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# KT PUBLICATION INITIATIVES

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# ONLINE PUBLICATIONS

- \* 100 Views of Climate Change -> SueEllen and John
- \* CMMAP website - Learn About -> W2U
- \* CMMAP Newsletter
- \* *ClimateSense*

# CMMAP Newsletter

- \* Publish quarterly/biannually (following each Team Meeting)
- \* Write-ups on events from the past quarter
- \* Milestones
- \* Feature articles by CMMAP students/researchers/staff



# CMMAP



## Communication Workshop for CSU Graduate Students

Recently, The School of Global Environmental Sustainability (SOGES), the Graduate Degree Program in Ecology, and the Center for Multiscale Modeling of Atmospheric Processes (CMMAP) sponsored the 2011 Environmental Science Communication Workshop for 23 doctoral and post-doc Fellows. Jim Benedict, a CMMAP post-doc, attended the workshop and has provided a brief overview of the two-day event. Other CMMAP graduate students attending were Parker Kraus, and Rachel McCrary.

It is the age of information. It is bombarding us from all directions. As part of the mass media explosion, global climate change is receiving more attention. The jobs of journalists—and the scientists they interview—has become critically important. Journalists report on cutting-edge science for the curious public. They artfully filter an abundance of information and package it for literary scholars, astrophysicists, local and national government officials, and the voters who elect them. Members of the media can strongly influence public opinion and thereby impact public policy. When scientists speak directly to the public, the journalist filter is bypassed. Both young and

veteran scientists must learn to accurately communicate their research findings to non-specialists... and soon.

On May 9-10, thirty doctoral and postdoctoral students from Colorado State University (CSU) participated in the 2011 Environmental Science Communications Workshop, which was sponsored by the School of Global Environmental Sustainability, the Graduate Degree Program in Ecology, and the Center for Multiscale Modeling of Atmospheric Processes (see <http://soges.colostate.edu/communicationsworkshop> for full description). I had the privilege of participating in this workshop, and it made clear the rewards, risks, and responsibilities that come with stepping into the public eye.

**“Step out of your comfort zone,”** were the words on a slide during the workshop’s opening presentation—complete with an image of a gauge and its needle pivoting reluctantly from green to red. Speaking to the media and the public, as it turns out, is not at all like speaking to other scientists at a conference. I sensed then that “thunderstorms” would be replacing “deep moist convection” in my vocabulary until further notice. During the workshop, we learned that skill is essential to becoming an effective communicator, to know who the audience is and how to adapt the message to

*Nancy Baron, Outreach Director of the Communication Partnership for Science and the Sea (COMPASS), Aldo Leopold Leadership Program, speaks to young scientists from Colorado State University during the Environmental Science Communication Workshop.*

fit them. Are they knowledgeable about the subject? Will they be receptive to the message? How can I make the topic more interesting? We learned that answering these questions before speaking to the media or developing a public speech makes it much easier to engage the audience and communicate our findings and ideas successfully.

Another important topic that emerged from the workshop was the challenge for many of us young scientists to see and understand how our concentrated area of research relates to “The Big Picture,” which includes the connections among the branches of science and between science and society. Too often we become so focused on the details of our research—investigating why something behaves as it does—that we forget its broader context and why we study it in the first place. The links among society, animals, plants, soils, water, and weather, and how these connections might be altered by climate change, were brought to the forefront during our workshop discussions.

As global climate change and its impacts on our society and the environment continue to make headlines, we as scientists will be called upon to explain to the public what our lab results, computer models, and field experiments mean to them and to the world. Programs like the 2011 Environmental



CMMAP Objective: Create an online magazine for public outreach.

Steps taken so far

- Planning group provided input, and helped draft description.
- Demonstration website created, [www.climatesense.org](http://www.climatesense.org)
- Mock content submitted by group.



## Planning group

- Brian Jones - LSOP
- Dave Randall - CSU Atmospheric Science/CMMAP
- Diana Wall - CSU SOGES
- Howard Drossman - Colorado College Chem. & Biochem.
- John Calderazzo - CSU English
- Sue Ellen Campbell - CSU English
- Niall Hanan - CSU NREL/South Dakota State University
- Julia Klein - CSU ESS
- Meena Balgopal - CSU Education
- Michele Betsill - CSU Political Science
- Scott Denning - CSU Atmospheric Science/CMMAP
- Wayne Schubert - CSU Atmospheric Science/CMMAP



## Description

- **Mission** - To foster cross-disciplinary conversations about current topics related to climate change, and to promote climate literacy among university students, scientists and scholars, and the broader general public.
- **Target audience** - students, researchers and educators at the university level. Broader range of interested readers.



## Format

- Original articles are preceded by short introductions written by a Contributing Editor. The introductions highlight the multidisciplinary, informative, and topical merit of each piece.
- Online only, open access





## Content and style

- We solicit the widest possible range of informative, interesting, current, well-written articles on Earth's changing climate, with the important caveat that every article needs to address more than one discipline.



## Editorial Policy

- No formal peer review. All decisions are made by our editors, who consider factors including:
- Presentation: whether the writing is interesting and compelling;
- Broad interest level: whether the piece speaks to students, educators, policy makers, the public, as opposed to being aimed primarily at other specialists in the writer's own field;
- Multi-viewpoint: whether the piece involves more than one disciplinary/professional/practitioner perspective;
- Relevance: whether the content will promote climate literacy. In some cases, the editors may solicit responses to individual pieces to create moderated, on-line conversations.

**Recent Articles**

- [Progress on desertification?](#)  
By Niall Hanan  
Published on Nov 9, 2010
- [The Road to Copenhagen: How did we get here?](#)  
By Michele Betsill  
Published on Nov 8, 2010
- [Clouds: The Wild Card of Climate Change](#)  
By NSF Press Release  
Published on Nov 5, 2010

**New forum topics**

- [Welcome to ClimateSense](#)  
[More](#)

**Recent comments**

- [a link to changing climates / 100 views of climate change?](#)  
By kelley  
7 months 3 weeks ago

**Who's new**

- [kelley](#)
- [Scott Denning](#)
- [John Calderazzo](#)
- [Sue Ellen Campbell](#)
- [Brian Jones](#)

**Progress on desertification?**

By Niall Hanan  
Published on November 9, 2010



"The history of every Nation is eventually written in the way in which it cares for its soil." These are the famous words of U.S. President Franklin D. Roosevelt spoken on March 1, 1936 at the signing ceremony for the Soil Conservation and

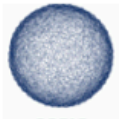
Domestic Allotment Act. The new law set in motion a series of policies and incentives for farmers designed to safeguard American soils and prevent re-occurrence of the infamous dustbowl conditions of the early 1930's when drought and poor land use practices led to extensive erosion and abandonment of farms across the North American Great Plains.

Article Tags: [Policy](#) [Ecology](#) [Desertification](#)

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**The Road to Copenhagen: How did we get here?**

By Michele Betsill  
Published on November 8, 2010



COP15 COPENHAGEN

Delegates from more than 180 countries will meet in Copenhagen, Denmark 7-18 December to negotiate a new global climate change treaty. The Copenhagen meeting will culminate a two-year process begun in Bali in December 2007. The current negotiations attempt to address two major issues: 1) the role of developing countries in a global response to climate change, and 2) additional commitments by industrialized countries for reducing greenhouse gas emissions. While these issues are being treated separately in the negotiations, countries are using their connections in a big game of "chicken."

Article Tags: [Policy](#) [COP-15](#)

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## Next steps

- Organize content creation
  - Polish initial static content, e.g., description, article submission guidelines, editorial policies
  - Solicit initial articles
  - Dovetail with CMMAP newsletter
- Launch

