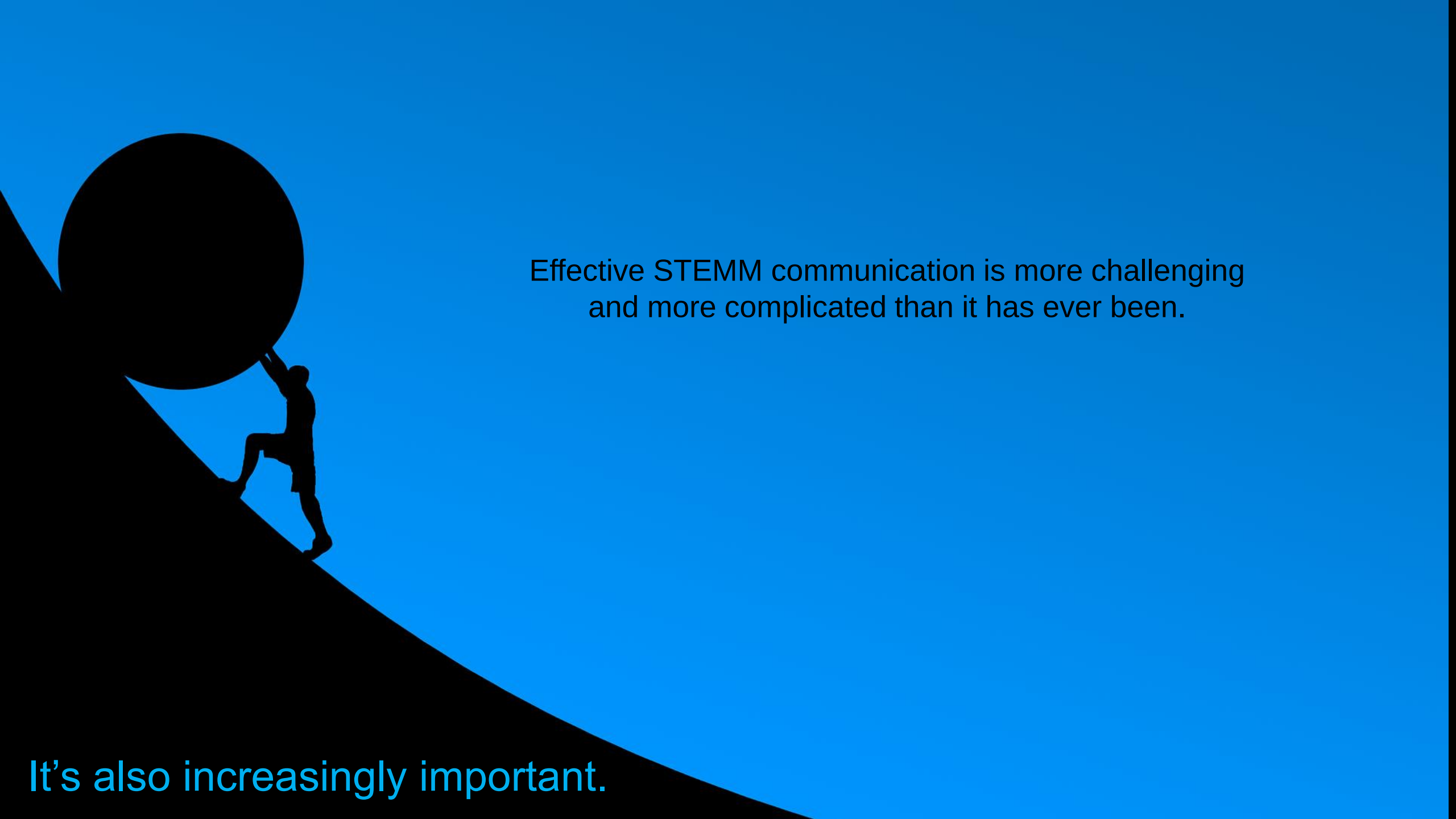


ROUNDTABLE ON SCIENCE & TECHNOLOGY FOR SUSTAINABILITY

*The National Academy of Sciences
Creative Engagement Strategies*

Ann Merchant

Office of the Chief Communications Officer
Creative Engagement Programs
National Academy of Sciences
February 28, 2020

A silhouette of a person pushing a large sphere up a hill against a blue background. The person is on the left, pushing the sphere up a dark, sloping hill. The sphere is large and dark, and the person is small in comparison. The background is a solid blue color.

Effective STEMM communication is more challenging
and more complicated than it has ever been.

It's also increasingly important.







SCIENCE HAS AN



IMAGE PROBLEM

Science MUST
be BORING
(no really, it is a
requirement)



SOMETIMES
SCIENCE IS
SO DIFFICULT
IT MAKES
ME
SAD



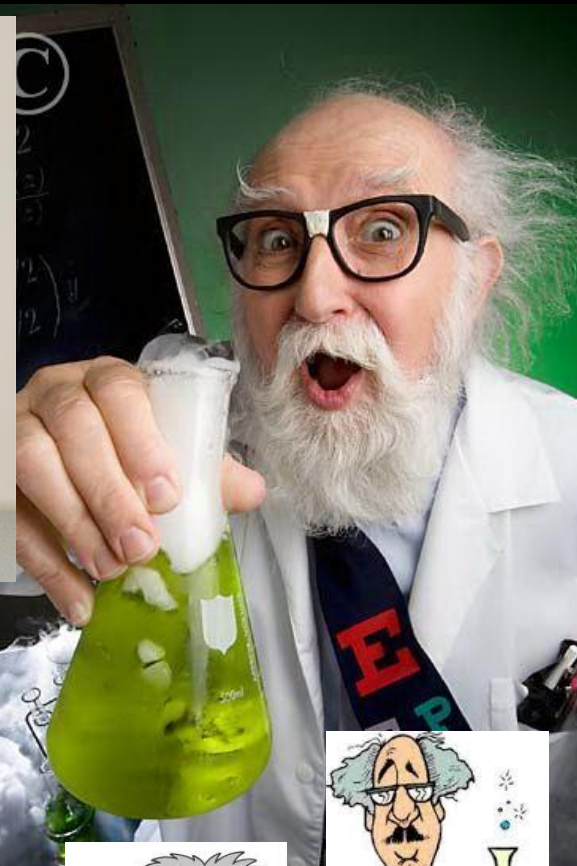
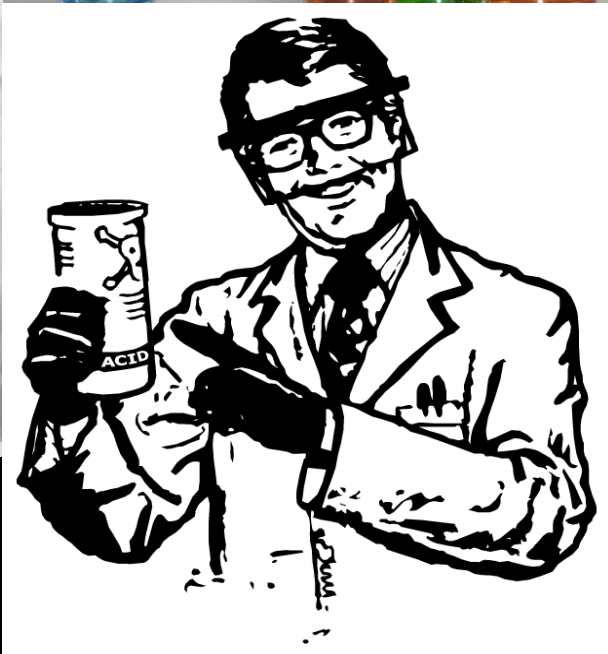
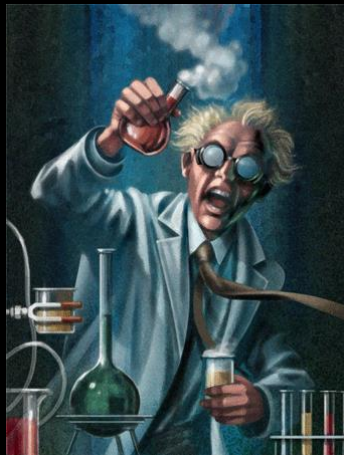
Me after I started learning
General Relativity

STALE

PALE

&

MALE



warmth

"Scientists are famously competent—people report we're smart, curious, lab nerds—but they're silent about scientists' more human qualities."

Susan Fiske

teacher
♥ nurse
farmer

scientist

CEO

garbage collector

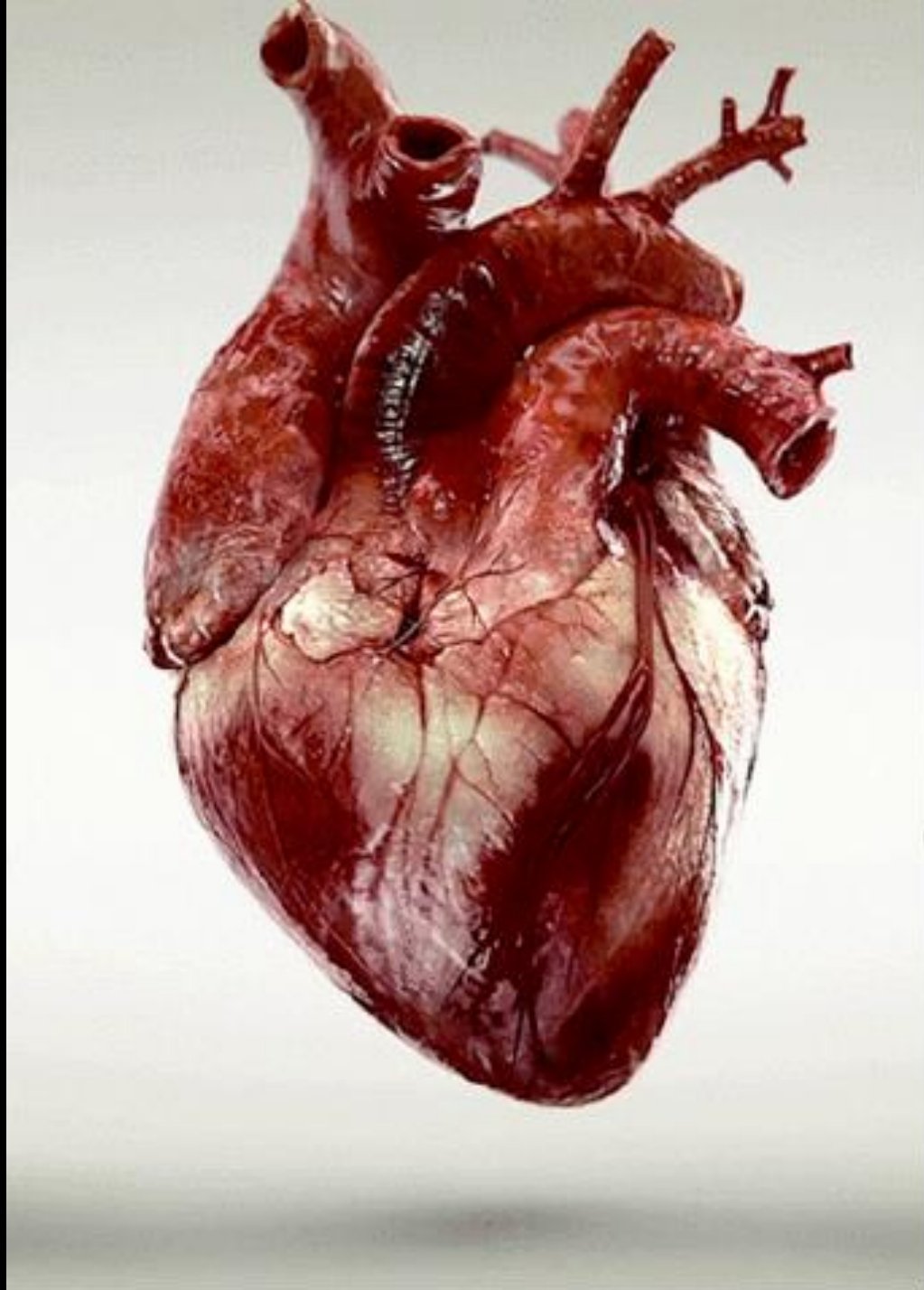
prostitute

accountant

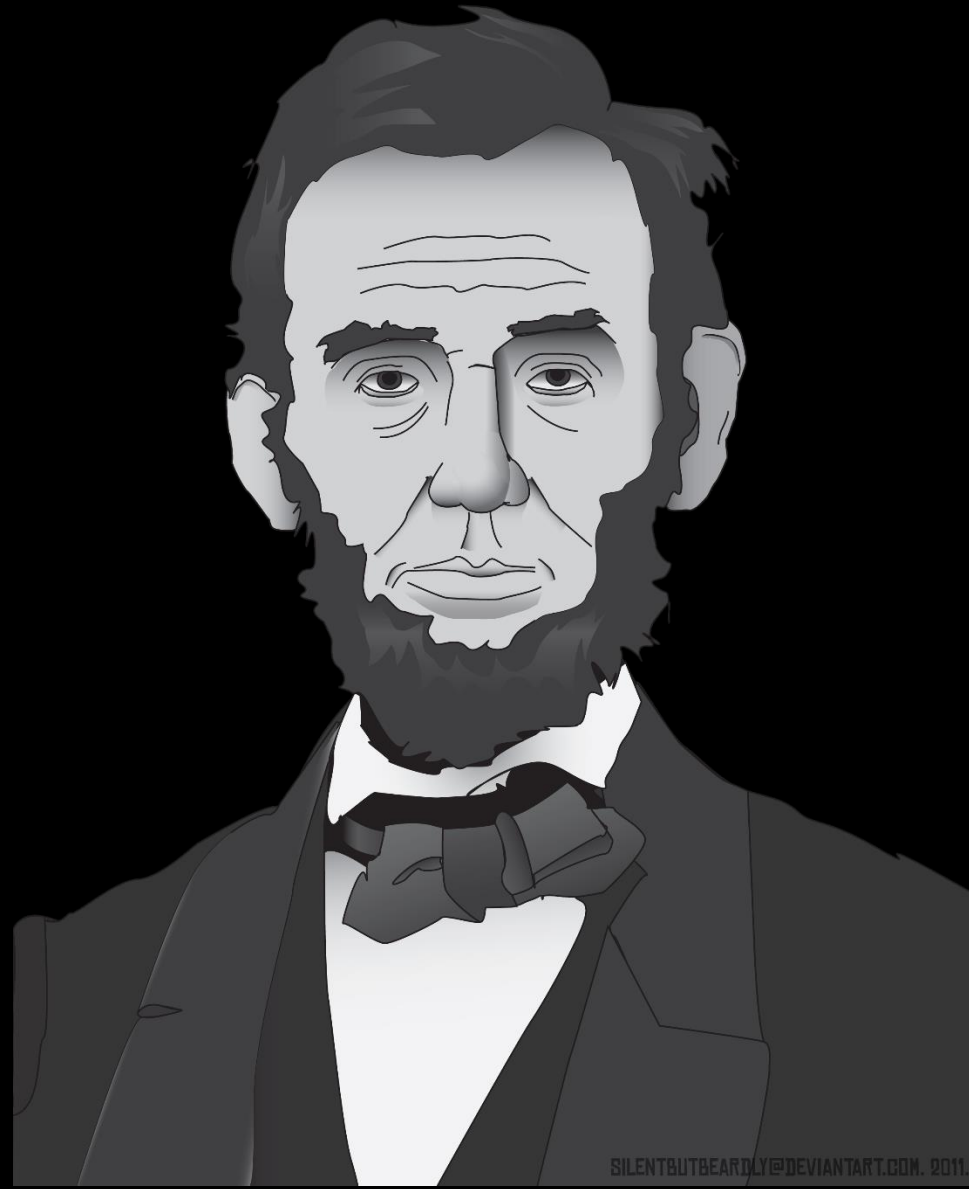
lawyer

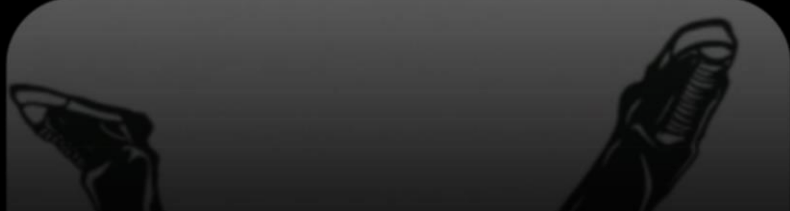
truck driver

competence















**THE
SCIENCE & ENTERTAINMENT EXCHANGE**

A program of the National Academy of Sciences

THAT'S A
TERRIBLE
IDEA.

OKAY, I'M IN.

1-800-844-NEED A SCIENTIST



the A word



turns out
science advising
is a lot like improv



it's as much about the cultural exchange
as about the science advising

events

CHRIS HEMSWORTH NATALIE PORTMAN TOM HIDDLESTON ANTHONY HOPKINS AS ODIN

MARVEL
THOR
THE DARK WORLD

MARVEL STUDIOS PRESENTS CHRIS HEMSWORTH NATALIE PORTMAN TOM HIDDLESTON AND ANTHONY HOPKINS IN "THOR: THE DARK WORLD" STELLAN SKARSGÅRD KRISTEN BELL CHRISTOPHER ECCLESSTON ADAM WALD ANTHONY ANGLADE
KAT DEANINGS RAP STEVENSON ZACHARY LEVI ADAMWILLIAMS JAMIE ALEXANDER WITH WENDY BISSO PRODUCED BY KATHALIN HALLETT FORD COO BY ROMAN TYLER EDITOR DAVID JUNGWAL MUSIC BY JAKE WHITSON COSTUME DESIGNER NICHOLAS PATTISON
PRODUCTION DESIGNER LUCY WINTT DIRECTOR OF PHOTOGRAPHY DAVID YACOWITZ EXECUTIVE PRODUCERS KEVIN FEIGE JACOB VICTORIA KUNIGER CRAIG KYLE PRODUCED BY KEVIN FEIGE
SCREENPLAY BY JASON SCHWARTZMAN DIRECTED BY JASON SCHWARTZMAN
MARVEL © 2013 Facebook.com/Thor 11.8.13 A MARVEL FILM PRODUCED BY KEVIN FEIGE AND JASON SCHWARTZMAN

HIDDEN FIGURES







Starring Dwayne "The Rock" Johnson

SAN ANDREAS







*I have a very
particular
set of skills*

A black and white photograph showing the soles of two feet. The right foot has a small, light-colored tag attached to it with a string. The tag has the words "DEFICIT" and "MODEL" printed on it in bold, black, sans-serif capital letters, stacked vertically. The feet are resting on a light-colored, wrinkled fabric surface.

**DEFICIT
MODEL**





A close-up, high-angle shot of a circular red push button. The button has a glossy, slightly domed top and a black, cylindrical base. The word "BRAVE" is printed in white, bold, sans-serif capital letters across the center of the red surface. The letters are slightly shadowed, giving them a three-dimensional appearance as if they are floating or raised from the button. The background is a plain, light gray.

BRAVE



**CREATIVE ENGAGEMENT
PROGRAMS**
at
The National Academies

Outreach campaigns





event planning



