

Decoding Science

Bridging the gap. Engaging the public.



THE 10TH ANNUAL
MU Life Sciences & Society Symposium

MARCH 10-15, 2014

lssp.missouri.edu



What we understand of our world comes largely through science. It's hard to imagine a world without the products of science, be they convenience, health, food or inspiration. But it's also hard to imagine a topic that has had more difficulty being understood by the public that supports and pays for it. Why is this?

"Decoding Science" will focus on how the scientist-public dialog can be improved. Experts from both science and communications will discuss crafting effective messages, understanding audiences and establishing useful interactions to reconnect and rekindle the conversation between scientists and the public. Join us to learn how to engage with the public to address serious issues in human health, food security and the environment.

SPONSORS AND PARTNERS

- Mizzou Advantage
- MU School of Journalism
- Bond Life Sciences Center
- MU College of Agriculture, Food and Natural Resources
- MU College of Arts and Science
- MU Trulaske College of Business
- MU School of Medicine
- MU College of Engineering
- MU Office of Research
- MU Libraries
- The Smith/Patterson Lecture Series: MU School of Journalism
- Ragtag Cinema
- Saturday Morning Science
- PS Gallery
- The Mizzou Store
- Columbia Public Schools
- MU Interactive Theatre
- Columbia Public Library



Decoding Science Symposium - March 10 - 15, 2014



Skloot



Surowiecki



Nye



Mooney



Brossard



Neeley



Kline Pope



Olson

MONDAY, March 10, 2014, 7:30 pm

Jesse Auditorium, Jesse Hall, MU **Doors open at 6:30 pm**
Free general admission ticket required. See ticket information below.

REBECCA SKLOOT – Author of the #1 New York Times bestseller, *The Immortal Life of Henrietta Lacks*, and an award-winning science reporter on topics ranging from goldfish surgery to packs of wild dogs in Manhattan.

THURSDAY, March 13, 2014, 7:00 pm

Bush Auditorium, Cornell Hall, MU
Free admission. No ticket or registration needed.

JAMES SUROWIECKI – Author of *The Wisdom of Crowds*, Surowiecki makes complex human behavior and systems clear every week in *The New Yorker*. How does he do that?

SATURDAY, March 15, 2014, 10:00 am

Jesse Auditorium, Jesse Hall, MU **Doors open at 9:00 am**
Free general admission ticket required. See ticket information below.

BILL NYE – He's a man with a mission: to help people everywhere understand the science that makes our world work. Bill Nye makes science entertaining and accessible as America's favorite "standup scientist."

Visit lssp.missouri.edu/decodingscience for an exciting array of events affiliated with the Decoding Science Symposium!

TICKETS FOR REBECCA SKLOOT ARE AVAILABLE AT:

- Missouri Theatre Box Office (203 S. 9th St. Columbia, MO 65201)
- MSA/GPC Box Office in the MU Student Center at MU

Maximum 4 tickets per person. NO PHONE ORDERS. For larger quantity ticket requests contact Karla Carter at carterka@missouri.edu.

IF NEEDED, OVERFLOW SEATING WITH A LIVE VIDEO STREAM of the Skloot presentation will be available at the following location for those without tickets:

Monday, March 10, 7:30 pm – REBECCA SKLOOT
Overflow seating, Monsanto Aud., Bond Life Sciences Ctr, MU, doors open at 6:30 pm

SATURDAY, March 15, 2014, 12:30-5:00 pm

Jesse Auditorium, Jesse Hall, MU
No tickets needed. Free registration appreciated at:
lssp.missouri.edu/decodingscience

CHRIS MOONEY – 12:30 - 1:15 pm Mooney is a science journalist and author of *Unscientific America* (with Kirshenbaum), *The Republican Brain: The Science of Why They Deny Science and Reality*, and New York Times bestselling *The Republican War on Science*.

DOMINIQUE BROSSARD – 1:20 - 2:10 pm Professor and Chair of the Department of Life Sciences Communication at the University of Wisconsin, Brossard studies strategic communication and public opinion in science and risk communication.

LIZ NEELEY – 2:30 - 3:15 pm Neeley, assistant director of Science Outreach for COMPASS, leads communications training for scientists, specializing in social media and multimedia outreach. She previously studied tropical fish evolution.

BARBARA KLINE POPE – 3:20 - 4:05 pm Executive Director for Communications for the National Academy of Sciences, she leads the Science & Entertainment Exchange, which connects top scientists with the entertainment industry for accurate science in film and TV programming.

RANDY OLSON – 4:10 - 5:00 pm A recovering marine biologist, Randy Olson is an independent filmmaker and author of *Don't Be Such a Scientist* and *Connection: Hollywood Storytelling Meets Critical Thinking*. Randy is a leading proponent of storytelling in science communication, about which he leads workshops for scientists. His films include "Flock of Dodos" and "Sizzle," about evolution and climate change, respectively.

THE BILL NYE EVENT IS SOLD OUT.

OVERFLOW SEATING WITH A LIVE VIDEO STREAM of the BILL NYE lecture will be available at the following locations for those without tickets:

Saturday, March 15, 10:00 am – BILL NYE
Overflow seating, Bush Auditorium, Cornell Hall, MU, doors open at 9:00 am

Saturday, March 15, 10:00 am – BILL NYE
Overflow seating, Monsanto Auditorium, Bond Life Sciences Center, MU, doors open at 9:00 am

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