

# THE SCIENCE & ENGINEERING AMBASSADOR PROGRAM

PITTSBURGH



*Connecting Communities with Local  
Scientists and Engineers*

A PROGRAM OF THE NATIONAL ACADEMY OF SCIENCES AND  
THE NATIONAL ACADEMY OF ENGINEERING



# 1863

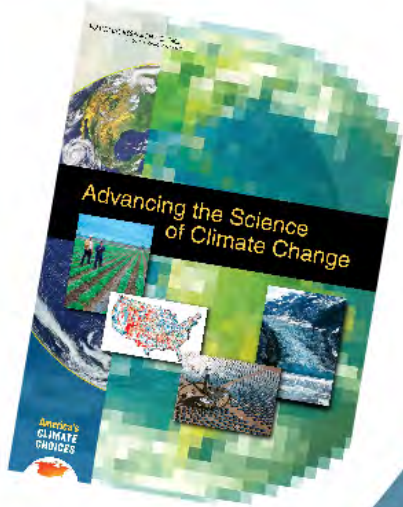
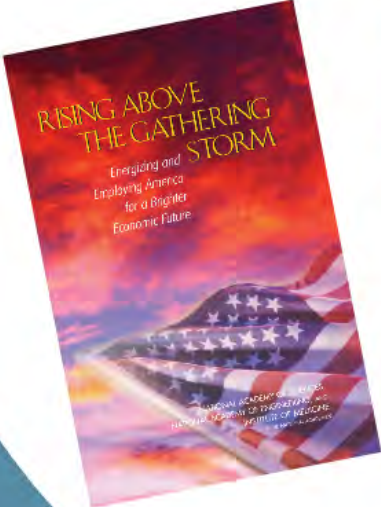
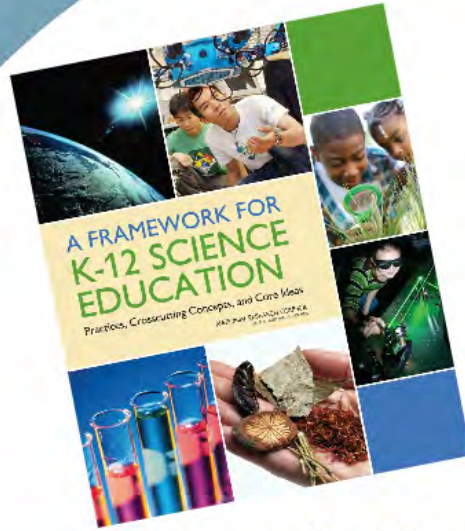


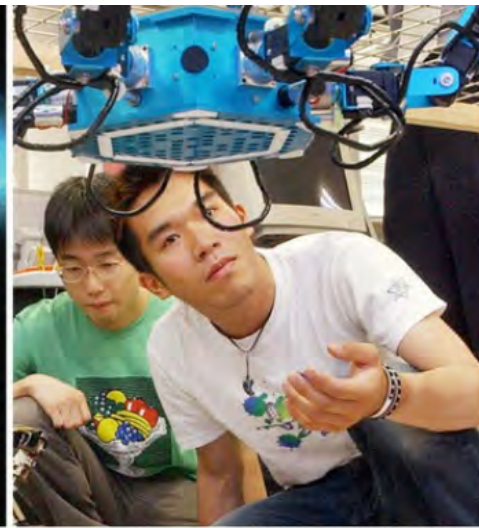
Making an impact on the world

National Academy of Sciences  
National Academy of Engineering  
Institute of Medicine  
National Research Council



1863





# A FRAMEWORK FOR K-12 SCIENCE EDUCATION

Practices, Crosscutting Concepts, and Core Ideas

NATIONAL RESEARCH COUNCIL  
OF THE NATIONAL ACADEMIES



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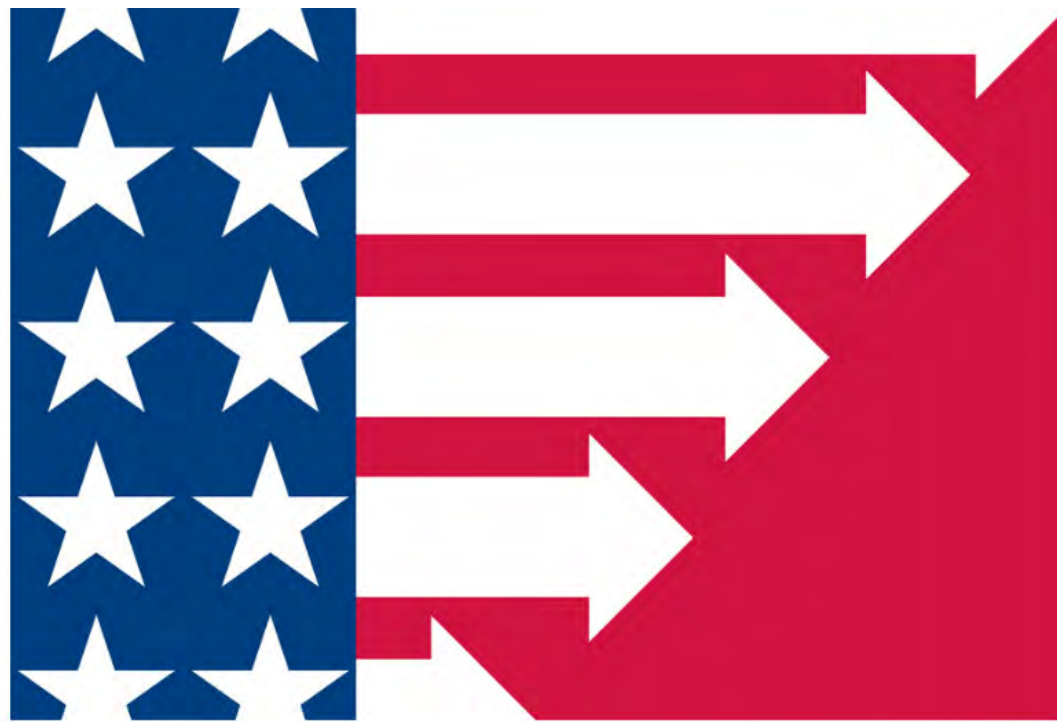
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# CHIMPANZEES IN BIOMEDICAL AND BEHAVIORAL RESEARCH

ASSESSING THE NECESSITY

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INSTITUTE OF MEDICINE AND  
NATIONAL RESEARCH COUNCIL  
OF THE NATIONAL ACADEMIES



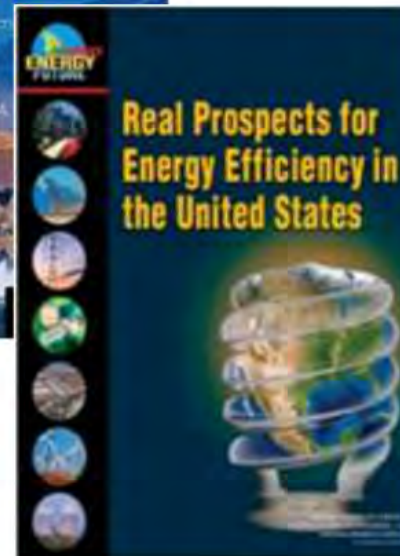
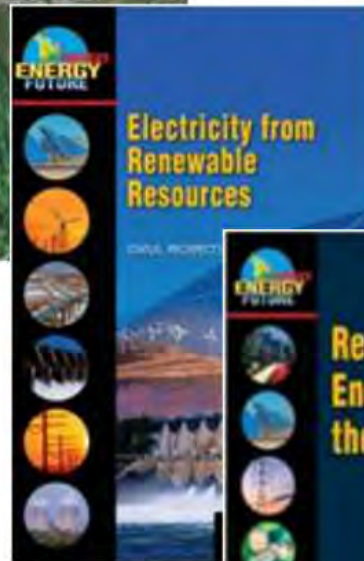
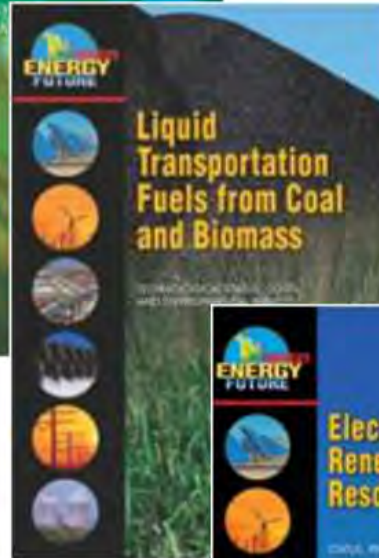
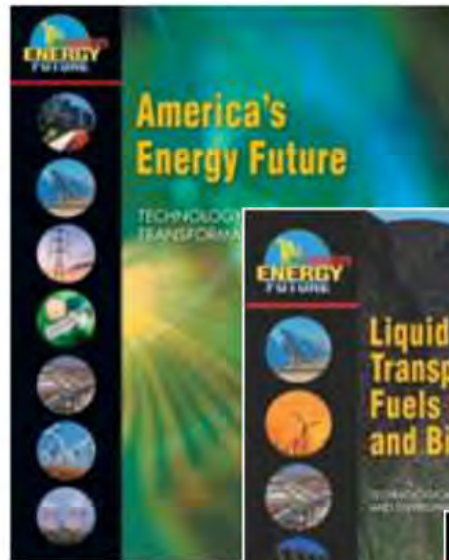
# RESEARCH UNIVERSITIES AND THE FUTURE OF AMERICA

Ten Breakthrough Actions Vital to  
Our Nation's Prosperity and Security

NATIONAL RESEARCH COUNCIL  
OF THE NATIONAL ACADEMIES

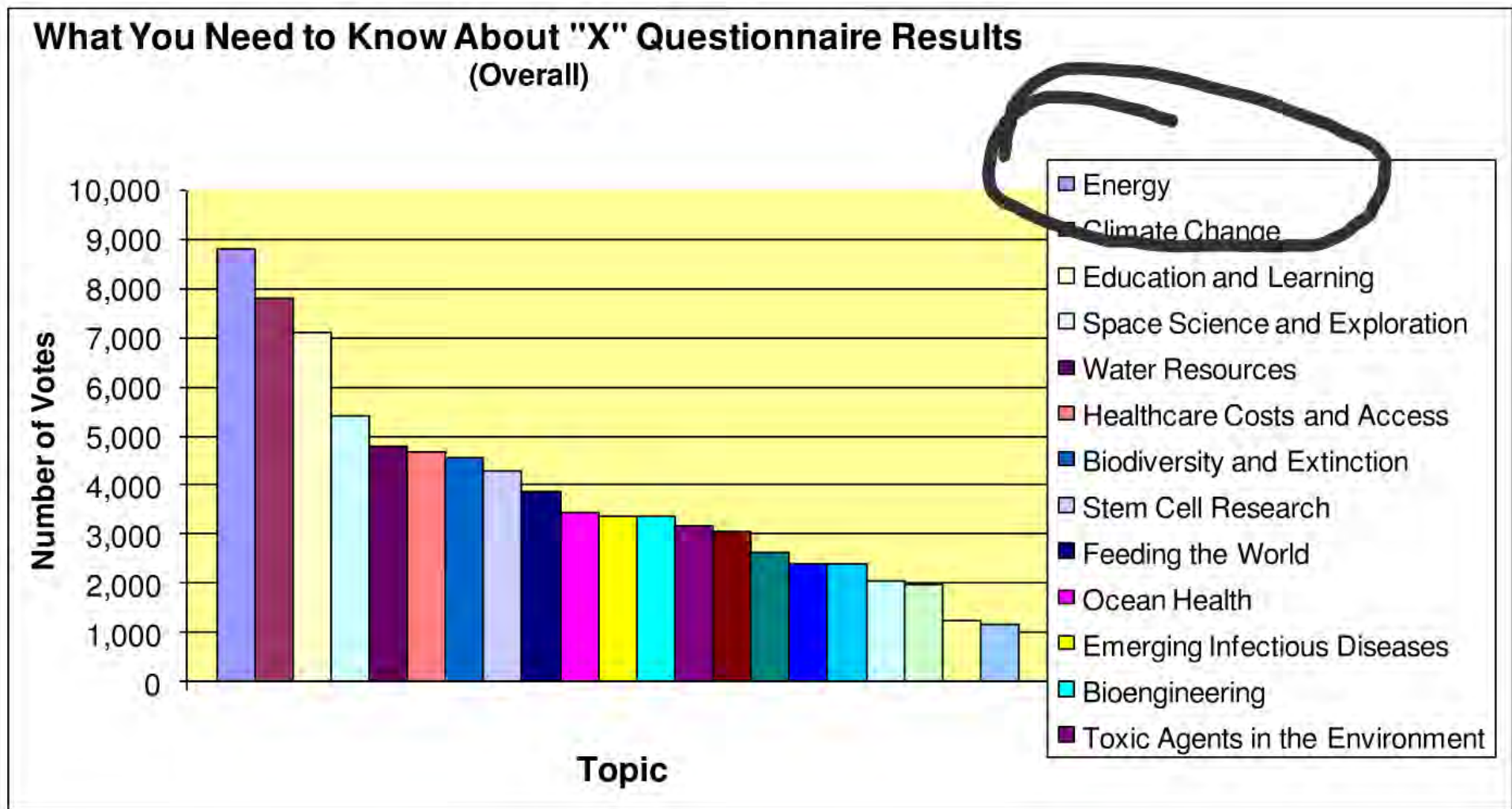


# America's Energy Future

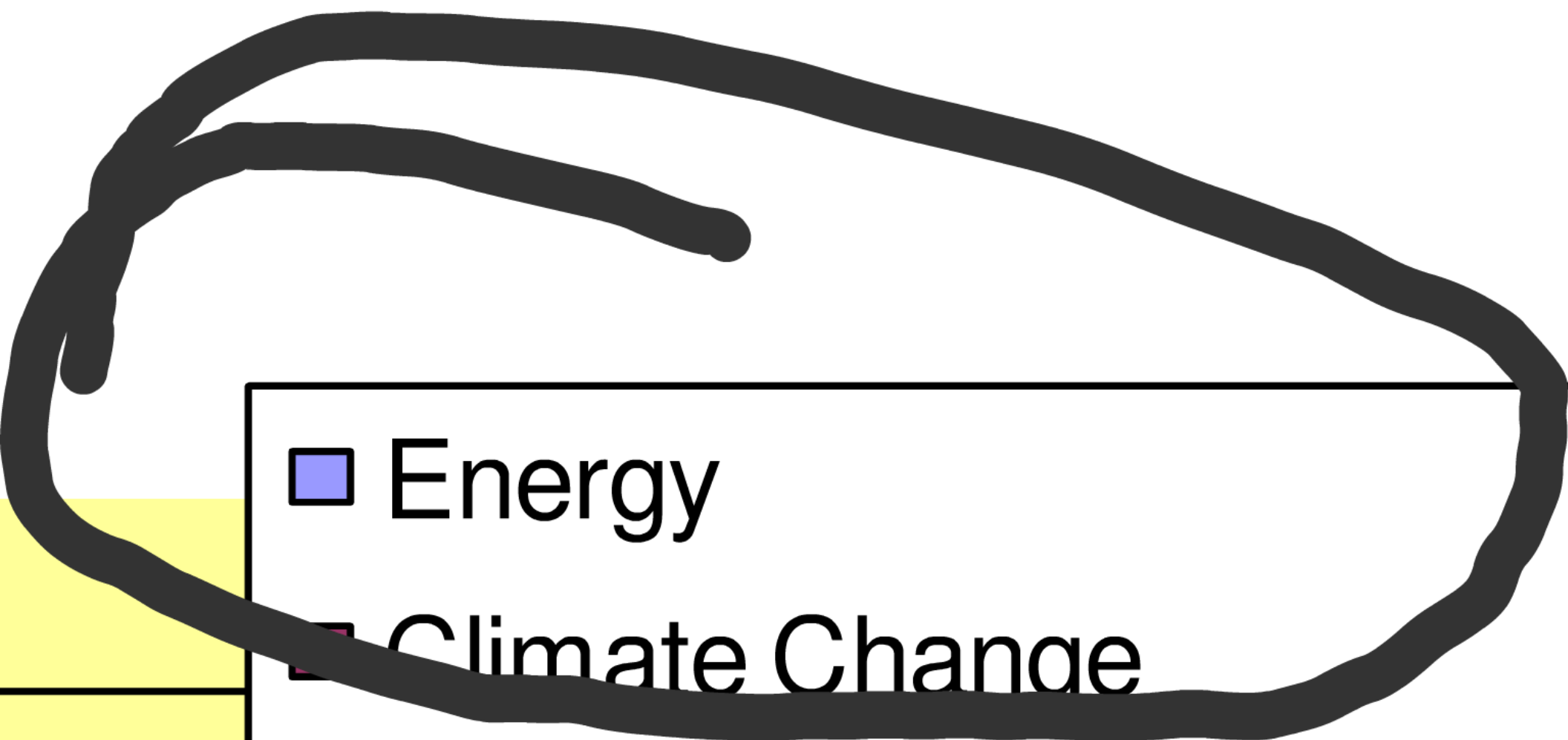




# What You Need to Know About "X"\*



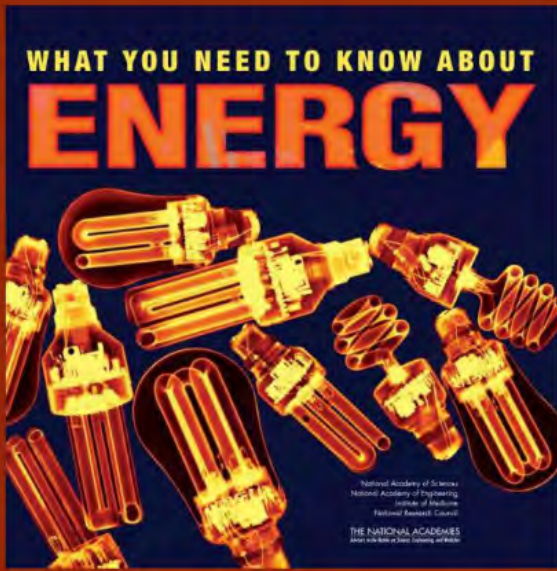
# Its



Energy

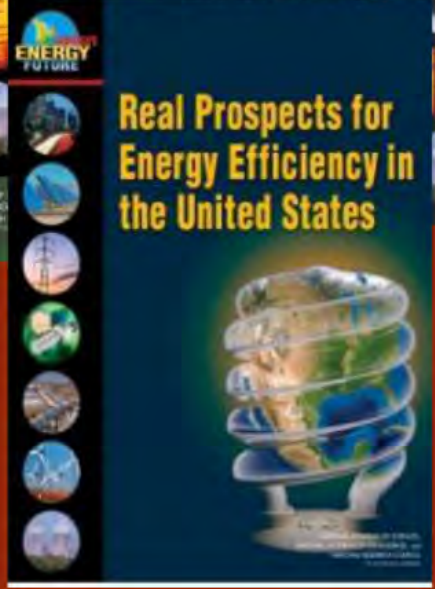
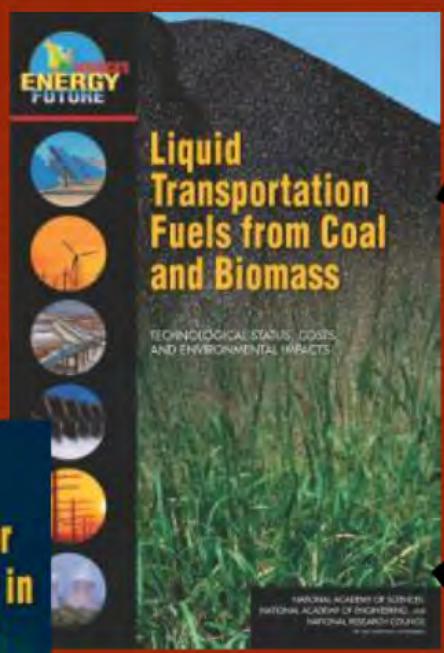
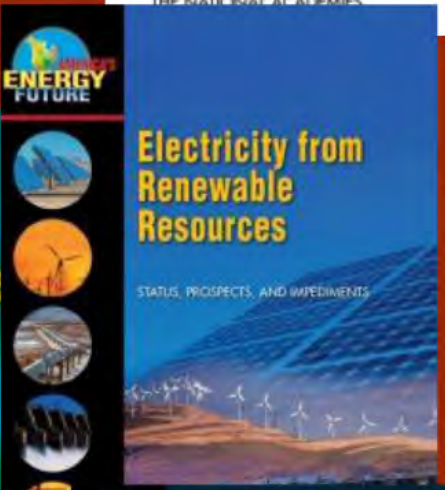
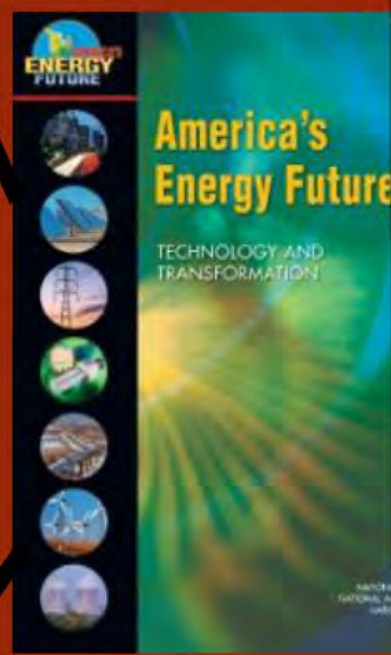
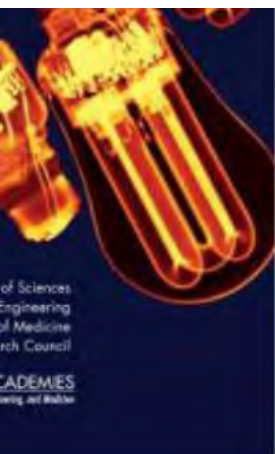
Climate Change

Education and Learning



# What You Need to Know About Energy





# WHAT YOU NEED TO KNOW ABOUT **ENERGY**



National Academy of Sciences  
National Academy of Engineering  
Institute of Medicine  
National Research Council

**THE NATIONAL ACADEMIES**  
Adviser to the Nation on Science, Engineering, and Medicine



# What You Need To Know About Energy

As debates about energy grow more intense, Americans need dependable, objective, and authoritative energy information. The National Academies, advisers to the nation on science, engineering, and medicine, provide the facts about energy—a complex issue that affects us as individuals and as a nation.

Print Email Share

## WHAT DO YOU KNOW ABOUT ENERGY?

The consumption of energy worldwide is projected to rise by how much between 2006 and 2030?

- 18%
- Nearly 50%
- Nearly 100%

## ENERGY DEFINED

### Biofuels

Liquid fuels typically derived from harvested plant material, used primarily for transportation. These are different from fossil fuels, which are derived from transformed organic material residing in the Earth's crust for millions of years.

[View our full glossary](#)



## Uses

Discover how the strength of American industry, speed of transportation, and countless modern conveniences all come from our ingenious use of energy.

[Home & Work](#)



## Sources

The United States depends on a variety of energy sources. What advantages and challenges does each one present to our nation and its people?

[The Sun](#)

[Electricity](#)



## Costs

Learn about the costs of our unprecedented standard of living—to the environment, to our national security, and to irreplaceable resources.

[Environmental Impact](#)

[Security](#)



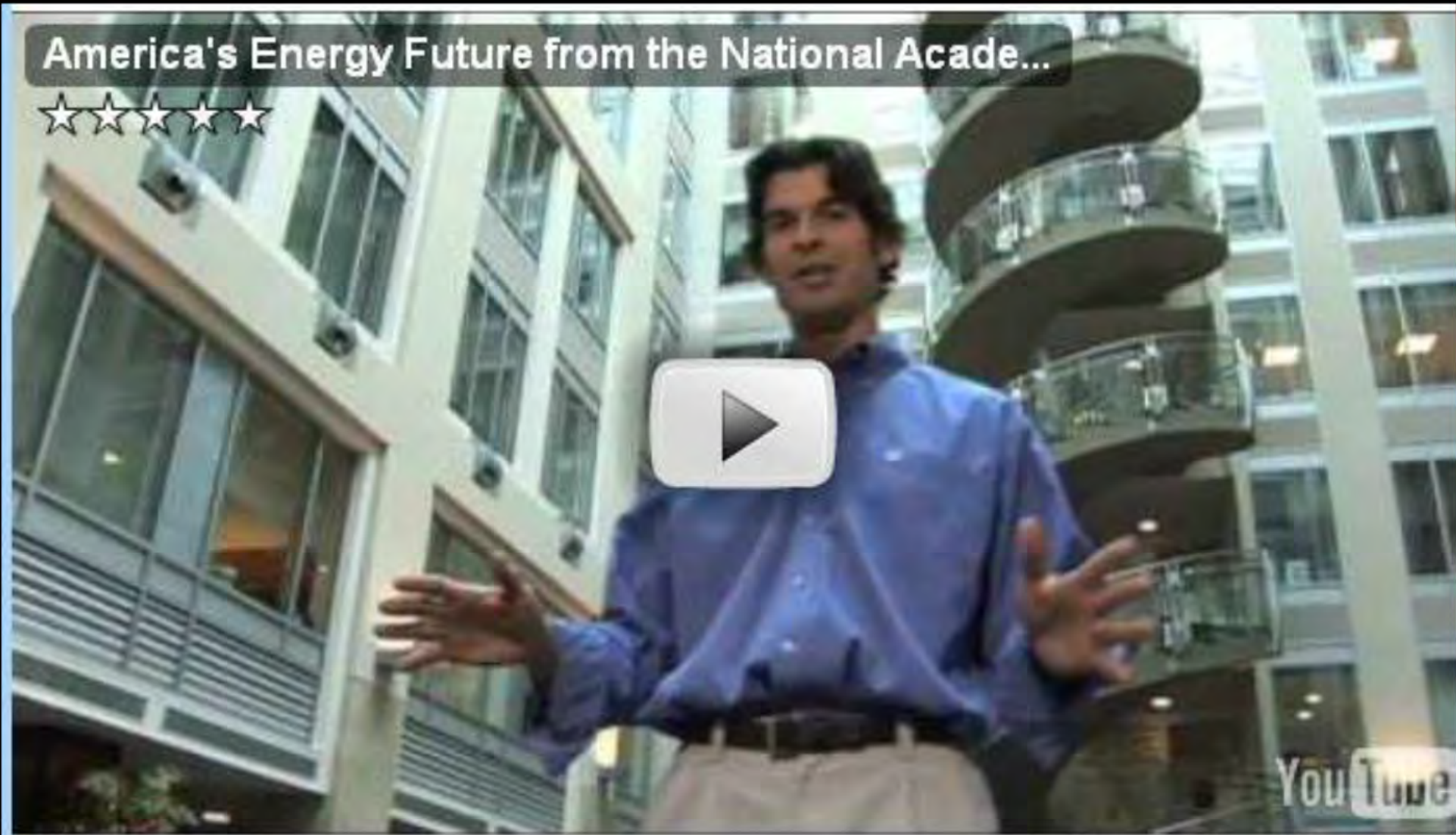
## Efficiency

Increasing supply isn't the only answer to a stable energy future. Discover how reducing demand through improved efficiency achieves the same effect.

[Getting More for Less](#)



# America's Energy Future from the National Acade...



YouTube

0:00 / 5:42

# THE SCIENCE & ENGINEERING AMBASSADOR PROGRAM

PITTSBURGH

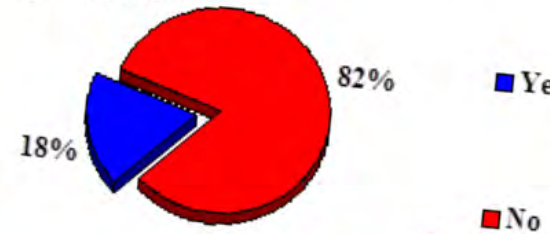


*Connecting Communities with Local Scientists and Engineers*

A PROGRAM OF THE NATIONAL ACADEMY OF SCIENCES AND THE NATIONAL ACADEMY OF ENGINEERING



Do you personally know a scientist?



Research America  
AN ALLIANCE FOR DISCOVERIES IN HEALTH

Bring science and

Allow people to

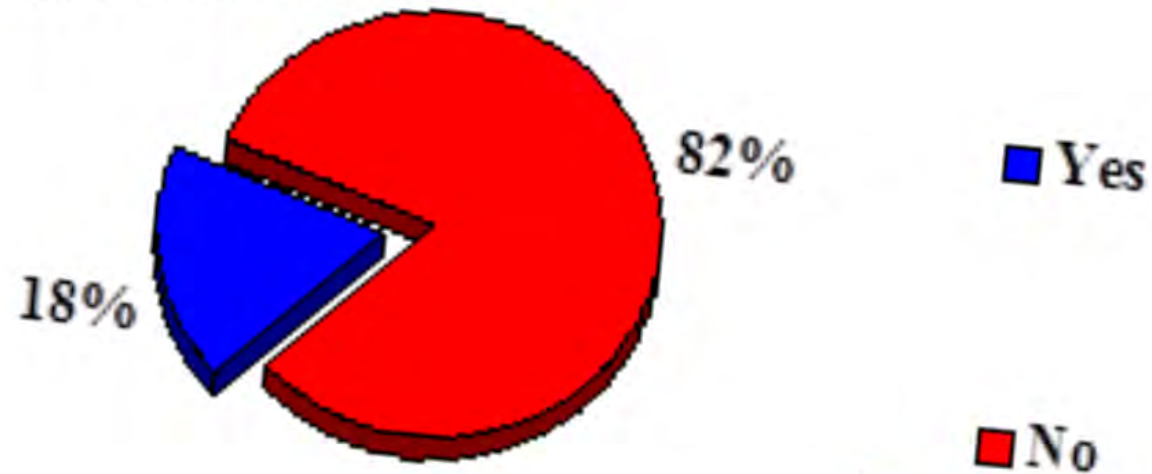
Choose ambassa

Start with the to

Programs based o

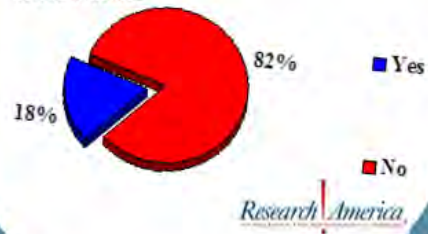


Do you personally know a scientist?



*Research!America*  
AN ALLIANCE FOR DISCOVERIES IN HEALTH

Do you personally know a scientist?



Bring science and engineering into communities

Allow people to get to know scientists and engineers

Choose ambassadors based on science and communication expertise

Start with the topic of energy in one pilot city—Baltimore or Pittsburgh

Programs based on the needs of the community

1



r Pittsburgh

## COMMUNICATING EXPERTISE

The scientists and engineers who serve as Ambassadors are established, well-respected experts who come from academia, industry, or government. Each has demonstrated respect for the value of interacting with members of the community and has shown a talent for effective communication to non-expert audiences.

But new communication tools and techniques, as well as new research about effective methods for communicating, are constantly evolving. Therefore, a key component of the Science & Engineering Ambassador Program is providing scientists and engineers with strategies to improve their communication with people outside their scientific or engineering field, such as members of the media, business leaders, teachers, neighborhood leaders, or any other group of local opinion leaders.

## GROWTH

Success of the Science & Engineering Ambassador Program depends on active community participation, strong committed scientists, and we will build the program next year, we welcome your participation and involvement and we will expand the program to the rest of the nation, our search for participants will grow. Find out how you can get involved at our website [www.ambassadors.org](http://www.ambassadors.org).



## NATIONAL ADVISORY BOARD

The following group of high-level volunteers, representing a variety of fields, have provided guidance in the planning of the program:

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National Academy of Sciences Vice President  
Mary-Dell Chilton Distinguished Professor  
Department of Biology  
Washington University  
St. Louis, MO

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U.S. Department of Energy's  
National Renewable Energy Laboratory  
Golden, CO

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School of Journalism and Mass Communication  
University of Wisconsin—Madison  
Madison, WI

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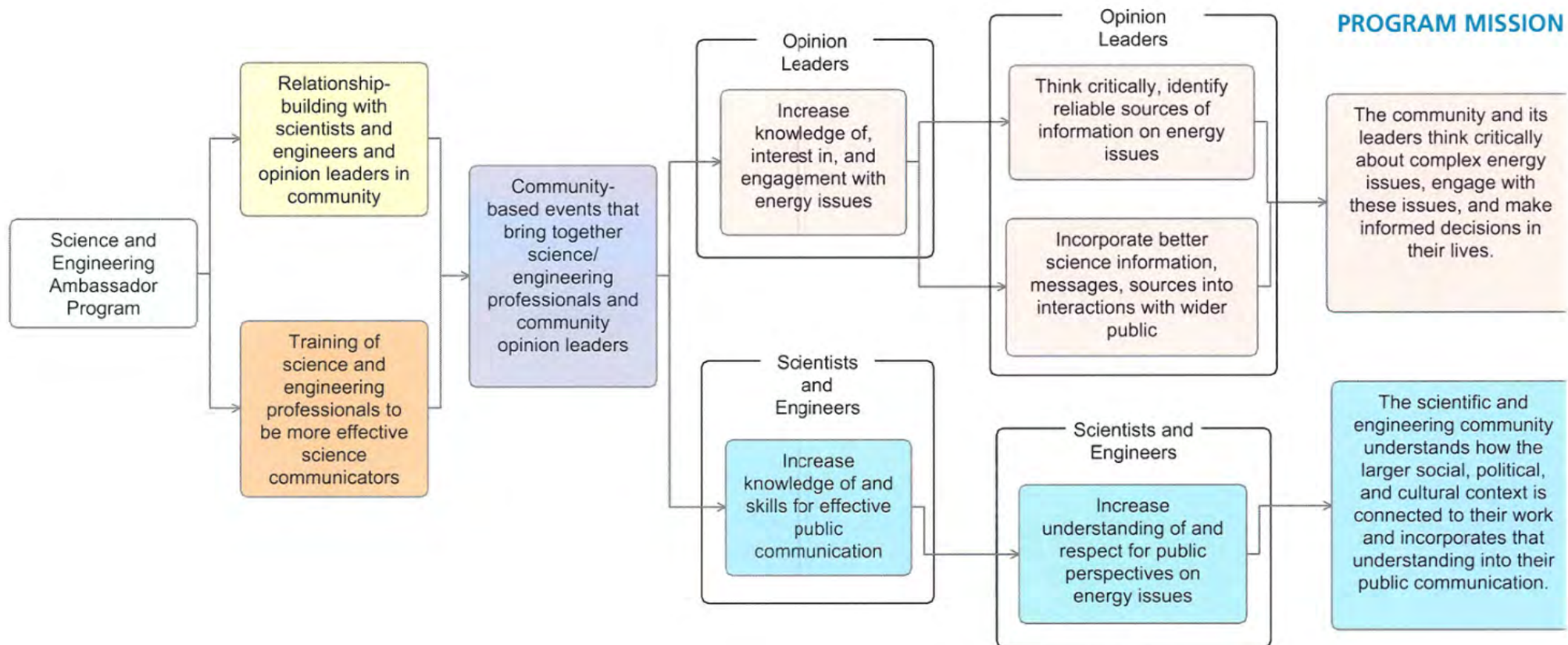
Lead Meteorologist  
ABC7/WJLA-TV  
Arlington, VA

### DENNIS SCHATZ

Senior Vice President for Strategic Programs  
Pacific Science Center  
Seattle, WA

# SCIENCE & ENGINEERING AMBASSADOR PROGRAM

## PITTSBURGH PROGRAM OVERVIEW





platform on which to comm

Educators

Business Leaders

Neighborhood Group Activists

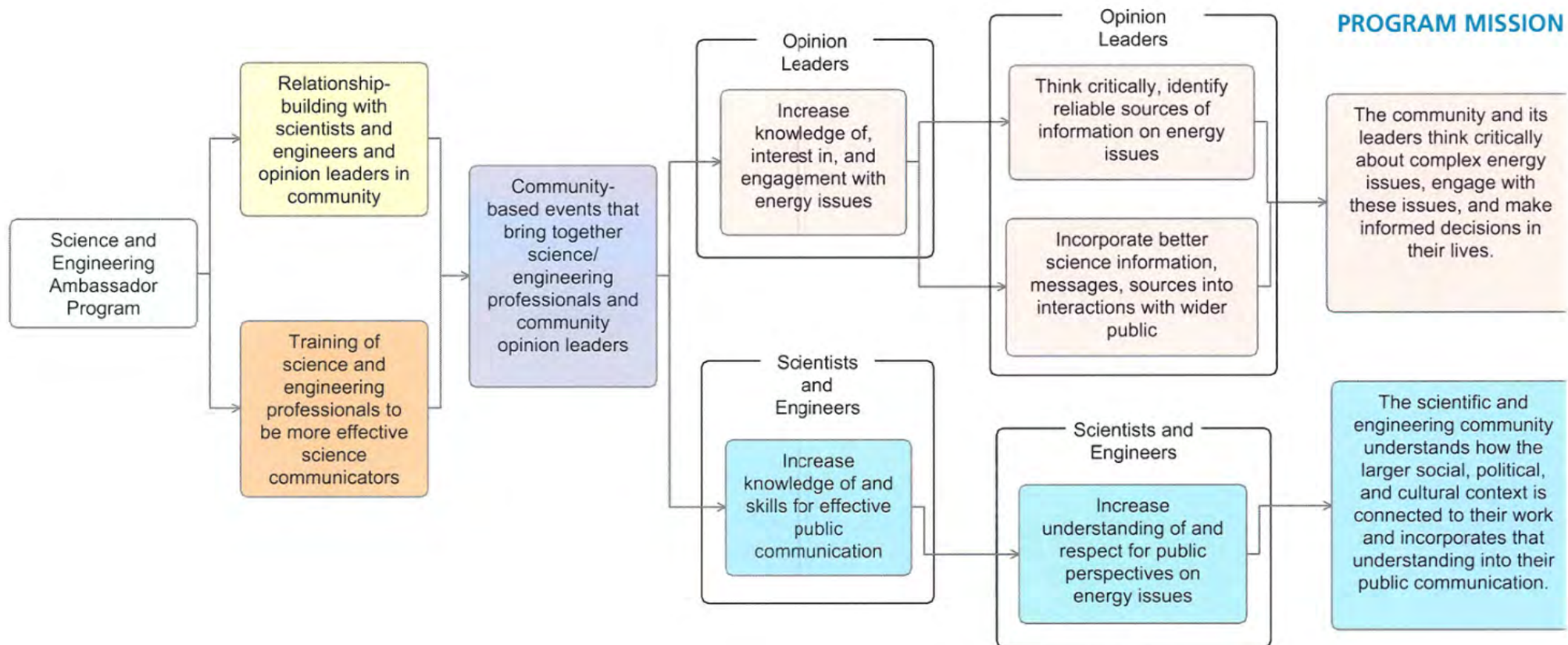
Religious Leaders

Elected Officials

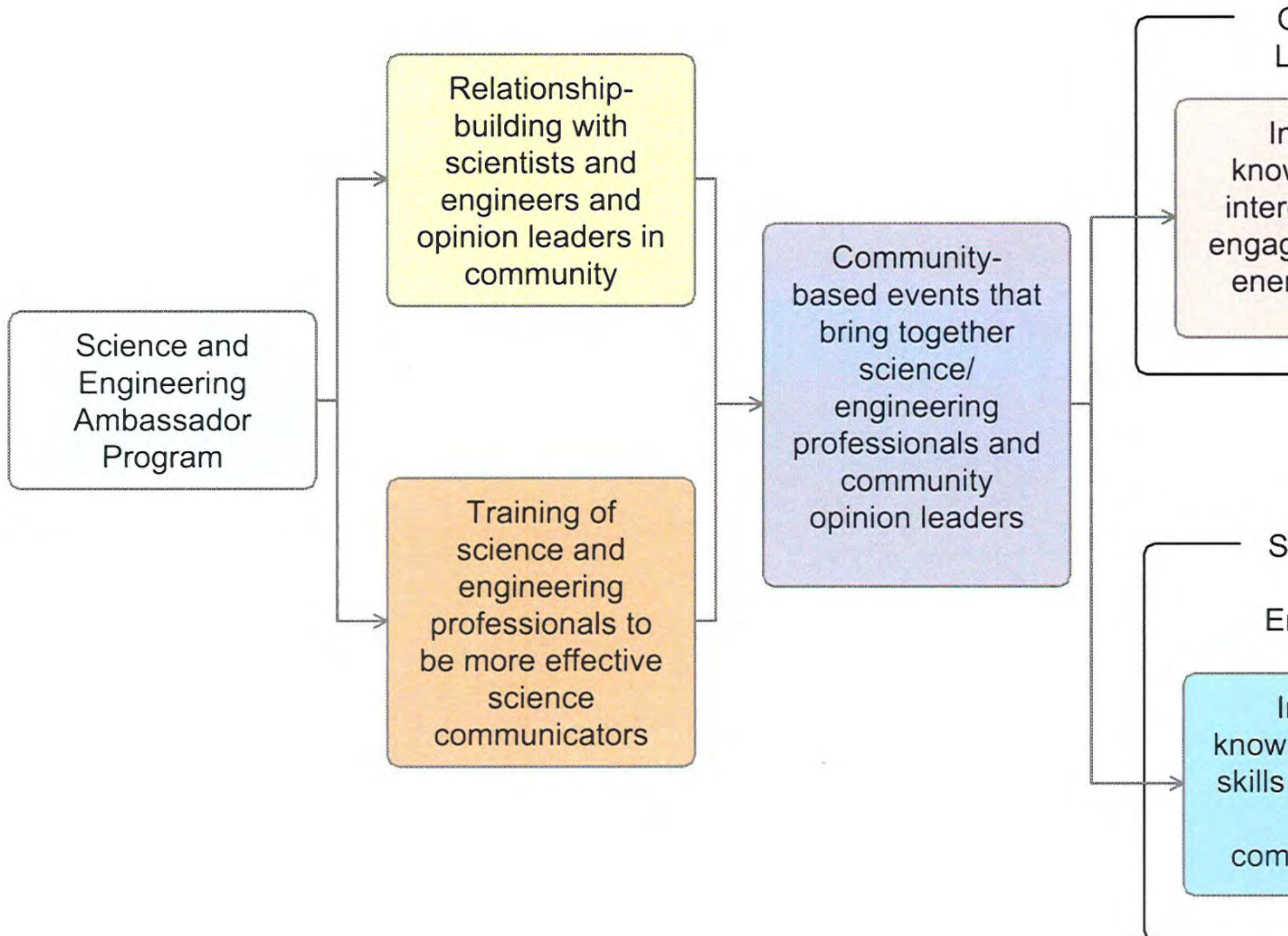
NGOs

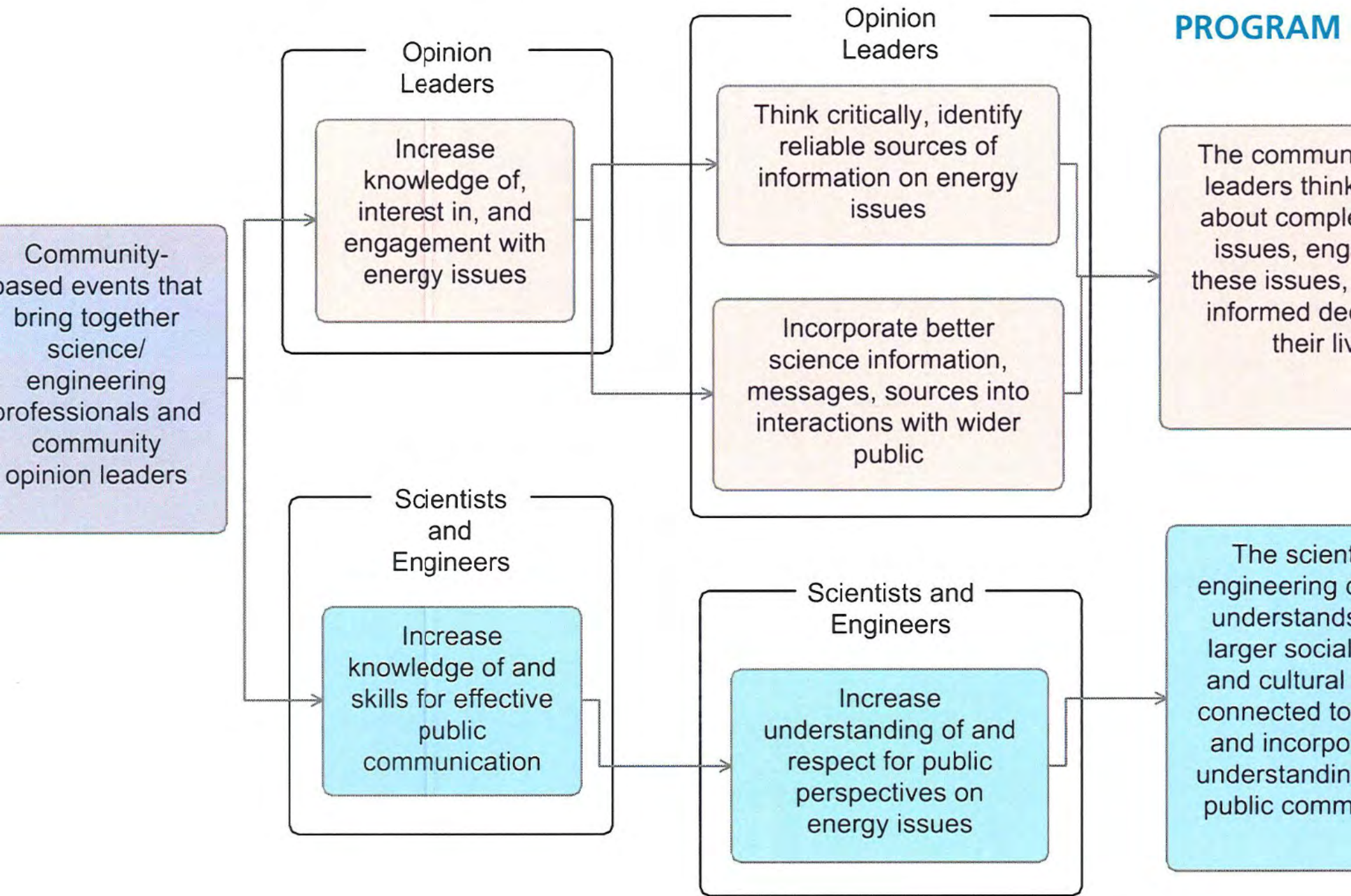
# SCIENCE & ENGINEERING AMBASSADOR PROGRAM

## PITTSBURGH PROGRAM OVERVIEW









## PROGRAM MISSION

### Opinion Leaders

Think critically, identify reliable sources of information on energy issues

Incorporate better science information, messages, sources into interactions with wider public

The community and its leaders think critically about complex energy issues, engage with these issues, and make informed decisions in their lives.

### Scientists and Engineers

Increase understanding of and respect for public perspectives on energy issues

The scientific and engineering community understands how the larger social, political, and cultural context is connected to their work and incorporates that understanding into their public communication.



CC0 photo by Thomas von Pöhl

CC0 photo by Thomas von Pöhl



**Narrative**



**Dialogue**

A large, thick blue circle is centered on a white background. Inside the circle, the word "Presentation" is written in a bold, dark red, sans-serif font. The text is slightly tilted upwards from left to right.

**Presentation**



# **Media Training**





**Science of  
Science  
Communication**



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**ovies**

NDATION

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FOUNDED



2.5 **WD**

**Rock**

ICLIGHT

Steel



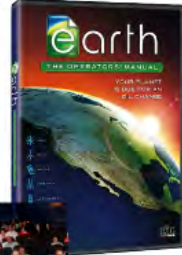
**SAVE THE DATE**

Join in the HallowGreen fun at the Terminal Building's Hidden 6th Floor Vault!

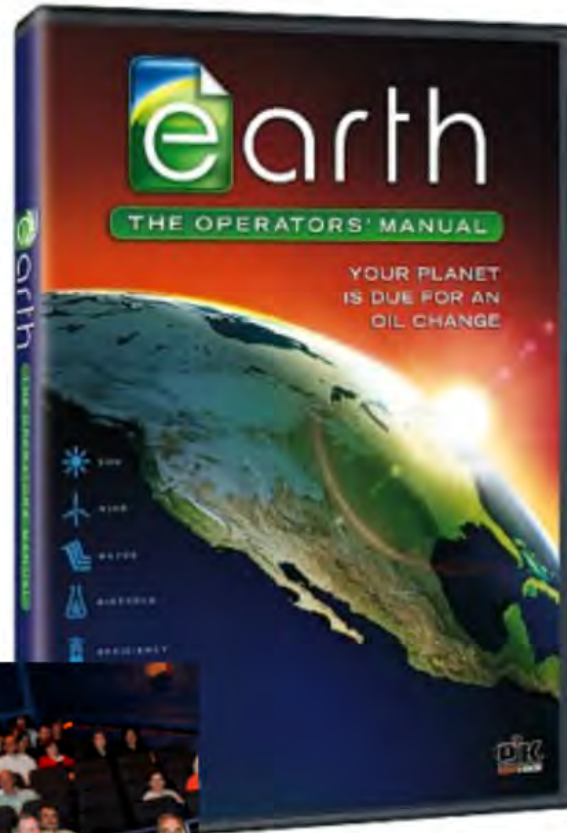
**HALLOWEEN**











# Energy at the Movies

Presented by DR. MICHAEL E. WEBBER  
Supported by the AMERICAN CLEAN SKIES FOUNDATION  
with additional support from AMD

Home About Events Panel Discussion Energy Films

## Energy at the Movies

From the quishing geysers of *Giant*, to the platinum powered time machine of *Back to the Future*, Hollywood has entertained us with unforgettable, often iconic images of energy. Whether intentional or not, films frequently serve as a snapshot of society, capturing sentiments of each time period. Many films have themes that memorialize collective optimism, fears, and observations about energy. Using film clips as a historical road map, *Energy At The Movies* is an entertaining lecture that enlightens audiences about the ways films influence how we think about energy, and in turn, how we influence energy policy.

### Subscribe to Group Newsletter

Enter your email address to subscribe to the Webber Energy Letter, the Clean Energy News e-zine, or Clean Energy Jobs announcements.

*Energy at the Movies* made its television premiere on Saturday June 2nd 2012 on KLRU-Q in Austin, Texas.





# Coffee With Mike





# SAVE THE DATE

Join in the HallowGreen fun at the Terminal Building's Hidden 6th Floor Vault!

# HALLOWGREEN



October 20, 2012  
7:30 pm - 12:00 am



*Café*   
SCIENTIFIQUE

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