

Translation and Promotion of a Scientific Paper

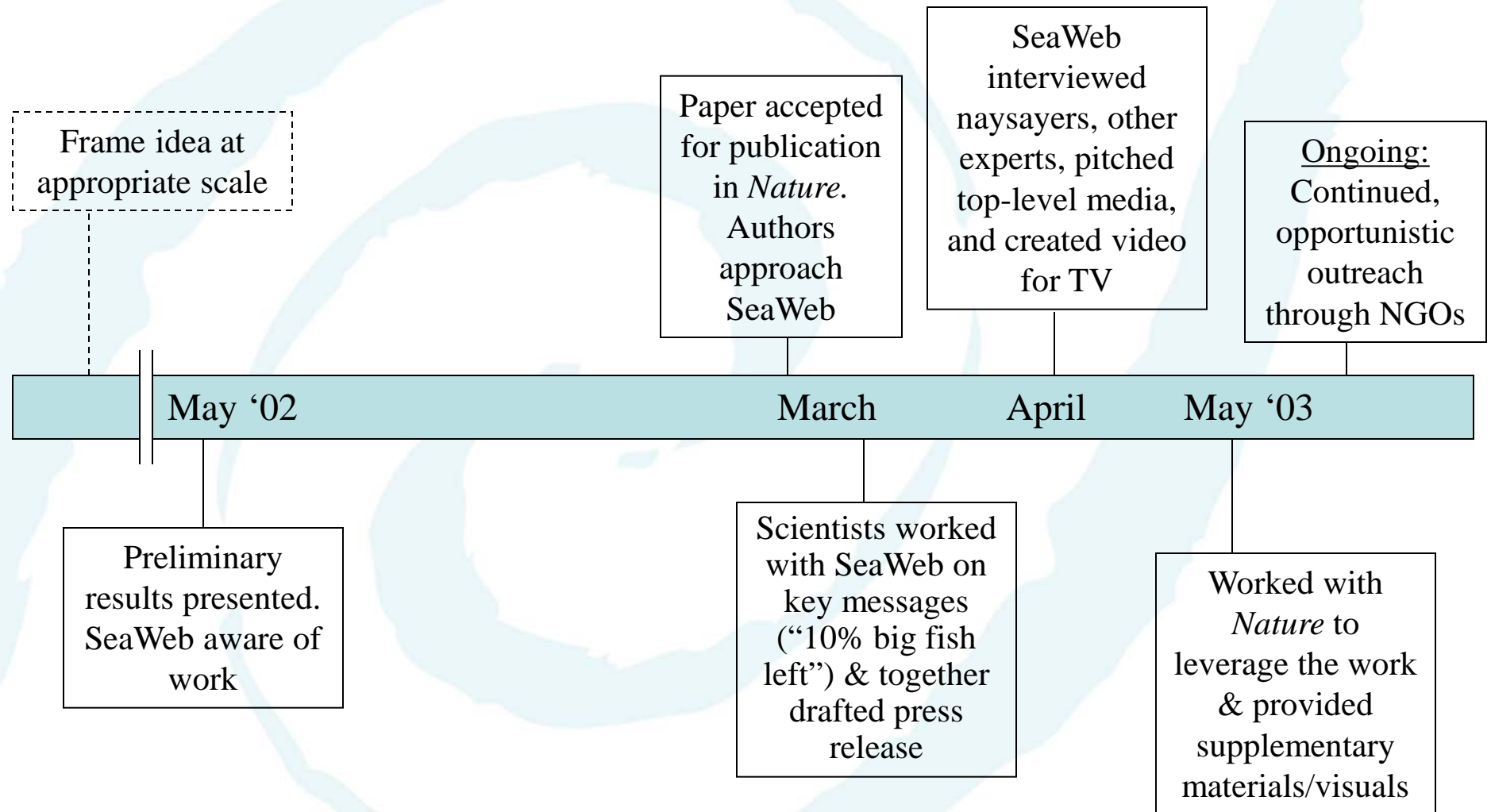
Case Study:
Myers/Worm



What made it work?

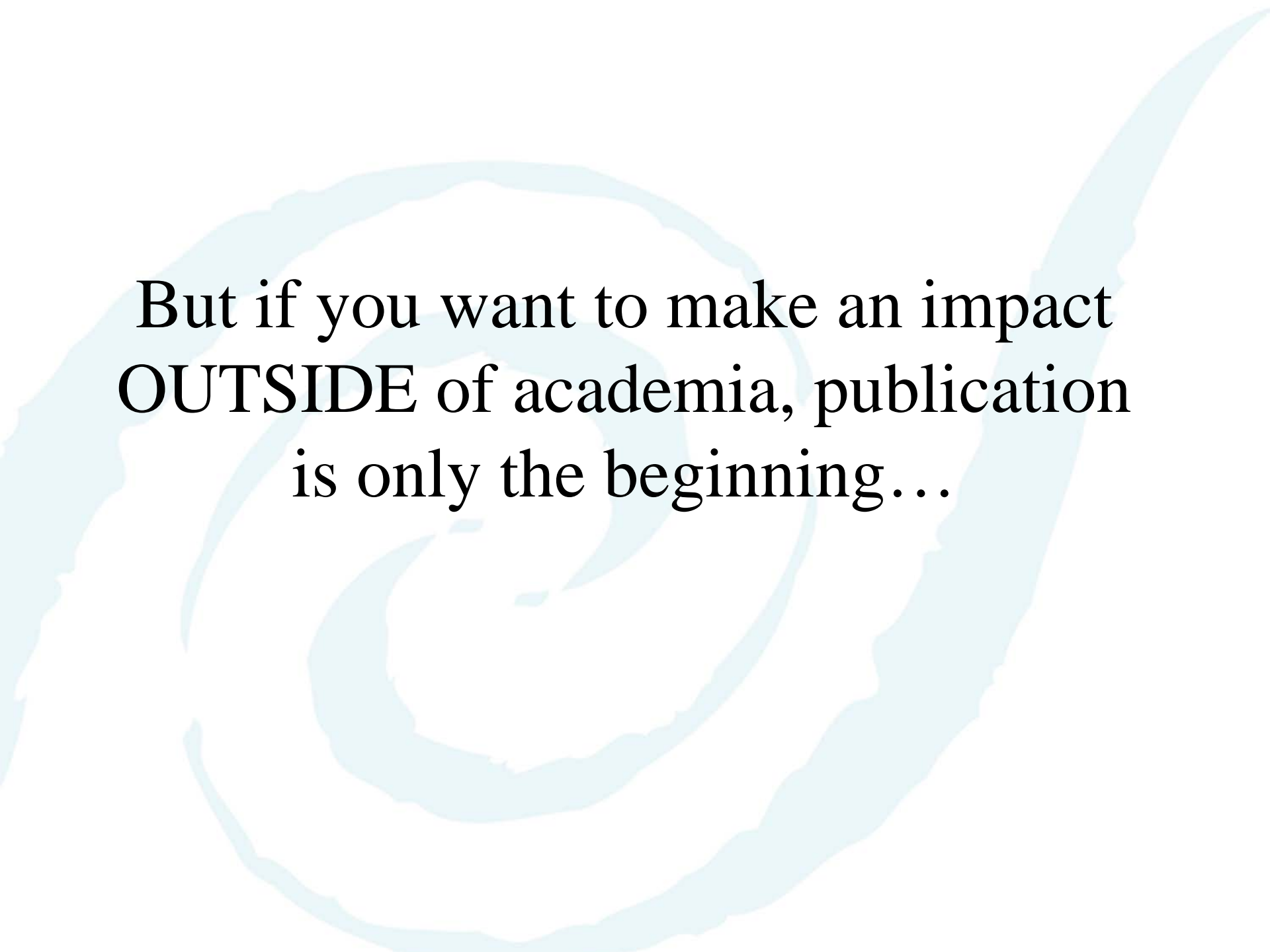
- Integrated outreach
- Top tier journal
- Committed, articulate, passionate scientists
- Striking results - simple message
- Linked to policy- Pew commission
- Novelty - but built on other studies
- Luck

Outreach: more than just an afterthought



For many, the cover of *Nature* is as good as it gets.





But if you want to make an impact
OUTSIDE of academia, publication
is only the beginning...

Rolling Stone

10% of
big fish
are left

Cod
Wars

Great
Fish
Gone

Hammer-
head
Horror



GQ

*Structure
Matters*

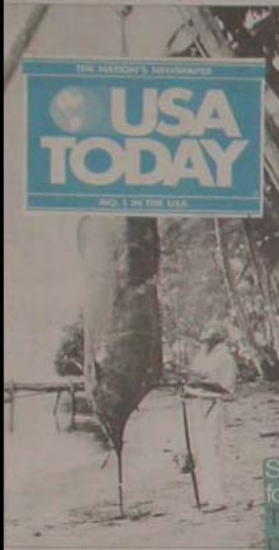
**The
Hottest
Hotspots**

**10% of
big fish
are left**



No place for fish to hide'

Damage to large species might be permanent



The sea that didn't get away: Beaches and shallow bays are the last refuge for large fish. (Photo by Tom Brokaw)

Commercial Fleets Slay Of Big Fish by 90%

By Thomas H. Dyer

Commercial fishing has wiped out 90% of the world's population of large fish species, according to a new study. The study, published in the journal *Science*, says that the world's large fish population has declined by 90% since 1950. The study also found that the world's large fish population has declined by 90% since 1950. The study also found that the world's large fish population has declined by 90% since 1950.

The New York Times

Taken Out of Ocean ations, Study Finds

Commercial Fleets Depleted Oceans' Big Fish, Study Says

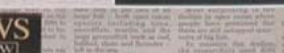
National Scientists warn Fall i stocks hit crisis



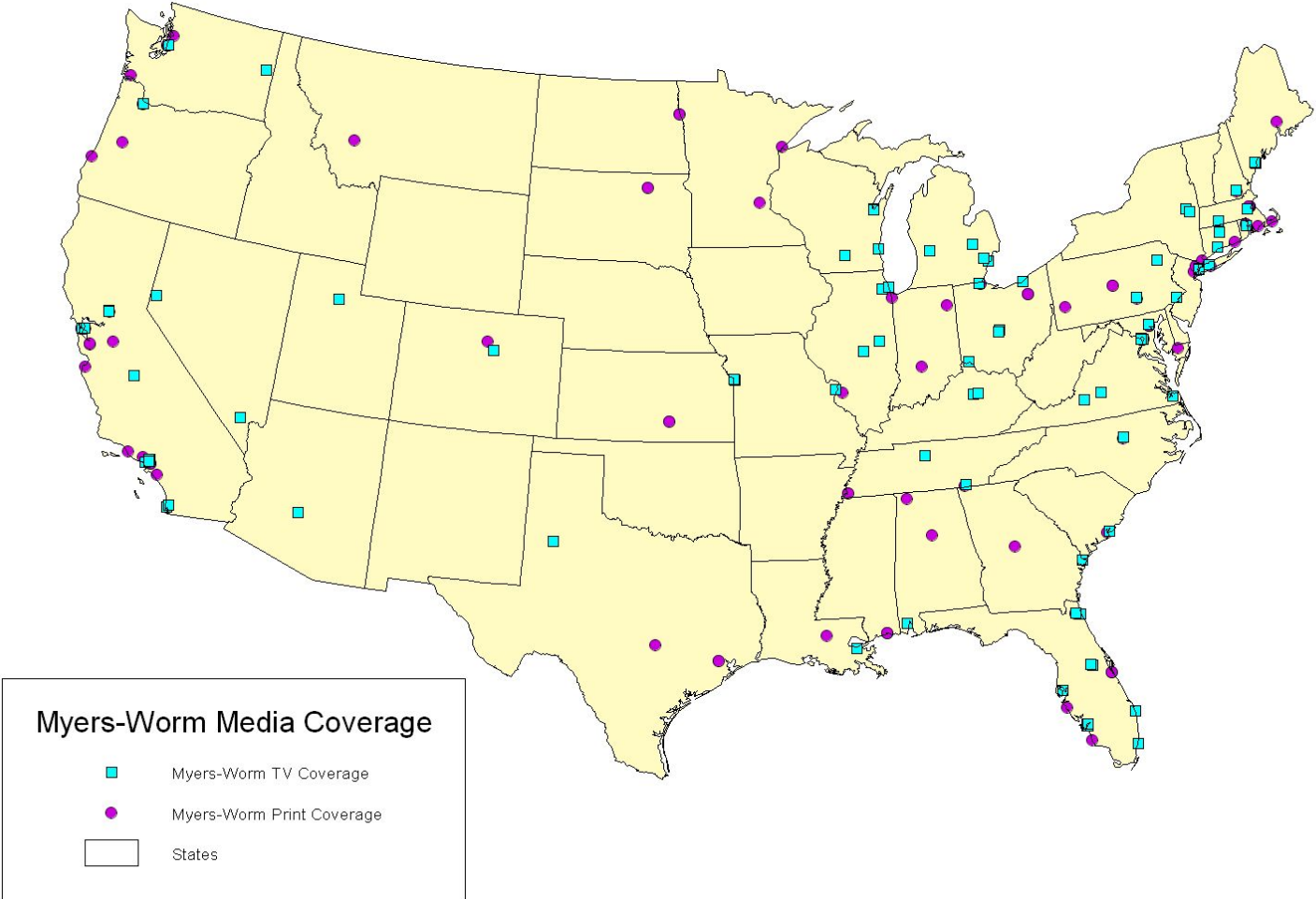
Key Ocean Fish Species Ravaged, Study Finds



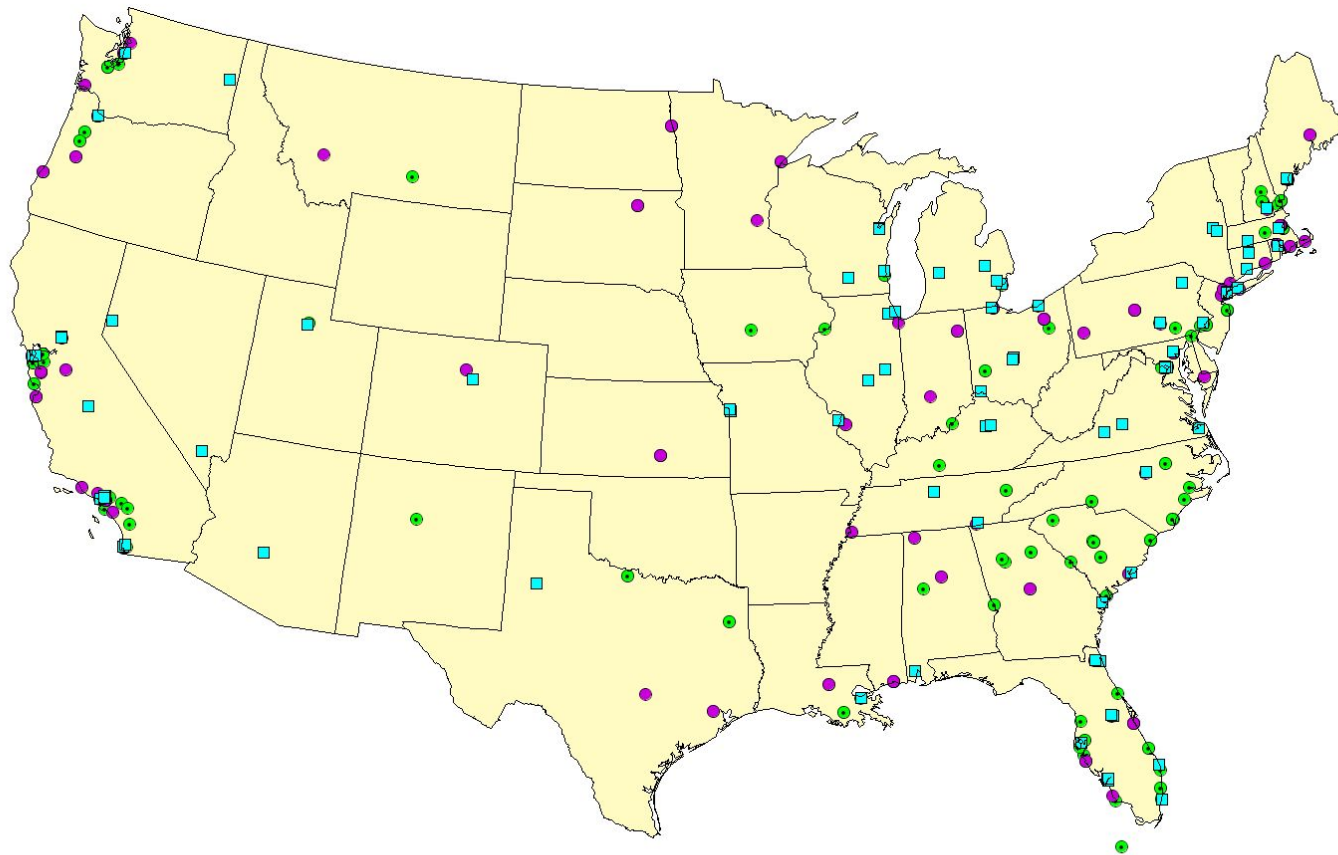
Big fish are the great fish, when it comes to the world's oceans. The fish are being taken out of the oceans at a rapid rate.



Myers-Worm Media Coverage



POC and Myers-Worm Coverage



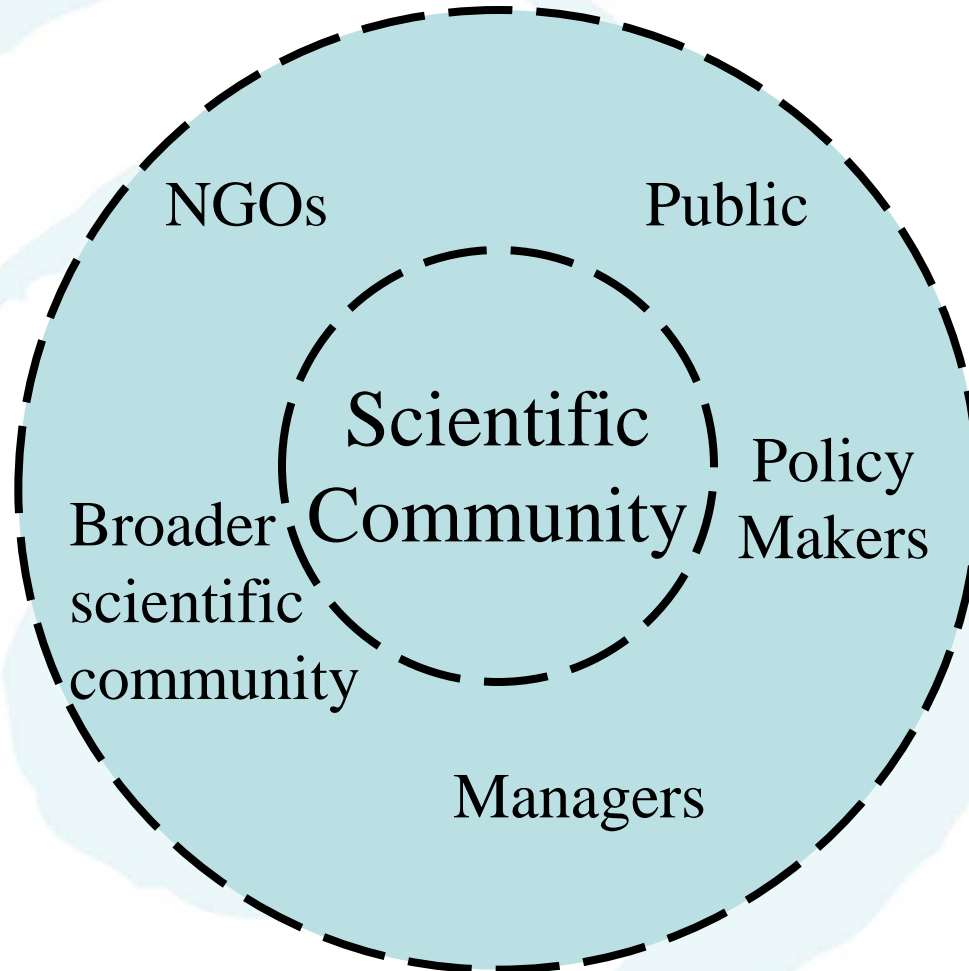
Over the past month, there has been significant media coverage on global overfishing, which has helped to raise the nation's overall awareness of the condition of global fisheries. The message is our oceans are in danger and we need to take immediate action to protect them.

- McCain, June 2003

Multiplier effects

- Interest from McCain; hearing on Capitol Hill
- House Oceans Caucus/COMPASS luncheon
- Society of Environmental Journalists meeting
- Increased attention for subsequent publications
- More and more media attention
- Pew Commission, NGOs using to position their work

Expanding Their Sphere of Influence



Problems?

- Large fish biomass declined by at least 90% across the global ocean -> baseline: prior to industrial exploitation there were 10 times more large fish
- Initial declines happened very rapid and are often poorly documented -> management will underestimate decline
- Species composition has undergone large changes as well
- The entire ocean has been transformed, no “blue frontier” left
- Changes very uniform from the tropics to the poles, close and distant to shore

Benefits?

- Among the last free-ranging large animals on earth
- Most valuable wild animals on earth
- Huge economic benefits
- Important ecological roles
- Lions and tigers of the sea
- First large land mammals and freshwater fish
- Then coastal, then whales
- Now everything else
 - reaching the limit
- Its time to turn this around

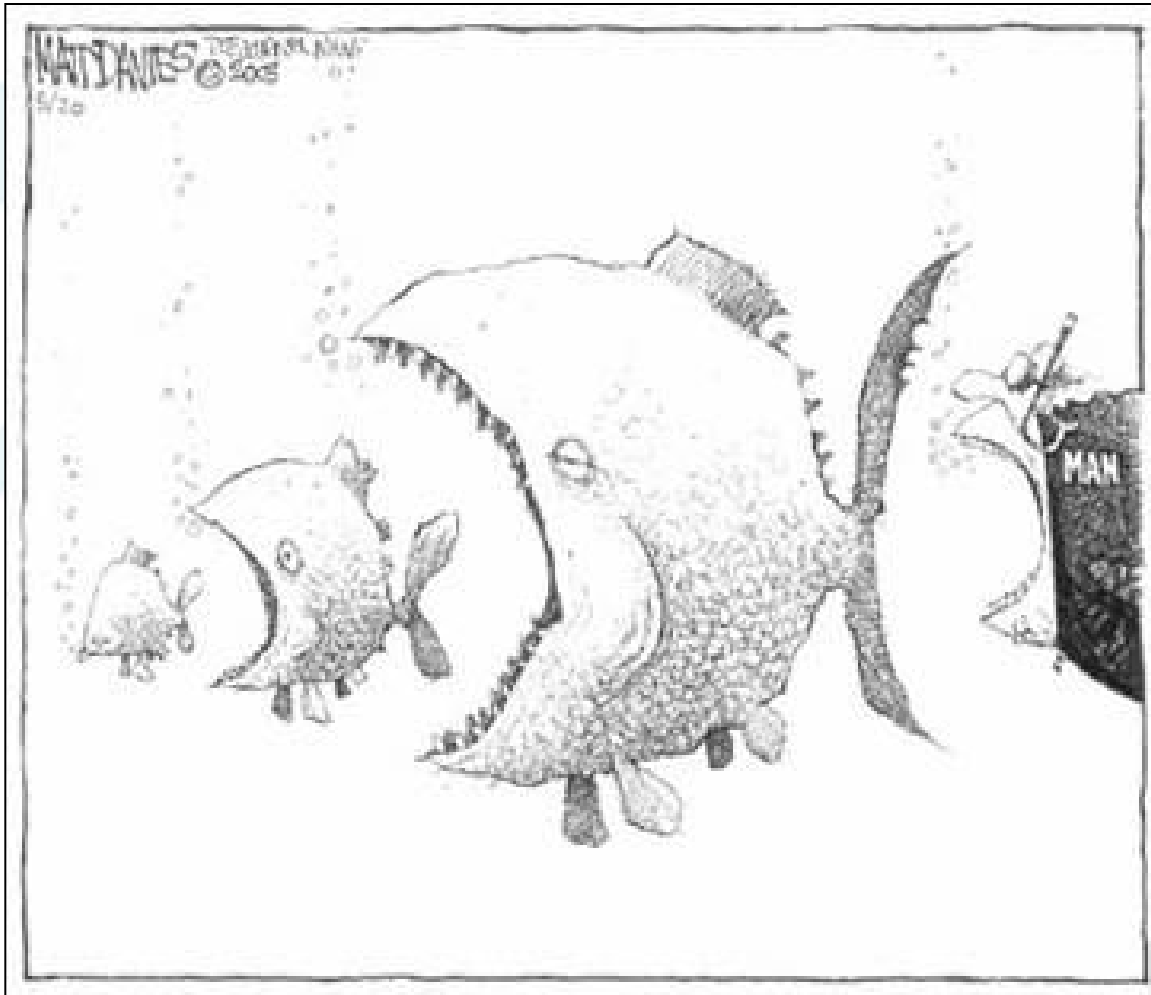
Global overfishing Issue

Solutions?

- Recovery by reducing fishing pressure
- Reduce effort (hard to control because fishing pressure increases)
 - Reduce quota (hard to achieve and on its own almost always not sufficient)
 - Marine reserves (many promising examples, almost never fail to halt declines)

So What?

- Fisheries will suffer and possibly collapse
- This likely has major ecosystem consequences (but we are ignorant to what precisely will happen)
- Populations and species may go extinct



JAWS II



THE NEAR FUTURE ...

A SINGLE COD FISH,
NOW THOUGHT TO BE
EXTINCT BY SCIENTISTS, HAS
BEEN SPOTTED SWIMMING
IN THE MID-ATLANTIC,
RAISING HOPES THAT
THE SPECIES HAS NOT
DISAPPEARED...



Ottawa Citizen
Caglecartoons.com

IT'S MINE!
MINE! MINE! MINE!
I SAW IT FIRST!
BACK OFF!



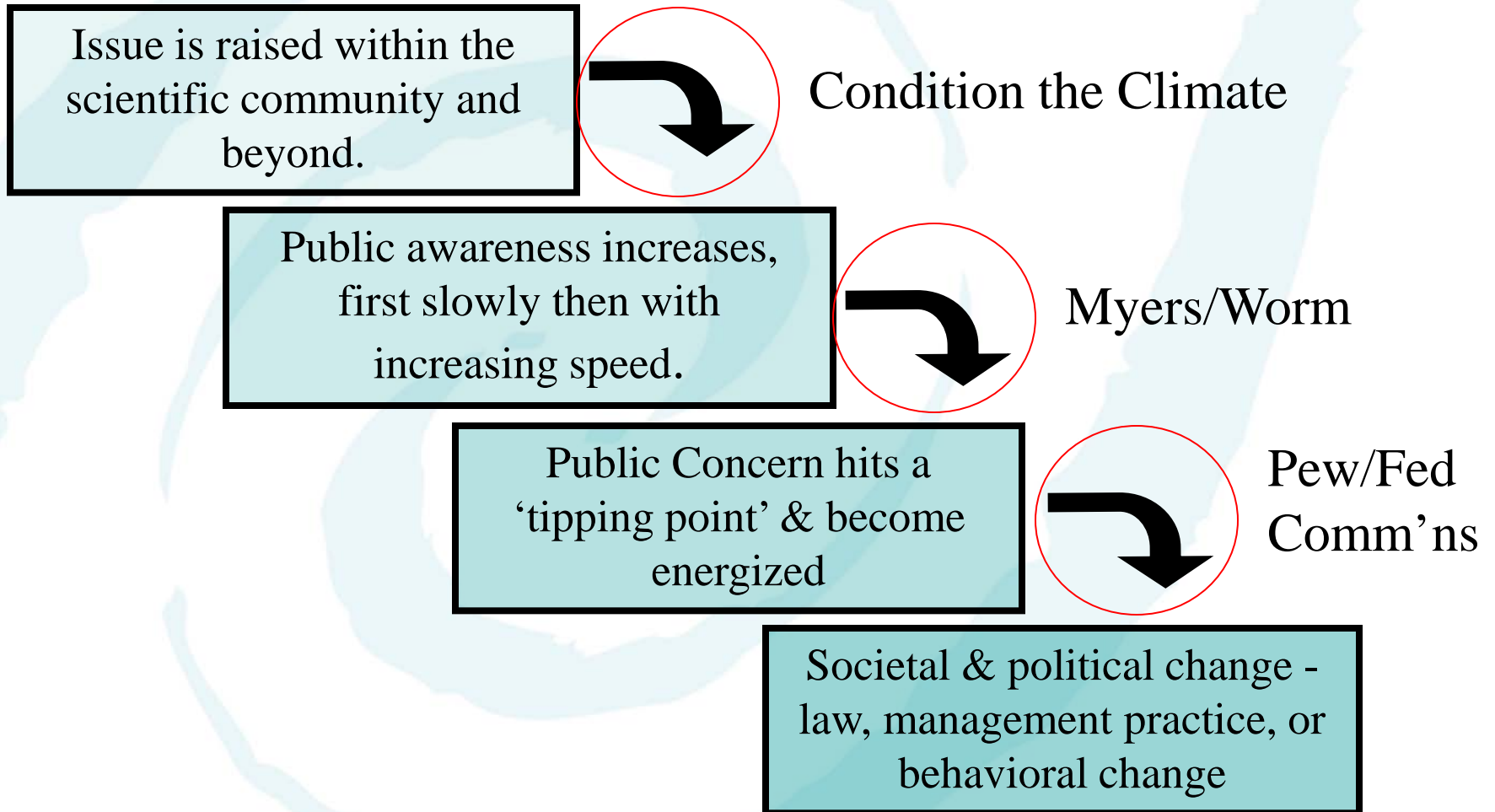
Email from *Boris Worm, Dalhousie University*
(*August 2003*)

A funny thing happened today: Heike and I were putting together a course outline, and I realized that I am adopting the SeaWeb message scheme to everything I do:

- no more than 3 messages*
- which get repeated over and over again*
- everything is organized around these 3 messages*
- if little time is available, reduce to one message*

I love it, it works really well.

Leveraging



The Prescription for Success

- ✓ Frame the information into a relevant message
- ✓ Look for opportunities to engage with outside audiences
- ✓ Link to solutions
- ✓ Invest the time



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“One thing I’ll say for us, Myer - we never stooped to popularize science.”