

# SCICOMM SPEAKER SERIES

## Creative (Climate) Communications-Productive Pathways for Science, Policy & Society

Thursday, October 1 | 6:00 p.m. – 7:00 p.m.

Registration required: [bit.ly/PSUSciComm](https://bit.ly/PSUSciComm)

### LECTURE FEATURING

**Max Boykoff**, *professor of environmental studies at the  
University of Colorado*

Boykoff will explore dimensions of his book “Creative (Climate) Communications: Productive Pathways for Science, Policy and Society.” In the book, published last Fall, he posits that conversations about climate change at the science-policy interface and in our lives have remained stuck. The book integrates lessons from social science and humanities research and practices that have sought to more effectively make connections through issues, people and things that everyday citizens care about. Through this work Boykoff seeks to improve understanding that there is no “silver bullet” to communications about climate change. Instead, a “silver buckshot” approach is needed, where “smartened up” strategies effectively reach different audiences in different contexts. This tact can then significantly improve efforts that seek meaningful, substantive and sustained responses to contemporary climate challenges. These also more effectively recapture what may be seen to be a “missing middle ground” or common ground on climate change in the public arena. This book helps consider how to harness creativity to better understand what works where, when, why and under what conditions in a 21st Century communications environment. This work can, in turn, improve science, policy and society interactions.



**ABOUT MAX BOYKOFF** Max is a Professor in the Environmental Studies Program and is Adjunct faculty in the Department of Geography. In addition, Max is a Senior Visiting Research Associate in the Environmental Change Institute at the University of Oxford. Max also served the Director of the Center for Science and Technology Policy, which was a part of the Cooperative Institute for Research in Environmental Sciences at the University of Colorado Boulder.