

## **Making risk messages meaningful in a time of tweets, Hulu and Yahoo.**

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Communicating complex science has always been a challenge for educators and scientists. Successful communication is becoming even more difficult today as our audiences become more difficult to reach with increasingly complex information. Meeting attendance and civic participation are down, communities are often geographically dispersed and defined by only one common interest, access to and use of local news is declining, newspaper circulation is down, local TV and radio face increasing competition from the internet, cell phones, texting, Hulu, YouTube and twittering.

At the same time our scientific understanding of hazards is dramatically increasing while stakeholders often express little interest in what some have described as the “scare of the week” as media seek to attract attention by sensationalizing minor, but unusual hazards.

What is an educator to do? Is there a way out of this morass of complexity? This workshop seeks to help you sort through some of the important aspects of communicating complex risk to your stakeholders.