

**A Special Free Public Session during the AIBS Annual Meeting and Awards**

**14 - 15 May 2007. Capital Hilton Hotel, 1001 16th Street, NW, Washington, DC**

**Congressional Room, 5:00 - 6:00 p.m.**

## **Speaking Science 2.0: The Road to 2008 and Beyond**

With Matthew Nisbet, American University, Washington, DC, and Chris Mooney,  
Washington Correspondent, Seed Magazine

Over the past several years, in debates over evolution, embryonic stem cell research, and climate change, it has become increasingly apparent that scientific knowledge, alone, does not suffice to win political arguments, change government policies, or influence public opinion. Put simply, the media, policymakers, and the public consume scientific information in a vastly different way than do the scientists who generate it. As a result, when science becomes the subject of attention across political contexts, scientists and their representatives too often find themselves at a loss over how to effectively engage a broad and diverse American citizenry.

In this joint presentation, communication professor Matthew Nisbet and journalist Chris Mooney demonstrate how the scientific community can learn to articulate positive and personally meaningful messages across politically contentious issues. They focus specifically on how the scientific community can recast old issues in new ways, taking advantage of a fragmented media environment to engage a wider American audience. A key point of emphasis will be that scientists must adopt a language that emphasizes shared values and has broad appeal, and that avoids the all-too-frequent pitfall of seeming to condescend to or belittle fellow citizens, or alienating them by attacking their religious beliefs.

Ref: [www.scienceblogs.com/framing-science](http://www.scienceblogs.com/framing-science)

To register for the rest of the AIBS Annual Meeting on 14 and 15 May, including a series of lectures on Evolutionary Biology and Human Health, please go to [www.aibs.org/annual-meeting/annual\\_meeting\\_2007.html](http://www.aibs.org/annual-meeting/annual_meeting_2007.html). All seats are \$50.