

The Ocean Sciences Film Festival – S-Factor II “Hollywood Comes to Ocean Sciences”

The public and elected officials will continue to have a disinterested to negative attitude about climate change and other environmental issues unless we start communicating more effectively.

Interest in public outreach is growing within the marine sciences community. However, most of us need to learn more about how to use popular media, like video, and to make our messages interesting and compelling to a non-technical public.



Building upon previous efforts at the 2010 Portland Ocean Sciences Meeting, the 2011 Puerto Rico ASLO Aquatic Sciences Meeting, and the 2011 San Francisco AGU Fall Meeting, there will be another Film Festival at the Salt Lake City 2012 Ocean Sciences Meeting. Marine Biologist turned **Hollywood filmmaker, Randy Olson** will again be the primary communications expert. Similar to the second event, there will be a website blog for posting the videos and for an interactive discussion of them before



the meeting. Following the innovation from the AGU meeting, we will call this the **S-Factor II** (S = Science, like the TV talent show X-Factor). Randy will bring Brian Palermo (acting instructor, story-line expert, actor – most recently in *The Social Network*) and Dorrie Barton (movie script consultant and actress – many movie and TV appearances) who will join him as a panel for the evaluations of the videos. This brings an exciting element to the workshop and gives multiple eyes from experts who act in, write, and produce TV and movies with broad public audience appeal. In addition, it is probable that panel members can be available after the meeting as consultants for specific video projects to anyone interested.

Please consider submitting a video. Like in the past, the rules are: the video should not exceed 5 minutes, be submitted in *You Tube* format, and be aimed at a level that is understandable and interesting to the general public. At the Salt Lake City meeting, **S-Factor II will take place on Sunday afternoon, February 19** (time to be announced). Videos are to be submitted to a blog site for the event and will thus allow interactive discussion prior to the meeting; 10 of those submitted will be selected for airing and discussion with the expert panel at the meeting. The deadline for submitting your videos to the blog site will be in mid-late January 2012. We will post more information in the near future. This workshop is supported by a grant from the Ocean Sciences Division of the U.S. National Science Foundation. If you have any suggestions or want to let us know of your interest, please contact Jon Sharp (jsharp@udel.edu).