

REALTIME FILE

MIF

Annual Forum-(Zoom)

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>> Hello, I'm Vince Stehle, Executive Director of Media Impact Funders, and I would like to welcome you to the final installment of our 2020 Media Impact Forum. If you have been listening closely to our programs up until now you might notice some beautiful music that we start with. That was Arnetta Johnson, who is a brilliant young trumpeter, she was with us last year in person at the media impact forum and we thought we'd like to bring her along with us at least in spirit for the musical interludes that we have had. Throughout our forum over the past three weeks we have explore the many ways that philanthropy support media that investigates the issues of climate change and the broader environmental challenges. We have heard powerful and passionate encouragement for us to fund more media from an impressive array of voices including legendary actress and activist Jane Fonda and Marine biologist Ayana Elizabeth Johnson to name a couple. We've heard from Al Roker about investment in resources like the climate matters program that supports broadcast meteorologists and other journalists and the impact that fact-based reporting has had in building widespread recognition that climate change is real. We have discussed the importance of hearing from indigenous people and other front-line reporters and the obligation to support efforts that will help keep them safe and healthy in the face of myriad dangers. We have also presented our own brand-new report environmental media grantmaking, how funders are tipping the scales toward change. In that we see a substantial amount of foundation support for media about the environment and yet we believe that given the nature of the threats to the risk that we face we need to do much much more. And to underscore this point today I have an article published in the Chronicle of philanthropy in which I argue that philanthropy is correctly focused on directly issues the threats we face in society like an infectious disease pandemic as well as the growing danger of climate change but the portion we spend sounding the alarm on these issues is a tiny fraction of what companies would spend for a similar objective. In our report we identify about 167 million dollars in grants for environmental media just over the decade of 2009

to 2019. By contrast in just one year the top 10 property and casualty insurance companies like Geico and farmers, they spent X \$.7 billion to encourage consumers to address the risks they face in life. At the heart of these discussions a fundamental concern is the ability to ground our environmental media in solid science, to use evidence-based information effectively to help [indiscernible] stories and through journalism or documentary film or public awareness campaigns that will lead to sensible decision-making. In today's discussion we are going to lead off with Elizabeth Christopherson, president of the Rita Allen foundation and an MIF Board of Directors at the Rita Allen foundation have been leading a new movement on civic science, which hopes to spark a broad engagement with science and evidence that, to spark a broad engagement with science and evidence that will help to inform society's most pressing problems. Before I turn the zoom over to Elizabeth I also note that we are coming to the end of our forum programming this year so I want to just take a brief moment to introduce you all to our staff who make these programs and everything we do at MIF possible.

First Marie Porter is our operations manager and Marie has been with us a little over a year. She came on as the office manager but that was when we all actually went to an office and in the time she has been with us she has taken over myriad responsibilities throughout the organization, and thus her title reflects that. Sabira DePiero used to be the operations manager before Serafia came along she's now the executive producer --- which is [indiscernible] role for a philanthropical organization but Sabira helps keep it all together [indiscernible] running like a well-oiled machine running the way executive producers are supposed to do. Courtney Eshleman is the director of engagement and her most important role is to build the network and we gratefully receive support from all of you through grant memberships and payments. And thank you for your support and if you are not a member and would like to become one please reach out to Courtney at media... Sorry Courtney@mediafunders.org. If you were with us last week for episode four in the series you met Nina Sachdev director of communications or receives all the [indiscernible] publications news website social media accounts of the reactor twitter feed. In fact, we will be tweeting today as usual and especially overseeing the publication of our reports like our new report environmental media grantmaking. Thanks, Nina. For all that work. And finally last but not least, Roshni Melia who oversees all things program immediate impact funders. If you have ever been a speaker at the program you know what a meticulous and thoughtful professional she is, we have been really happy with how well the remote form has gone and I think much of that is due to Roshni's careful planning. In the previous year [indiscernible] June 20 and I tortured Roshni by wishing her happy birthday in front of a large crowd while she was on stage but on Saturday we can wish happy birthday to her wherever we are. She will be enjoying some well-deserved rest after the gargantuan task of organizing all of these programs. Thanks, Roshni. I will turn the program over to Elizabeth, we note we have 90 minutes in total with 60 minutes devoted to the moderated discussions and the remaining 30 minutes reserved for comments and questions but with a little time for the staff acknowledgments we have just done we may go over a little bit and we will get into

questions a little after 2 PM but I'm sure we will have plenty of time for questions so please click on the Q and A button at the bottom of your screen at any point in the next hour or so if you have a comment or a question and we will call and you and we get to that point in our discussion. Thanks and please take it away, Elizabeth.

>> Thank you, Vince. And thank you for a set up that only begins to capture I think all of the segments of this year's media impact forum, which I know was different from other years because of the situation that we are all in. And I know that you mentioned that it's been an impressive roster of speakers and engagement and discussions leaving us with much to think about but I'm very glad that you also showed the impressive roster of team Media Impact Funders who really have worked very hard to help create this with your leadership and that of the Media Impact Funders, board members who also are participating also. And I do certainly encourage people to join this growing community. It really is important I think to come together and be discussing these topics and really media's role in advancing some of the important changes we want to see. I think a question that resonates with me too is how do we each and as a community learn, change and act to build a more equitable and resilient future. This is a question that we have given a great deal of thought at the Rita Allen foundation where I sit, because we are supporters both of basic scientific research and informed inclusive civic engagement and we have seen the urgency of crossing silos to address wicked complex issues that face us and media's key role again in engaging diverse communities to help us make better choices. So at this forum, as Vince has noted, amidst a global pandemic we cannot use the site of the emergency that will be with us long after the vaccine is found, and that is climate change but some of the answers will come from science in the laboratory to conduct research on vaccines and climate models and by scientists engaging and civic life in order to bring data to decision-making but solutions will not come from scientists or science alone and we are grappling with long-running crises that make both climate change and covid 19 pandemic so much worse as we have been discussing throughout the forum, systemic racism, pervasive in a quality the exclusion of the most important voices in any solutions to climate change or public health, the voices of communities who are being most affected, and I'm glad that you also reference to Dr. Ayana Elizabeth Johnson who said at the start of this forum the problem is really one of humanity. It is a lack of leadership, a lack of all the best ideas on the table. So our collaborative efforts with other funders and partners and fellows require new approaches, new voices and leveraging the full range of our resources. We know that not only because of our values but also because of the evidence, the growing science communication has disproven the idea that just giving people more facts will change anything. Our communication has to be rooted in understanding diverse needs and identities and co-creating solutions together. I'm really delighted to welcome two co-creators here that in mind, Dr. Karen Andrade and Kishore Hari [indiscernible]the intersection we call civic science, so Karen is part of the first cohort of civic science fellows now beginning their work. She's a civic science fellow at the science philanthropy alliance, which is a partnership among major private supporters at the base of scientific research and she's also an interdisciplinary environmental health

scientist by training. She has expertise in community-based participatory research and a track record of engaging diverse communities in science. She will share more with us about her experiences facilitating research collaborations between UC Berkeley students and San Francisco Bay area communities. She is a graduate of UC Davis and earned a PhD in environmental science from UC Berkeley. And she's still very young. Lots you have been doing, Karen. So Kishore Hari manages strategic partnerships communications and engagement at the Jan Zuckerberg initiative. He is a longtime science advocate, a community organizer, a public engagement practitioner and he is dedicated to engaging the public in science through interactive and informal settings. He serves as the science correspondent for Adam Savage's tested.com, he was director of the Bay Area science Festival and he founded the landmark San Francisco-based science Café events called it down to a science. He also started Bay Area science.org an online portal of science related events in the bay area. Kishore has an educational professional back in science including a degree in chemistry from UC Berkeley and is cofounder of the environment services company and Kishore Kazin does inspire countless communicators to use their voice. I'm truly delighted that they are both integral members of a larger network of collaborators creating a community of learning and informed practice around the framework of civic science with the goal of shaping a more equitable and resilient future. So today together with Media Impact Funders and many other connected efforts we are creating this partnership with humility and a need to listen to different sources of knowledge, to share what we are learning with the broader community. From our many conversations with Karen and Kishore I look forward to the insights they will share today in the brief amount of time we have together, but before we get started, I would like to ask you in just two minutes, which is too short a time, what is on top of your mind right now Karen why don't you start?

>> Of course thank you Elizabeth for that wonderful introduction. I'm so honored to be here and what's on the top of mind for me right now is really how central and ubiquitous are the topics of racial equity, particularly what we are discussing today people's perception and understanding and attitudes of science. Particularly as you mentioned in the time of crisis we are living in. A key belief of mine is that the lack of scientific knowledge or lack of access to scientific knowledge to research and training really translates and compounds power inequities and I learned this firsthand when I was working for the city and County of San Francisco and I saw how community voice really struggled to be heard by decision-makers because they did not have access to science. Both literally they could not hire a scientist or a statistician to make their lived experience be heard and also because they did not have access to being embedded in science as a practice, as in indication, as a system. The lack of access to science and scientific knowledge it became clear to me that it perpetuates inequities in many spaces. And that is top of my mind today.

>> Thank you for doing that so briefly. I really appreciate it and Kishore I know we talked also that you had maybe a story also to add.

>> Yeah, I would say what is top of mind is throughout our history whenever there's been biomedical innovation as we are going to need to get through this pandemic we have seen a furthering of social inequality. I was at a number of the black lives matter protests over the last few weeks and one that I was at in San Francisco, I went with a number of doctors and students and nurses from UCSF where I formerly worked and while the crowd was so appreciative to see frontline health care workers out there standing with them we met a woman that had lived in San Francisco in the Mission District for a long time and she came up to us and started talking to us about a scientist that works at UCSF and I have gone to a lot of protests I helped start the March for science in 2017. This was the first time any protester has name checked a scientist and a professor to me during a protest. But what she brought up was that the scientist had brought up running studies that he had collected it on the African-American community in San Francisco and really had essentially ghosted them. And the feeling of being reduced to a data point and that their own lived experience, their own data was sort of denied it to them, that hurts that she was sharing and how that impacted her trust of science going forward was palpable in the short conversation. And it reminded me of how much agency that members of our communities have and that they are engaged in what's going on. I think often times a story in science has been well people care about XYZ so much more, whether it is the economy or healthcare or something else. But I think there's pockets of members of the community across this country that deeply care about science and are just looking for better opportunities to engage alongside with us and quite frankly we are not going to get through the current situations and the crises of the future without them.

>> Kishore, that's such an important shift that you are pointing out and lots in there including how we think about evidence to improve earned or lived knowledge and then needed intersection between other types of evidence too. But from your years in the front lines of science communication we are going to ask you a couple questions Kishore, and Karen as we agreed from the front lines of science community should what can you share... About how what it has historically been and what changes you see now that are beginning to shift as we start thinking about more effectively communicating and really the word is engaging isn't it because we can talk about communication without engagement.

>> Yeah when I got started in science can indication I did not have any grey on my face and now I'm a grizzled veteran now I think according to some. I will reflect back, I use to have a science in society podcast or mother Jones. And we intentionally started it, this was a podcast that Chris Mooney and Indre Visconti started out. Chris Moody a long time environmental reporter and climate reporter. And we look and it intentionally said, to the audience into mother Jones we are going to focus on the intersection between science and social issues. But as we went through it, it is very clear the audience wanted to hear science stories first. That is what they cared about. They wanted to hear from the scientists. They wanted a level of authority coming through and historically science communication, especially when you even just rewind the clock a few years has

focused on the transfer of knowledge, the education, the understanding of the concepts and ideas. And it was really clear to us when we really started to dig into the details that that is not where the growth needed to be. That's not where as we peeled away the layers, where the audience really wanted to go when given the right opportunity. And I will bring up a specific example. So like during the Flint crisis like mother Jones was covering that extensively, and we were doing some coverage as well and I was talking to a member Mark Everstein who was the civil engineer at Virginia tech who what basically laughed his lab of civil engineers, they jumped in a minivan and went to Flint and went door-to-door listening to people at their kitchen tables about their experience with the water in Flint. And I was talking to one of the team members and it was so clear that our audience needed him as a messenger to hear this because when we had tried to put on members of the Flint community they could not wrap their head around the message that was being received. They could not see the world through those eyes, even though the stories were immensely powerful about what they were seeing. But when they heard the engineer, this person that they had some level of blind trust in because of the kind of work that he was doing, he immediately shifted and he talked about it wasn't necessarily like how the pipes were connected and how the science behind the connection. He talked about going to town hall meetings in a particular one where a community member was arrested where the city Council did not want her to keep talking about the issues she was having with water, and the experienced with a scientist engineer sitting in the audience and seeing what he saw was democracy sort of being undermined in that moment, and what it told me is that we often times in science communication have created an artifice of science over here, society over here and the gap is an incredible amount, and incredible gap that covers so many experiences. And when we shrink that we have the ability to tell incredibly powerful and rich stories to audiences that are really looking for the type of messenger and authority. We should note that scientists remain one of the most trusted roles in US society and it has been that way for a number of years. And in recent times they have been just behind military and firefighters among the most trusted individuals in American society and I believe since the start of the Covid pandemic we have passed the military. So now we just have firefighters to overcome I guess. But the point of it was I guess during that time it was really clear how we needed to pair the storytelling that was already there from the community with the scientific expertise to reach a particular audience and that told me so much about the nature of the stories that we are trying to tell in science are less about spreading the knowledge so that everyone is on the same plate. But more about being really specific about our targeting through our messenger and our message to who they reach based on the values and beliefs they hold.

>> Thank you, Kishore. I have two more follow-up for you, and that is as we think also about the shifts not only of trusted messenger but also about creating sort of meaningful relationships with audiences, there are some tools that are available and some research that helps us think how we can better make this connection as specially as we are getting increasingly polarized on issues such as climate change and many other science related issues that are in society. Might you comment on that also?

>> Yeah if we rewind the clock back just a few years we would talk about America is having one perspective on science or one perspective on climate change. That started to rapidly change with Dan [Cahon] and the yield climate medications programs work on establishing that six America's landmark research report that really started to break down perspectives toward climate in different segments based on long-held attitude, what their behavior is to a certain extent. We have undertaken similar research at CZI looking through the lens of science and particularly biomedical research in the context of the Covid pandemic and what we are seeing consistently over and over again from the initial report that yield lead and has repeated over time that there is not this massive anti-science or anti-climate movement. There is a small organized and outsize number of people that have large views that tend to be amplified on social media. But at the same time, the majority of people fall into these realms where they are either under engaged or not engaged on their terms. And really what we see is this ability to pair this really powerful data with the storytelling and the messengers that already exist in the market right now. And have our stories be really targeted to those that are going to be most receptive to it based on who they are and what they believe in. We are not going to send that same scientist that was talking about in Flint to go talk to the Christian conservative in Texas who has never had any relationship with a scientist or engineer in their life. Their values just will not align. So while we can do a lot of effort to make them talk to each other, it's going to be a lot of effort but there are a lot of messengers that are appropriate. I think when we start to see the data driven approach to engagement start to be paired with the people that are doing the work, the effectiveness of the messages can rise. We are already seeing a lot of success in the climate community with this. I think the question now becomes how do we scale this across science so that science becomes a tool of the people as opposed to a tool that scientists use to move our knowledge forward.

>> Exactly there's not nearly enough time, Kishore, to dip into your deep knowledge but can you quickly segue and give Karen some time to allude to a philanthropy due to drive the strategic work forward?

>> I think it is two simple things. We need to focus on people not projects and invest directly in the people that are doing this work and get out of their way. And then arm them with the kind of data they need to be more effective in what they do. And I think when we take that approach we are going to drive innovation in terms of what is created and how it is created and moreover we are going to together perspectives and ideas into the kind of economy of science communication that we have not seen before. And right now that is more needed than ever. In fact to this moment during the pandemic is probably going to set people's perceptions of science for generations to come. So now is the moment to invest in those people, a diverse cohort of people to really give them the tools to really get out there in the field and tell stories.

>> Fantastic. And speaking of, since we all are investing in civic science fellows let us introduce and turn it over to and thank you so much Kishore, a phenomenal start. I think

one of our fellows to Karen to tell us a little bit more about what it's like being part of the inaugural cohort of fellows, and what drew you to this work and perhaps pivoting how you see the pivot point in science communication. Perhaps you can combine both of those Karen thanks.

>> Yes well I am so happy and proud to be part of the civic science inaugural cohort. It really feels like a home that I was searching for for a long time. As you said I am in a very mental health researcher and I always have 2 feet, one in the research and doing the lab work and doing the big omics work but also in getting that understanding but also being really concerned and really thinking about the role of science in society. And so to me actually what drew me to civic science was I feel like this is something that always been part of who I am. As I mentioned in what was top of my mind I have always felt, I was wondering when the science hit the road, when does it actually get into the hands of people. For them to have the agency to change their world and their communities. And so I started to work at UC Berkeley as you mentioned briefly, starting just a model to show both students and professors and community connecting community research questions to researchers in the Academy. And the synergy that I saw happen there was really, pointed me to the potential for collaborative growth, for sharing of power and knowledge and how they really helped build toward the promise of a more just society. And for me that is why civic science matters to me, and that's why I am so happy to be here. And I think I completely agree with Kishore that the current pivot in science communication is we are starting to grapple with how do we make inclusive spaces where people can both receive the information but also make the relationships that really start to change perspectives and empower them to not only have a voice but also to take action in their communities. To me that is the big pivot that I see happening and I am so happy is happening.

>> Karen, we of course are running a little bit behind but I want to ask you one last question before we wrap up and that is as we speak to science engagement along this arc, who's doing the kind of science engagement work and who do we need to bring to the table? I think this is a really important note to kind of conclude our segment. Thank you.

>> Yes I think, when, when I think of this I think a lot of the fact that for example science is a very difficult place and I as, going through, from undergraduate to grad school to getting the PhD to have the postdocs as you said I feel like I strongly believe that we need to do work and look at the internal legacies that were in practices that perpetuate racism, sexism and many ills in the institutions and while that will then make the inclusive space, for the voices I think that the voices that are missing, really the voices of, as I mentioned earlier too, the anecdotes. The important lived experience of the many people that are not in the room and from the migrant worker to many other people that we don't traditionally listen to. And to really sort of frame this not from necessarily from us sharing power, but also making space for communities and thinking about the additive and incremental, the, how their voice will add to our power and

knowledge and the beauty of our spaces and our work. To me that is the voices that we, and the approach we need to be taking to bring more people into the conversation.

>> Thank you, Karen, so much, and would you add your final question that I was going to ask you about from your perspective on the role of philanthropy at the civic science ecosystem perhaps into the chat box so I can conclude by saying that in this brief amount of time we are indeed very grateful to you, Kishore and Karen for the issues you brought forward. We certainly think Media Impact Funders for creating a community to look closely at these critical complex and intersecting issues and look forward to continuing the conversation today and beyond as well as the rest of the program today so thank you.

>> Thank you, Elizabeth. And I should note that Elizabeth is also chair of our program committee so she really helps us to shape all of the programming with the high-level oversight of that work. And this session today is supposed to especially help us shape the programming for the coming year where in the learning agenda we have highlighted the importance of science communications and evidence-based information in shaping the public debate. So hopefully we can all encourage everyone who is listening to share ideas with us on how we can better shape the program moving forward. I'm so happy that we had the conversation that you just moderated Elizabeth. It's something that echoes what we have heard throughout the forum, the importance that racial justice is tied to environmental justice and the impacts of climate are going to be unevenly distributed to affect communities of color and in other ways call for climate justice as well. So we know that these issues are interlaced. That was certainly clear from the first person we heard from in the forum when Amy Goodman interviewed Ayana Elizabeth Johnson and we also heard similar themes addressed in your own programming, the civic science resume conference discussions that you are conducting parallel to this, just the most recent one was quite illuminating on these topics as well. And we will post links to that as well in the chat. But now we are going to turn to lessons we have learned at the Frank gathering, one of the last trips we were able to take when we were still traveling was our annual pilgrimage to Gainesville where the Frank gathering brings together the most amazing public interest communications experts, academics, practitioners, foundation representatives. And we love to go to Gainesville for that gathering, and we heard several really interesting presentations, three of whom we are going to hear from today. And to lead us in that discussion, Annie Neimand, the director of research at the Center for public interest communications at the College of journalism and communications at the University of Florida is going to moderate this section and the lessons we learned from research in communications will also help to illuminate the third discussion as well and I will come back to mention a little bit about that as well but now I'm going to ask Annie Neimand to take over from here.

>> Thank you Vince and thank you Elizabeth. That was so fascinating and I'm so excited to be a part of the conversation. At the center we believe that increasing engagement with science to help solve society's present challenges requires that we

apply insights from science to the stories we tell and how we communicate to build community engagement. And this is particularly true in this hyperpolarized moment with our tendencies to pick sides based off of our identities encroaching into matters of public health, freedom to live without fear of police violence and the looming point of no return we face with climate change. This moment requires science that can help guide us forward. At our Frank gathering this year which has been set is a gathering for changemakers we heard from three scientists whose inspired work polished to consider how we build a culture of civic science. We will hear from them today. Their work helps us imagine ways of engaging communities to build the world that we wish existed so first we will hear from Dr. Davin Phoenix Dr. Phoenix is a professor of political science at University of California Irvine and he studies the intersection of race policy and emotion and we will then hear from Gordon Kraft- Todd he's a postdoctoral fellow at Boston College and his work focuses on the [indiscernible] environment till action and lastly we will hear from Dr. Katherine Dale. Dr. Dale is an assistant professor at Florida State University who studies how we experience of transcendent emotions and media like awe and what can it inspire us to do. So to get started we know from research that people often make decisions and judgments based on a motion. And we know that different emotions like awe... Hope prior to fear anger and grief motivates us to do different things. Dr. Phoenix, your research supports this finding and gives it nuance suggesting a different emotion motivates us based on race. Can you tell us more about your research?

>> Thank you, Annie, and hello everyone. I'm going to share my screen. So as we think about people encountering urgent pressing, even generation defining issues to inspire change we hope we can respond to the sentiment I can to the lines of Howard Beale and the classic 1976 film network... Let's see. I'm mad as hell and I'm not going to take this anymore. That quote resonates with how political scientists view anger to shape behavior. It makes people less risk-averse and makes them more confident in their actions and more impulsive thus it's very effective at moving people off of the sidelines and onto the playing field, increasing people's motivation to engage in civic and political actions such as canvassing for candidates or issues, contacting local officials attending meetings and town halls or partnering with community groups to address pressing concerns. All the kinds of actions that we hope people will take to address Environmental issues but there's a catch. In my work I find the people who generally occupy socially or politically marginalized positions in the US specifically people of color, black Latinx Asian and African-American folks do not respond to the pressing issues with the same amount of action motivating anger as their white counterparts. Why is this? a primary reason is that these groups simply do not possess the same confidence in their collective agency or confidence in their influence over political outcomes. And so without the sense of control within the environment rather than respond to these pressing issues with anger they are more likely to respond to something akin to resignation and that does that move them off the sidelines.

So that finding is particularly relevant in the domain of climate change because across racial lines and across the social political spectrum people also feel they like to have influence over the big seemingly intractable issue the pervasive sense that one's actions matter little in the scheme [indiscernible] for the sense of motivation and set for the motivational poll [indiscernible] to stem the tide of increased global warming. But my work shows that there's a viable pathway to compel meaningful action on pressing issues like this, even from people who find their impact is often ineffectual. Rather than seeking to get them mad as hell we can give them something to feel proud about, or something to feel hopeful for, and that can motivate increased civic and political action among people who often feel marginalized. The feeling of pride enhances one's sense of self-efficacy and sparks joy that motivates one to stay the course of action. Meanwhile hope enhances people's capacity to imagine new possibilities and drives them to put in the work to bring the future vision to pass. So we can imagine the responses to calls to action on climate change that don't solely emphasize the scope of the issue or [the consequences]. But rather calls to emphasize the real power that everyday people possess to make headway on this issue to sustain collective action. Calls that lay out a promising vision or not only robust action on climate change can have profound impacts on the environment but also how can they had race related ills [such as environmental] racism and also expand economic opportunities. So framing our appeals to act on climate change with the understanding that pride and hope compel action among those who can often feel skeptical about their influence can open a pathways for people to move from the sideline into the field of urgent participation.

>> Thank you. I so appreciate the nuance that you give to this conversation about the role of emotion in motivating us and I think your research pushes us to acknowledge where the communities are when we seek to engage them and if we feel they like agency or power we can use a motion to bring them in.

>> Absolutely I think it is really critical for us to recognize that people aren't simply responding to threat messaging. Right? in terms of urgency. We want to convey a real genuine opportunity and I think the other speakers will speak to this, for people to make some headway to make some real progress. You can't just give people the problem without giving some kind of blueprint or pathway for solution.

>> And increase their feeling of power. Thank you so much. So it is also well known that messengers play a critical role in mobilizing communities. We've heard a little bit about that today. Effective messengers are seen as trustworthy, credible and authentic. Dr. Kraft Todd your research builds on this body of research and tells us we can also identify effective messengers by the actions they take. Can you tell us more about that?

>> Sure. And while I am sharing my screen here I just want to say what an effective messenger Annie is for the Frank gathering for the folks on the call who have not seen the Frank gathering she mentioned the three of us are joining but I was very honored to be among this host of amazing scientists and activists and I can't say enough good things about Frank. So check it out.

Okay, so I'm here to tell you all about some work that I have been doing that is inspired by the phrase actions speak louder than words. So you have probably all heard that before, but... Why... There we go why is it true. So if we were in person I would do this in a demonstration, but I will just ask you to do a sort of thought experiment. So imagine I had two sort of bags of mushrooms. Actual mushrooms with me and I said you know one bag is poisonous and the other is not what you don't know which is which. And I ask all of you listening to imagine what you would do if I just told you that the mushrooms that you see on the left are not poisonous, whether you would come up and try one of the mushrooms, if we were in person. And then the key part is that if I were to eat one of the mushrooms, that I would ask again for everyone listening, if you would imagine coming up in trying one of the mushrooms then. So hopefully this gives you sort of, primes your intuition for this explanation that I'm about to give. But why do actions speak louder than words? basically we all know that talk is cheap. So why don't I just tell you which mushroom is not poisonous. All you have to go on is your trust in me. However, our actions can be costly. So when you see me eat the mushroom, then you know that I believe that it is not poisonous because if it were that to be really bad for me so why do actions speak louder than words? Because actions are more costly they are a more honest symbol of our beliefs. So in the context of going to present this research on, I don't need to tell you all that the globe is warming. And there are many things that individuals can do to address this. And one of them is to install solar panels on your home. So my collaborators and I went to the state of Connecticut and we partnered with the solarize Connecticut campaign which is a community organization campaign encouraging folks to install solar panels in their homes and this was a huge undertaking of which I was a very small part, in partnership with a bunch of other organizations. and a key part of the campaign were the committee organizers themselves who were called solar ambassadors represented by the goofy mascot. And there were a number of things that the solar ambassadors did to try to get people excited about solar panels, on houses, open houses to show people what it was like to have solar panels on your home, town hall meetings to answer people's questions and we wanted to know what made the solar ambassadors more effective at getting people to install solar. So there's lots of characteristics of individuals that you might think would affect their effectiveness, for example, what sort of messaging they use. Do they have sort of [environmental] beliefs themselves, how wealthy are they, what is their gender. These are sort of variables that people look at a bunch but we also wanted to explore this hypothesis about whether actions speak louder than words. To do that we simply grouped the community organizers into two groups. Those who had solar panels in their house already and those who did not. So now you will see the data here on the y-axis are the average number of people in the towns who install solar panels through the solarize connected program and on the X axis there are two groups for the solar ambassadors who had solar panels already or not. And as you can see there's a large significant effect on the order of 63% more people signed up to get solar panels in the towns where the ambassador had solar panels already compared to the towns where the ambassador did not.

So we did actually measure all of these other variables, but none of them turned out to predict the effectiveness of the ambassadors. The only thing that significantly protected their success was whether the ambassadors had solar panels themselves. This was a field study, sort of correlational study. We didn't manipulate anything so we wanted to replicate the observation and have confidence in the causality by doing a number of online experiments, of which we did three with about 1800 people and we also wanted to show that it didn't just apply to installing solar panels but to other kinds of behaviors that individuals can do about climate change, for example buying carbon offsets for flights, zero skipping your lawn which means replacing a wrestling with more sustainable groundcover like gravel or succulents, buying consumer goods used instead of new and finally actually very relevant now, but when we ran the study a couple years ago it came out of left field a little bit, wearing face masks when you are sick with a cough or flu in public. The take away message here is that if you are looking for ambassadors to represent a cause like Greta Thurnburg and climate change you really want to know what the climate ambassadors believe you can try to recruit people who do actions that are consistent with these beliefs rather than just saying the words. So like Greta in the boat instead of the plane to the UN summit. That's it. Thanks.

>> Great. Thank you. And I say this with love, I appreciate your cheesy graphics.

[Laughter]

>> Thank you. I feel like your research is so obvious but also, like I think it's really important for strategists to remember when you are activating messengers, do they walk the walk? they might be environmentalists but are they living the life of an environmentalist and your research says that that is something that we need to think about as we build these advocates, who go out and fight for the world that we wish existed. So thank you so much for that.

>> You absolutely, and just one little plant, because we also think it's kind of obvious, but had the organizers of this campaign for example thought that in advance they may have recruited more ambassadors who had solar panels already but in fact only about 33% of the community organizers did. So I think that even though it seems obvious, that's like a great sort of practical organizing principle that if you are advocating for specific behavior have people who have done it represent you.

>> Right. It's a characteristic that builds authenticity and credibility. Great. So thinking about emotion again we know that Awe is a really powerful emotion but it opens us up to new perspectives and inspires us to be gracious about our time, Dr. Dale, you studied awe-inspiring content and you recently found that Awe can have an impact on us whether we personally experience or witness others experiencing it. Can you tell us more about this research and your findings?

>> Thanks Annie. I'm going to go ahead and share my screen here. So my research focuses on self transcendent emotions including awe. When we talk about Awe and awesome things what do we mean? and what happens when we experience Awe? so to

them going to talk about the elicitors and the effects of awe and what happens when we see these things depicted in the media? Awe is described as an emotional expense and Katherine had described it as being on the upper reaches of pleasure and on the boundary of fear. A key defining aspect of awe is that the stimulus is vast and requires accommodation. Now this vastness can be both physically vast, like stars in the night sky, or it can be anything that we experience as much larger than the self. Something that's outside of our normal frame of reference. When we encounter something that is awe-inspiring, this normal frame of reference needs to be adjusted. This expansion can feel enlightening, as we expand our mental structures to accommodate this new understanding. So when we go outside and we stand under the incredible night sky and we feel very small next to it, next all these tens of thousands of stars, this is awe. What happens when we feel awe? what happens when we have the sort of mind blowing experience is? Research has found that awe can make us feel more willing to help other people it can make us less impatient, it can make us more satisfied with life. And one really cool thing that people have found is that by bringing us into the present it can actually make us feel time differently, making us feel like we have more time. This is great, right experiencing awe can make us want to help other people and make us feel more satisfied with life. It seems like we should just go out and experience awe more often. Visit the Grand Canyon. Stand at the side of it. Feel small next to it. Just soak in the glory of it. But, and research says we will be better for this. This would be wonderful if we could do this but it's really not feasible for many people , especially during our current pandemic situation. So one way that we might have awe-inspiring experiences is through media exposure. Now couple of years ago a team of researchers and myself set out to explore the contents and effects of inspirational media. So we were specifically looking for listeners of self transcendent emotions. Self transcendent emotions are any emotion that takes us outside of ourselves. Including awe so we systematically went through this media content looking for a listeners of self-transcendent emotions including awe. So some things that might inspire awe are in addition to vast stimuli we have extraordinary skill or talent, music, art, incredible architecture like the Taj Mahal or Westminster Abbey, or nature like the Grand Canyon. And also watching someone else experience awe can inspire those same feelings in ourselves. So this project was a little bit different because it listeners of self transcendent emotions and awe are very idiosyncratic. What evokes these emotions and one person might not necessarily elicit them in another.

So when we were examining this content we had to be careful not to judge the extent to which we personally believe that these depictions were awe-inspiring or likely to elicit a self transcendent emotion. So we also allowed for the Co presence of so here is an example. There were a lot of listeners present at the same time, so in this particular news segment, this was a man who spends his day carving these amazingly large and artistically ornate sandstone caves. Just for the joy of it. So in this particular photo here we see nature . We see skill. We see vastness and we see art all at the same time. And what we found in the content analysis was that elicitors of self transcendent emotions are frequent [indiscernible] but normally the elicitors associated with awe and hope

appeared must equally however the nature of content analysis is such that while this particular research method can tell us about the content itself, it can't actually tell us if people think these things are inspiring. So we did a follow-up study where we had people come into a lab and watch inspirational videos and they had these little dials that look like remotes, and when they are feeling inspired they turn the dial up, and when they feel less inspired they turn the dial back down. So if you are taking part in the study right now and you were inspired by the photo of the Grand Canyon, you may have turned the dial up, and back down when you were no longer feeling that same inspiration. And when we analyzed our results, what we found were that these when these elicitors of self transcendent emotions were shown on screen people turned the dials up. This shows us depictions are actually eliciting fields of inspiration and audience members so what does all this mean? first of all it tells us that elicitors of self transcendent emotions including awe and hope are common and inspirational content. The second thing is that it shows that media exposure can lead to experiences of awe now this runs counter to the narrative that media consumption is inherently bad or negative. There's excellent research that has demonstrated that media and social media can have negative effects but positive media psychology research is also finding that it can have positive effects, that we can experience awe and hope and admiration and host of other transcendent medication when we consume EDS as we discussed feelings of awe and make us want to engage in prosocial behaviors like helping others and can also make us feel more satisfied in life. The possibility that we can experience awe and the benefits of this emotion as a result of media is really pretty great, particularly when we are in a time where we can just all go to the Grand Canyon right now. So there's still a great deal that we don't know about the way we might experience awe as a result of the media but we are starting to understand that media experiences that result in awe can lead to positive personal and social outcomes. Thank you.

>> Thank you. And I'm sorry for the screaming infant in the background. She just got home. But I really appreciate this conversation especially as we think about stories we tell about science, when so often especially stories about climate change tend to rely on apocalyptic narratives and create feelings of guilt or shame or fear. I think your research tells us that we should look for these stories that inspire these self transcendent emotions, because they can motivate us to take action in the interest of of the environment. Great. Thank you. So thank you all for these incredible insights. There are so many insights we can learn from research that we can use to build campaign strategies to engage people in science. And I think the folks at exposure labs do incredible work telling stories about climate change that pull on a range of emotions and include authentic messengers. From my perspective they are doing some of the greatest work that reflects the best of what we know from science. And their work certainly inspires us. So before we jump into the next segment, let's take a look at some of the work coming from exposure labs.

>> We are just observers. Too little dots on the side of the mountain. We watched and recorded the largest witnessed [canyon event] ever caught on tape.

>> So how big was this caving event that we just looked at? We will resort to some illustrations again to give you a sense of scale.

[Music]

>> It is as if the entire lower tip of Manhattan broke off, except that the thickness, the height of it is equivalent to buildings that are 2 1/2 or three times higher than they are. That's a magical miraculous horrible scary thing. I don't know that anybody's really seen the miracle and horror of that.

>> Thank you. That clip actually inspired fear. But I think with you would see in the trailer for the chasing ice and chasing coral are big beautiful landscape images that inspire awe and as we take the perspective of the protagonists, we witness these spaces from their perspective, we experience awe through their eyes, similar to what Katherine was sharing. I am excited to welcome Megha Sood Dir. of programs of exposure lab to talk to us about their work. Megha, how's it going?

>> Good. Always great to be in conversation with you, Annie.

>> I'm always happy when we get to be together. I'm a super fan. So Megha your team has done incredible work bringing emotions like awe into its storytelling. What have the impacts of using these various emotions been that you have seen?

>> Yeah. It is, for those who are not familiar with the film chasing ice, which is where the clip was from it was directed by Jack [were Lasky] and he follows the National Geographic photographer James Fay log to set up time lapse autographs to show visual evidence of how the earth is rapidly changing. And as you mentioned, it's really is awe [striking] to see the landscapes in that way. But after one of our screenings when we were just rolling out the film our team met a viewer named Wally and I wanted to share this clip in terms of showing what was her reaction to the film.

>> I saw this movie chasing ice today and it has just changed me about global warming, it has changed me as a person. And there is something, I don't know what I can do. I'm 60 years old. But there must be something I can do to help this, to help our children, to help my grandkids. But I'm going to change it because this movie was fantastic. Every human being in this world should watch this movie. Everyone.

>> And you didn't believe in global warming?

>> I did not believe in global warming. I am going to be 60 on December 21 and every time someone mentioned the global warming to me I told them if they wanted to remain in my home they needed to step out. Because I said it was bullshit. I didn't believe it. Excuse my language. And that is because I listened... And this is the truth, I believe Bill Riley

>> and now you saw this movie

>> And I saw this movie and I want to apologize to anyone I ever talked into believing there was no global warming. I have talked to every friend, every person I know into believing there is no global warming. And now I have to undo my damage. And I will. From the moment I go to my car, go home, go to my computer. It has changed my life.

>> Wow that's great. That's really cool.

>> Thank you for giving me this moment.

>> [Molly] actually came to the film screening to heckle us. And seeing her reaction really gave the team insight into the power of awe to actually change hearts and minds. You know I think this notion really influenced the director [indiscernible] and how he put together the second documentary chasing coral, but also helped exposure lacks as a team to realize the power of reaching new communities who do not see themselves as part of the climate movement, and how actually really powerful storytelling can inspire them to act.

>> Yeah. I mean, you can hear in her voice to how powerful the emotional experience must have been for, which must have been quite a different experience than if you all had simply featured scientists or shared data points. So we need stories with lots of different emotions and characters that we can resonate with. Can you tell us about how you all at exposure labs are supporting those stories?

>> So we know how crucial storytellers are in helping how society understand some of the biggest crises of our time like climate change, like the pandemic and also the power of storytelling for us to understand the solutions if we want to address these crises. We have to ask ourselves why haven't we actually built the political will for meaningful climate action? what is not going well in climate storytelling. So just take a moment right now to think about some of the biggest most popular climate stories of the past decade. Most likely you will start to see a pattern in films that amplify trusted messengers who are white men from the global North and we got together with her friends at the doc society and asked ourselves where is everyone else's stories? you know there is no such thing as a silver bullet film that's going to solve the climate emergency what we need is an explosion of stories that can reach different audiences. Of course like everyone hopes that their stories are seen by as many people as possible but usually a storyteller is inspired to tell a story because they want it to reach a specific audience, and how do we really help make that happen? so at doc society we actually launch the climate story lab which is an initiative that brings together storytellers across all media to document recent podcasts and magazines in poetry series and mixes them up in a heady brew with climate scientists, researchers, particle satirists, comedians and grassroots organizers. And as Michael Premo who is a film maker of water warriors who spoke at media impact forum too, he so brilliantly said what we need is a biodiversity of stories as diverse as the ecosystem we seek to save. The climate story lab is really an opportunity for community of storytellers and practitioners to really ask ourselves who is telling the story. How is the story being told? who is funding it? and how is the story

being amplified. It has been really fascinating hearing the workable terminus researchers and scientists that have been on this call and starting to realize that so many of the projects that are part of the climate story lab cohort really align with the research. We knew that there was something really special about the stories but we didn't have like the language or the framing to really articulate why we felt like they were so special and why we felt like they were so needed.

>> And I love what you're saying that it's not that we need a diverse set of stories with the different emotions, but that we also have to be really intentional with the messengers who are in those stories. And sure that we are connecting the right messenger to the right audience. We heard from Dr. Kraft Todd, that messengers matter for bringing people into movements. Are there any examples from the climate story lab that you think embody this message?

>> Yeah, the first film that comes to mind is greener pastures. It's directed by Sam Miro a really talented young filmmaker who grew up in the Midwest and this film which is still in production is an intimate portrait of four American families who are exploring the rise of suicide rates and growing mental health issues among Midwestern farmers. So we are going to play a little bit of a small clip from this story.

>> All right. Can you turn around,

>> Like all the way or...

>> Just turn around and face the back. And I need you to scream as though you are on fire, whenever you're ready. Go all out.

>> All right... [Screaming] oh my God I am on fire. I met here, somebody help... I'm on fire get me out

>> All right thank you. All right. Do you have any questions?

>> nope

>> Okay, so probably make a decision by the end of the week.

>> Sounds good.

>> All right thank you.

[Music]

>> I don't know if I believe so much in climate change as I do, what I would actually call a climate shift. I look at the last three or four years of crops and the weather patterns, and we are in the same weather pattern, but it's like the old saying used to be April showers bring May flowers, and I almost think like they should make it May flowers bring June flowers because like the rainy season isn't April anymore. I don't know that I believe all this over... Hoopla on some of this stuff but I definitely think there's something going on with mother nature.

>> The main participants in the film greener pastures are farmers who are advocates for policies that address climate change or climate shift as he said in the clip. You know, when we have the climate story lab in London earlier this year we were joined by the research organization more in common and they were sharing their work about [indiscernible] France really have identified communities that have been experiencing economic hardships for multiple generations. They are really concerned about the climate, about wildlife and wild places disappearing. They see potential for jobs in the green transition. But they feel excluded from the climate movement. They don't see anyone with their values and perspectives advocating for it. They do not align with young protesters who have taken to the streets. They feel patronized by politicians and other climate activists. So what has happened is that they have just this engaged instead. What we are really curious about is how might we really harness the power of storytelling to build bridges with those who have been left behind. I think a lot of work around trusted messengers really provide amazing concrete examples are beginning to understand not only just in terms of the storytelling but also as organizers use this as a tool to be able to build bridges and advancement of climate action.

>> Right. Dr. Phoenix's work tells us that communities are inspired to action by different emotions and that race politics and emotions intersect. How are films that are part of climate story lab used a variety of emotions to reach diverse and specific communities

>> yeah it's great. You know it is again, when you look back at some of the most popular climate films of the past decade many of them fall into this emotional pattern going back earlier today where it was like fear fear fear, may be a little bit of hope at the end or just fear and more apocalyptic fear. And studies show that people already feel pretty terrible when thinking about the climate, and so why have we accepted such a binary choice of just hope and fear in the stories. At the first lab we had in Europe we were joined by two members of the hip-hop caucus which is an incredible organization [indiscernible] also with the Media Impact Funders, but they really creatively use media as a way to elevate the need for climate and environmental justice and while they were at the lab they actually had an opportunity to meet a group of professional comedians from the Center for media and social impact which is led by Katie [indiscernible] and they started a conversation about what would it look like if they were to work with professional comedians and talk about climate change. So they got together and launched a comedy variety special in Norfolk Virginia called anger mama's heatwave and we are going to play a short clip from the documentary that captured that journey.

[Music]

>> I'm going to introduce a national civil rights and social justice leader. Rev. [Lennox Yearwood].

[Applause]

[music]

>> Shhh.

>> After Hurricane Katrina, if you can go to a place that was just like that, that was below sea level that had the same economic disparity, that they were hit by a category one storm it would have more disastrous effects I said well where is that place I will be there.

>> My son was born in 95. He is 24 now, he is starting to get life is he really thinking about climate change? So comedy I think will help reach younger people that's not really thinking about it. That's the best way.

>> We are still here doing a climate crisis event my name is Mamodou [indiscernible] if you're wondering and if you're white my name is an pronounceable. You have seen it on Busby device land Aminah Imani

>> I've got to make climate change funny. I think that's the joke.

>>...

>> You know, as we look at the range of climate stories that are being told it's really not [asking ourselves] where is also the joy, the courage, the curiosity, where are the operas and the romances and comedy why is it missing from the Clement stories and why is the climate always missing from other stories? climate is the context that the stories actually exist in.

>> Yeah, I love that. I love that you are saying where's the romance, where is the comedy. Where is the joy, and if you think about it, what are we all binging as we try to survive this pandemic? We are probably binging comedies and romance and seeking out emotional experiences that make us feel good. So I totally agree that we should think about what do people actually want to feel and what would motivate them to engage with content and humor and comedy, joy, romance I think is exactly right. Lastly, the work that exposure labs reflects the best of what we know from research from my perspective yet, your team did not always have access to a sociologist or social psychologist or communications scholar for your decision-making. So how can we as a sector of scientists and funders and advocates more intentionally connect, connect artist, strategists and researchers to design campaigns for impact?

>> It's a great question. And it is, Annie, I remember when our team first had the opportunity to meet you and you told us about Dr. Dale's work on awe and reference both chasing ice and chasing coral, and we were like, oh, that's why these films are having these type of emotional experiences for the viewers and it is easy to see the patterns like retroactively but actually how can we be more proactive about it? and really the conversation is really helping me think about how do we actually partner more with researchers to have their insight into what is needed and what is not working. You know, it can really inform how these theories are developed but also how do we design impact campaigns to ensure that the stories are actually meeting the intended audience

is and as Dr. [indiscernible] alluded to how do we craft the actions only to long-standing collective movement.

You know, I think working with researchers can really help us identify if we want to engage those beyond the environmental choir, what stories need to be told and how do we be sure that funders and distributors and other decision-makers recognize the importance of elevating these stories, stories like greener pastures and anger mama's heat wave may not be the next [powerful film] but it doesn't mean they are not important to tell and so I think it would be really amazing, and [indiscernible] with everyone on this call is partnering with you all to really help us explain why the stories are so important to support, so that in the end we truly can build the political will for climate action.

>> I love that. And you, as we were preparing for this you were telling me about your old position at IDEO and how every team had a sociologist thinking through the challenges and I just love the idea of bringing research and practice and art together to design with more intention and rather than relying on instinct and tradition we can work with researchers to provide the gut check, and sort of tell us where the blinds parts are and how we can be more efficient in designing campaigns based on how the mind works and how behavior works. So.

>> And my closing thought, Vince, I know we have to wrap, but I think what is so amazing about that , Annie is that we recognize that funders have been really supportive of us in terms of helping to write the funding for the right measurement and evaluation tactics to support the campaigns that we do, but what, like for funders also to be able to support us to work with sociologists throughout both the production and impact campaigns because at the end of the day it's all going to help us reach the same goal that we are working toward so thank you all.

>> Thank you so much, and thank you Media Impact Funders for hosting this conversation and featuring the work of some of my favorite scientists, scientists whose work I hope ends up in all of your campaigns and thank you Megha for the amazing inspo from exposure labs as always.

>> Thank you Annie for expertly moderating both of those discussions. I think we are going to bring everybody else on screen, I mean all the panelists back on screen. We have one question in the queue. We are going to invite Jon to come on in a minute. I also am struck by what a dialogue there has been across these program segments. And so I want to invite our panelists if they have a comment or a question about each other that was sparked by each other's remarks, you might think about that as well. We have time for a little bit of questions and discussion. I have one quick inquiry of Davin Phoenix. All of your research is sort of prior to the most recent uprising sparked by the horrific murder of George Floyd, and so I just wonder if there's any sort of countervailing argument, is there an example of where sort of anger and that passion has been effective and if you might address the exception to what you have seen otherwise.

>> Sure. So I think it's a pretty incomplete picture [and convincing] arguments while I'm finding that anger is not motivating people specifically [indiscernible] there is one exception and that is the domain of protest and system challenging actions. What we are seeing on display is the latest groundswell and I speak to that, I devoted actual chapter 2 that the way in which anger over politics, over the system often translates towards a very insured to skepticism about change within the system or regime change tried of . The kind of liberation or transformation of desire so you see people get angry it's going to be directed not toward the polling place but to the front lines of protest so I think it's a port to understand when people are asking about how this is going to translate to the election and November and it's not going to be an automatic translation because the same frustration that is on display, we can look at Minneapolis as the epicenter for this current groundswell of unrest, many of those same folks on the ground organizing and protesting in 2016 after the death of Philando Castille, so a further reinforcing the sense of skepticism whether under Obama or Trump or regardless of regime we have the same issues. So I can tell a bigger picture of the story is how we are making the calls to actions to groups and saying look what you stand to lose [that might fall on their fears] because they say well you are not actually offering me a pathway to change that's any more viable than what I have now. I'm looking to radically transform the whole system and [indiscernible] significant ideological clashes amongst people that might broadly align on wanting change but differ vary greatly in the level of confidence and what avenues of change are or are not possible

>> Can ask you to elaborate one point, and that is in a moment that is so volatile and where the power is sort of coming up through the streets, it's probably hard to modulate the signals, right? but is there a way of weaving both the uplifting practical you know, the positive with the righteous anger that is totally justifiable?

>> Yeah to articulate ways in which people that are into advocate or be responsive to the group can offer credible signals, that can instill or engender some mixture of that exasperation with pride and hope. We don't need to look at any of these emotions as completely you know kind of zero-sum. They can be in combination. So I think about how often times, and I argue within the research, black displays of anger are given a little of scrutinization and stigma to the nation that do not come from and so a simple fact of mainstream civic or political leaders taking the time to validate that anger and to legitimize it and to say we get why you are feeling this way I think can actually engender some of that pride because so often the people that are choosing to act on that anger are still kind of resigned to the idea that they are going to be bracketed off and they are not going to be kind of given the same platform that they think they deserve, that is demanded.

So I argue for mainstream political figures locally and nationally to take the time and say we get why you are angry, we are angry with you, we are angry for you, I think can go a long way to giving those sets of people a pathway to kind of seeing their

grievances maybe responded to within the quote unquote conventional politics whereas they don't typically have that.

>> Great, so we have a question from Jon Funabiki and he's going to turn his camera and mic on. It's about a different topic but Jon do you want to offer your question?

>> Yeah, hi this has been absolutely awesome. I have had a transcendent experience here. I wanted to come to the court kind of the core topic here, which is science and evidence-based media because I'm a journalist, and experience with philanthropy there is a story in today's Washington Post about conservative media really have shaped public opinion and creative confusion about the pandemic, and spread conspiracy theories etc. My question is what could both the scientific community and the philanthropic community do to combat conservative media number one, and number two I think really I am thinking, think how long it took the New York Times to be willing to use the word lie in relationship to president Trump. We had all kinds of verbal contortions to try to get across that idea so finally they said yeah, we have to call them lies. When should we do the same with conservative media?

>> For anyone.

>> So I will jump into this. This is Kishore. We just finished a round of research looking at public health behaviors and adherence to public health behaviors. In particular cities and what drove that. And generally speaking like what we saw was there is a really complicated information ecosystem the people using to inform the behaviors that we want to see in the world and it is not clear at this time how much information like China created the virus, or something along those lines leads to what is critical right now which is adherence to basic public health guidelines. And we don't really know what the long-term effects. We can study it from what has been seen before and there is a whole field of the science communication that has looked at misinformation and how best to debunk or address it. And I can talk ad nauseum about that, but I think the real issue at hand here is the rising partisanship around public health behavior poses a fundamental risk for us to get through this pandemic according to scientist so there's a little bit of what battles are we choosing to fight when we when we talk about addressing a known piece of information. Because at the end of the day we really need at this point in the crisis to see people believe that basic measures of public health are trustworthy based on the partisanship status.

So in this way we really want to see more consistent messages come from the federal government. To come from government agencies at the local levels. And that would be incredibly powerful to contradict some of the things that [Hefne] Hall Jamieson studied pointed out in the Washington Post today. When it comes to debunking, when stuff like plandemic came out and was shared on Facebook the aggressive sort of moved by the scientific community to address it before it became much larger was effective and grounded in what we know to work in terms of science communication but when you're talking about in the studies you referenced Sean Hannity on a nightly basis talking

about something, that is an existing framework and existing audience that already exists. Scientists spending time debunking it is probably not going to have much of a positive impact based on what we know in terms of changing perceptions. In fact it might do the opposite. It might even harden behavior and increase partisanship divides around this. The number one thing that, and frankly the CDC wrote the best playbook around this years ago, that scientists need to be doing is convey risk and uncertainty in this time in order for people to make better informed choices. So acknowledging that masks [are a panacea] and we can go on and on down the line and right now we are getting a very strong binary showing up as opposed to people really making individual choices, which is what this country is sort of built on, the rugged individualism. And so we need to acknowledge that that's a baseline behavior and lean into it in terms of our communications from the scientists right now.

>> Great answer.

The signal that forces people to face the fact rather than any encouragement otherwise... But does anybody else have an additional, they would like to offer?

>> Yeah, just sso beyond the sort of Kishore sort of touched on like if there were more sort of government intervention, or government regulation like that seems like maybe the best thing in terms of, and debunking might not work, but in terms of sort of combating the message coming from conservative media, there's some may be encouraging work, actually I think the study I am thinking of comes from the study of climate change beliefs and that is when the researchers framed the problem and the values that different groups of people cared about, that is when you started to see movement. And so I'm sorry that I'm probably going to botch the citation but it is something like you know, for conservatives framing climate change in terms of conserving like the purity of nature was more effective [and concerted] to support climate change initiatives, whereas for liberals it was more about you know talking about equality or fairness. Anyway. So some, and I'm actually just thinking about this now, because I'm doing some research on understanding why people aren't wearing masks, where obviously there is a political difference right? and we have found, I mean, this is very early [data] we found that there is sort of a set of beliefs around, specifically around masks is freedom that significantly predicts people not wearing masks and it mediates the effect of conservatism, that is that conservatives are less likely to wear masks and it is affected by the belief that it impinges their freedom. So one strategy for example to get conservatives to wear masks might be to try to find messages or stories or storytellers who can frame the idea of wearing a mask in a way that promotes freedom. Like you know, like for example talking about... You know, how much freedom will be impinged if you get sick. That is way worse than wearing a mask. So I'm not, I don't write the messages. I trust other people can do that, but that is one idea is just to frame whatever the behavior is and the values of the people that you're trying to communicate to.

>> There is not a lot of freedom in the experience of intubation. That is for sure. We are coming to the end of our time together today. Elizabeth, do you have any thoughts that you would like to offer in retrospective of this discussion? sorry.

>> Thank you. Gratitude for the folks that have organized, Vince and we have already seen some examples. I really picked up on a word that we needed, explosion of narratives that can connect us, and relationships that we can have. We have also heard that again and again Jon I know you know this very well but there is not one single audience. There is not one single solution. There is not one single bit of research or one single effort that is going to do this is highly complex and will be a long time so we are all going to need to, but I think the thrust Vince that you are starting to build on connect more research and people who are doing research with people who are crating practice with people who understand ecosystems where there are news deserts, not enough local news. In other words there are so many pieces of complexity that you covered during this forum and still need to be done and we need more people funding media and being part of our community here. And the research that supports media so thank you, Vince.

>> Great, thanks. Well thank you all. We feel like we have gone back to school for a moment, even though they are all closed. It was great to have professors with us and all the academic rigor behind some of the ideas that we explore here today. I think this is really going to inspire us to, for our own learning agenda in the coming months. And we hope to hear from all of you in the coming months as well, those of you attending, and those of you who may be watching on the recording in the future. So thank you all for your contributions and enjoy your summer. Thanks everyone.