

A Personally Painful Case Study in Ag Climate Science Denial from Ten Years Ago: We Failed. What Was the Best Response?

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Media Relations and Writing Learning Community, ACE
Conference Tuesday, June 25, 1:45 to 3 p.m.

Background



Setting tomatoes, strawberries in matted rows, broccoli nearing harvest

Communications Landscape 2008

- **Belief in Climate Change at 70%**
- **2009 United Nations Climate Change Conference - Copenhagen Summit**
- **Fake News Scandal: Climate Gate**
- **Policy: Role for agriculture?, CCX markets**

WSJ Editorial

Climate Science In Denial; Global warming alarmists have been discredited, but you wouldn't know it from the rhetoric this Earth Day.

Lindzen, Richard S . Wall Street Journal (Online) ; New York, N.Y. [New York, N.Y]22 Apr 2010: n/a.

In addition, numerous professional societies, including the American Society of Agronomy, the American Society of

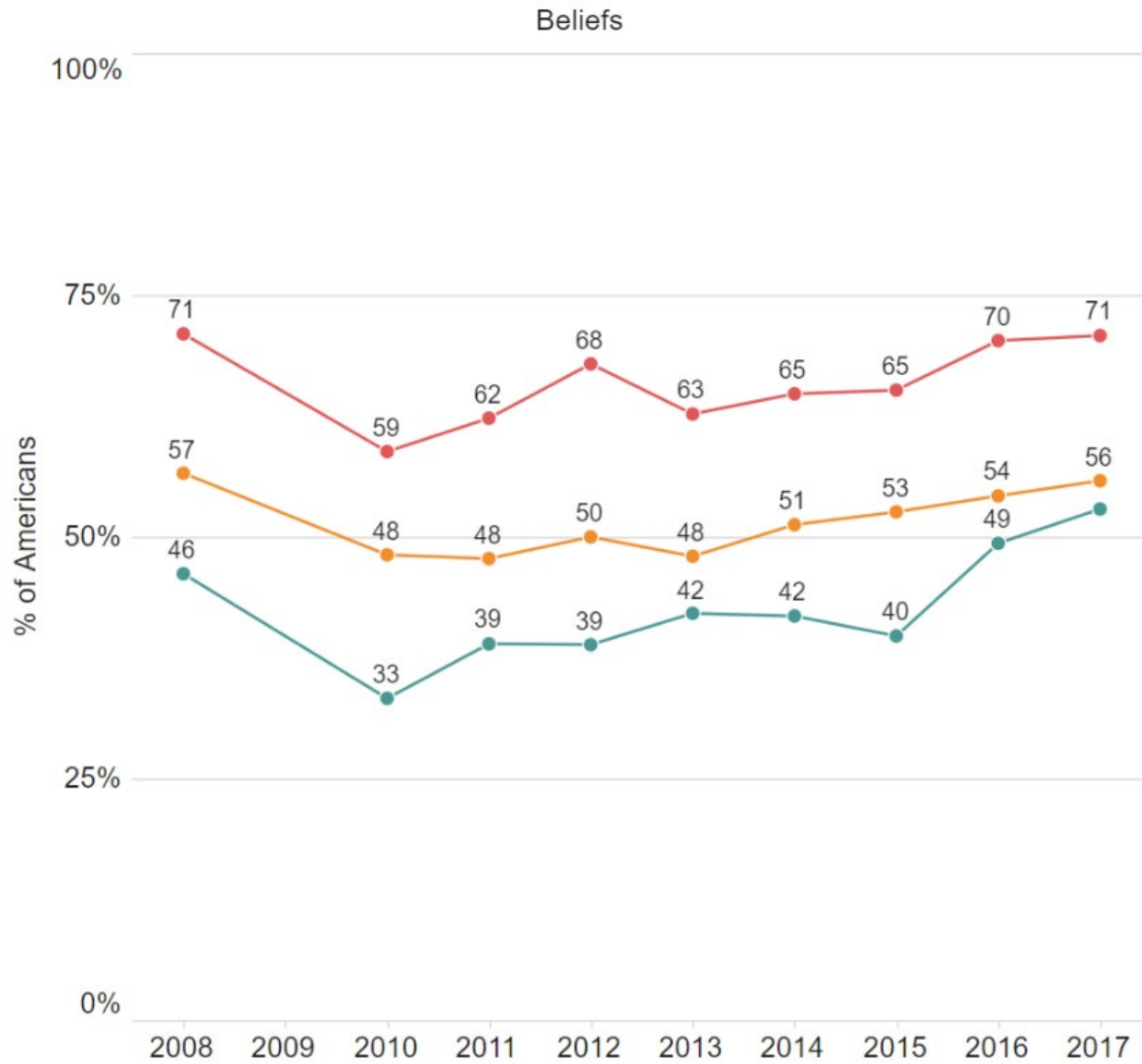


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Plant Biologists and the Natural Science Collections Alliance, most of which have no expertise whatever in climate, endorse essentially the following opinion: That the climate is warming, the warming is due to man's emissions of carbon dioxide, and continued emissions will lead to catastrophe.

Climate Views Over Time



<https://climatecommunication.yale.edu/visualizations-data/americans-climate-views/>

Communications Landscape Now

- ▶ **Belief in Climate Change Back to 70%**
- ▶ **Paris Agreement - UN Framework**
- ▶ **Fake News Scandal: Hillary Clinton email controversy**
- ▶ **Policy: Green New Deal - Soil/Conservation**
- ▶ **CC Policy Margin for Error is a lot smaller**

@AgScienceWriter

- **Twitter started in 2012 for fun**
- **Private citizen**
- **Anonymous - Worked for State Agency**
- **Ethical Concerns/Fake News**

Questions?

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- ▶ DM @AgScienceWriter
- ▶ For copy of presentation and references, see <https://agsciencewriter.wordpress.com/>