

# BioFrontiers - Biology Seminar

October 2, 2020; 3:00 PM

Zoom Meeting: <https://unt.zoom.us/j/98067606539>



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### Beyond the Bench: biotechnology, building capacity, and the case for science advocacy in academia

In agriculture, we face the great dilemma of feeding a growing population while simultaneously mitigating the climate catastrophe. This unprecedented challenge requires new approaches that go beyond the bench to science advocacy. It is critical to amplify the voice of science in the current cultural milieu, where truths are blurred by deliberate falsehoods, fake news rules social media, scientific consensus is selectively upheld, and future funding for science seems uncertain. Now, more than ever, we need to move beyond deficit models of science communication and assume active roles as science advocates.

In this talk I will share examples of how the Cornell Alliance for Science is effectively combating the mis- and dis-information that stymies agricultural development in the US and globally. I'll share our innovative and customizable approach to empowering champions who are effectively advocating for science-informed policy making so that misconstrued genomic tools, such as genetic engineering and genome editing, can be used to address and ameliorate the grand challenges we face today.



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