

The Department of Atmospheric and Oceanic Sciences Presents...

Dr. Marshall Shepherd

Zombies, Sports, and Cola: What Do They Mean For Communicating Weather and Climate



The title of this talk may be a head-scratcher upon first look, but Dr. Marshall Shepherd will use his 25 years of experience as a NASA scientist, university professor and host of The Weather Channel's Weather Geeks talk show to weave together a coherent discussion of some of the most pressing topics facing the atmospheric sciences and broader community. The talk explores key grand challenges of communicating extreme weather events and climate change in an era of social media, policymaking, and denial. Using contemporary events, Dr. Shepherd not only lays out the challenges but offers solutions to move the discourse forward.

9th Annual Robock Lecture

When: Thursday, September 7th at 7:00 pm

Where: Wisconsin Institute for Discovery, H.F. DeLuca Forum
Reception to Follow

For more information, visit us at: www.aos.wisc.edu/robock



Department of Atmospheric and Oceanic Sciences
UNIVERSITY OF WISCONSIN-MADISON