

You are cordially invited to participate in a free online interactive webinar entitled:

# Climate Change and the Challenge of Science Communication

*"Science is what we do to keep us from lying to ourselves"*

- Richard Feynman

*"There is only one climategate story of any significance, and it is the story of how the press were manipulated to take a middle of the road position."*

- Michael Tobis, PhD

Featuring:

[Michael Tobis, PhD](#)

Research Scientist Associate, University of Texas  
Institute for Geophysics, Austin Texas, USA

Author of the Blog: [Only in It for the Gold](#)



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**WHEN (length = ~1hr)**

**Friday, August 13th, 2010 at 12-1:00 pm New Zealand Time (NZ)**

*{Thursday, August 12th, 2010 at 7-8:00pm Central Time (US)}*

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Three steps to prepare and join at your computer:

- 1) RSVP [HERE](http://poll.fm/1sfe) (<http://poll.fm/1sfe>).
- 2) Optional **pre-test** audio by joining a temporary [practice room](#) prior to the webcast (not necessary if you have used Elluminate software recently but recommended if you have not). *See next page for more details on getting your computer ready.*
- 3) **On the day of the Webinar**, click [HERE](#) five or ten minutes before starting time (<http://tinyurl.com/2eqv9vn>). Then on the "Join Session" page, *login as "Guest" with your email and a display name*, click "Log In" (expect a little delay while the software loads).

After the Webinar, fill-out the evaluation [survey](http://tinyurl.com/23xgvk) (<http://tinyurl.com/23xgvk>).

**Or come join a group viewing at the following location:**

**Denialism:** “The employment of rhetorical arguments to give the appearance of legitimate debate where there is none,<sup>1</sup> an approach that has the ultimate goal of rejecting a proposition on which a scientific consensus exists.”<sup>2</sup>

<sup>1</sup>Hoofnagle M, Hoofnagle C. What is denialism. <sup>2</sup>Wikipedia. Denialism.

### ✧ Co-Sponsors ✧

University of Otago

- [Department of Preventive and Social Medicine](#)
- [New Zealand Centre for Sustainable Cities](#)
- [Centre for the Study of Agriculture, Food and Environment](#)
- [Otago Energy Research Centre](#)

[OraTaiao - New Zealand Climate & Health](#)

### ✧ Suggested Readings ✧

- Professor Sir Peter Gluckman (2010). **Integrity in Science: Implications from and for the Climate Change Debate** . [Victoria University of Wellington \(tinyurl.com/2fxhqge\)](#).
- Science Media Centre (2010). **Climate change and risk fatigue – what can science do?** ([tinyurl.com/385d2y4](#)).
- Pascal Diethelm , and Martin McKee (2009). **Denialism: What is it and how should scientists respond?** [Eur J Public Health 19; 2-4](#).
- Oreskes & Conway (2008). **How Climate Science Became a Victim of the Cold War:** ([tinyurl.com/36m56m4](#)).
- Peter J. Jacques; Riley E. Dunlap & Mark Freeman (2008). **The organisation of denial: Conservative think tanks and environmental scepticism:** [Environmental Politics, Volume 17, Issue 3 June 2008 , pages 349 – 385.](#)



### ✧ DETAILED COMPUTER SETUP INFORMATION & HELP ✧

You should have a PC or Mac with speakers or a headset. People may log on through individual computers or share a common computer connection. You may interact by either microphone or text messaging. No telephone conferencing will be available for this broadcast. A webcam is optional.

If you have not previously used Elluminate Live™ **please test your installation a day or two ahead of time** by going to the [Elluminate Product Support Page \(http://www.illuminate.com/support/\)](http://www.illuminate.com/support/).

You can pre-test audio and set your connection speed by joining a temporary [practice room \(http://tinyurl.com/5a53qc\)](http://tinyurl.com/5a53qc) prior to the webcast. Please note that the practice room is different from the actual webinar room link.

*The latest version of Elluminate is loaded automatically. If you have trouble loading the software, please contact Elluminate technical support in the U.S. at (866) 388-8674. Sometimes firewalls block access, either connect from home or refer your IT support to [this Knowledge base document](#). If you are a Mac user and having problems, try to access the [room URL](#) using the Firefox browser instead of Safari.*

✧ This seminar will be recorded for future viewing ✧

For more information please email [hank.weiss@otago.ac.nz](mailto:hank.weiss@otago.ac.nz)