efforts in controversial topics. Phone: (859) 218-0722. Email: pvincell@uky.edu

How Do I Participate?

On the day of the webcast, go to www.extension.org/58813 to download the speaker's power point presentations and connect to the virtual meeting room. First time viewers should also follow the steps at: www.extension.org/8924.

For More Information

* Challenges in Communicating Climate Change to Extension Audiences:

<https://edis.ifas.ufl.edu/pdf/FR/FR39200.pdf>

* Communicating Science During Controversy: <http://www.extension.org/69114>