



CAST Commentary

The Importance of Communicating Empirically Based Science for Society

Released September 21, 2020

Chair: **Dr. Stuart Smyth, University of Saskatchewan**; 9-member task force

Release/Rollout

The CAST Commentary, “The Importance of Communicating Empirically Based Science for Society,” was released on September 21, 2020. On September 22, Dr. Stuart Smyth presented highlights of the paper in a webinar followed by Q&A with a panel of task force authors—Jon Entine, Ruth MacDonald, Cami Ryan, and Meghan Wulster-Radcliffe. There were 590 registrants for the webinar with 300 attendees.

- [Webinar Video](#)—137 views as of March 21, 2021
- [Link to commentary, Ag quickCAST, student study guide, webinar video, and Q&A.](#)

In-kind Contributions: 270 volunteer hours; \$19,980 monetary value

Press Release (results two weeks after release)

- Distributed through [Constant Contact](#), [PRWeb](#), and the [CAST website](#).
- Press release went to 10,027 e-contacts resulting in 5,095 opens
- 119 views of the press release from the CAST website as of March 10, 2021.
- The press release through PRWeb resulted in 3,225 views and reached 913 targeted influencers (journalists/bloggers).
- 94 media outlets posted the press release. A sampling of sites where the press release was picked up: American Association of Swine Veterinarians, Biotech Blog, Journal of Commercial Biotechnology, Knowledge Speak, RFD-TV, News Break, NAAE Communities of Practice, One News Page (U.S. and Global Editions), Ask.com, Seed Daily, Owler, and many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC)

Comments from Members:

Thanks to you and CAST for arranging the webinar. It was very good and emphasized that we have a long way to go in overcoming false and shoddy communication of science. Looks like you will have several more good webinars. DW, Professor Emeritus, NCSU

Thank you very much. This is exactly what I preach to my students every semester. I am going to share it with the current students and have a discussion period on it. RR, Professor

This report last updated March 21, 2021.

Follow-On Activities

National Association of Agricultural Educators, Communities of Practice – blog post in “online/distance learning resources” including a summary of the publication, Ag quickCAST, and student study guide attachment (71 views)

Paper Distribution

Paper Distribution (print and online access from CAST website) 6 months after release –1,746

Indirect Paper Distribution

Articles and Web Mentions

Canadian Association of Agri-Retailers (CAAR), *Quarterly At-A-Glance (July – Sept. 2020)*, Lisa Defoort, December 2020

<https://caar.org/the-communicator/december-2020/1350-quarterly-at-a-glance-july-september-2020>

Genetic Literacy Project, *Webinar: GLP’s Jon Entine, science communicators address agricultural biotechnology misinformation*, September 22, 2020

<https://geneticliteracyproject.org/2020/09/22/webinar-glp-jon-entine-science-communicators-address-agricultural-biotechnology-misinformation/>

SAIFood, *Communicating Empirically-based Science is Important for Society, Not Misinformation*, September 22, 2020

<https://www.saifood.ca/misinformation-communicate-science/>

WATTPoultry, *How science can counter misinformation about ag biotech*, September 23, 2020

<https://www.wattagnet.com/articles/41212-how-science-can-counter-misinformation-about-ag-biotech?v=preview>

Citations

Journal of Agriculture and Food Research, *Canadian consumer opinions regarding food purchase decisions*, Volume 3, March 2021

<https://www.sciencedirect.com/science/article/pii/S266615432030079X>

Genetic Literacy Project, *Viewpoint: Modern-day Luddites: How precautionary activism and reporting paint a misleading picture of biotechnology*, September 22, 2020

<https://geneticliteracyproject.org/2020/09/22/viewpoint-modern-day-luddites-how-precautionary-activism-and-reporting-paint-a-misleading-picture-of-biotechnology/>

Social Media

Twitter—

@WaterWired, September 3, 2020

<https://twitter.com/WaterWired/status/1301588027827867649>

3 retweets, 8 likes

@RandalOulton, September 4, 2020

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<https://twitter.com/redalpa/status/1308212616104349696>

@achood4mu, September 4, 2020

<https://twitter.com/achood4mu/status/1301874066471751680>

4 retweets, 5 likes

@FedVets, September 16, 2020

<https://twitter.com/FedVets/status/1306223561481187329>

@SAIFood_blog, September 17, 2020

https://twitter.com/SAIFood_blog/status/1306691945394180096

1 like

@redalpa, September 21, 2020

<https://twitter.com/redalpa/status/1308212616104349696>

1 retweet, 3 likes

@AgBioWorld, September 21, 2020

<https://twitter.com/AgBioWorld/status/1308073372430094338>

2 retweets, 8 likes

@CritterChatter, September 21, 2020

<https://twitter.com/CritterChatter/status/1308100718641905664>

1 like

@aaasvnews, September 22, 2020

<https://twitter.com/aasvnews/status/1308469948839350273>

@SAIFood_blog, September 23, 2020

https://twitter.com/SAIFood_blog/status/1308816648187469824

1 like

@CamiDRyan, September 23, 2020

<https://twitter.com/CamiDRyan/status/1308804372692955137>

4 retweets, 4 likes

@CASTagScience, October 5, 2020

<https://twitter.com/CASTagScience/status/1313114232620290048>

8 retweets, 11 likes

@CASTagScience, October 23, 2020

<https://twitter.com/CASTagScience/status/1319637228520415232>

3 retweets, 3 likes

@CASTagScience, January 28, 2021

<https://twitter.com/CASTagScience/status/1354814143254028292>

3 retweets, 7 likes

This report last updated March 21, 2021.

@CASTagScience, March 19, 2021

<https://twitter.com/CASTagScience/status/1372912047038554122>

1 like

Facebook—

CAST, April 25, 2020

<https://www.facebook.com/CASTagScience/posts/2956414207786689>

4 likes

CAST, June 30, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3123761791051929>

3 likes, 2 shares

CAST, July 7, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3142690249159083>

2 likes, 1 share

CAST, August 12, 2020

<https://www.facebook.com/CASTagScience/posts/3243605445734229>

2 likes, 1 share

CAST, September 8, 2020

<https://www.facebook.com/CASTagScience/posts/3313581635403276>

1 like

CAST, September 8, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3325648710863235>

2 shares

CAST, September 12, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3338464316248341>

1 like

CAST, September 16, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3353388761422563>

2 likes, 5 shares

CAST, September 19, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3365689700192469>

1 like

CAST, September 22, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3376836355744470>

1 like, 1 share

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CAST, September 23, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3381855138575925>

CAST, October 5, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3425152380912867>

3 likes, 3 shares

CAST, October 23, 2020

<https://www.facebook.com/CASTagScience/posts/3479490568812381>

2 likes, 1 share

CAST, January 28, 2021

<https://www.facebook.com/CASTagScience/posts/3737398986354870>

CAST, March 19, 2021

<https://www.facebook.com/CASTagScience/posts/3872508742843893>

LinkedIn—

CAST (Council for Agricultural Science and Technology), August 3, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6696049532670615552>

CAST (Council for Agricultural Science and Technology), August 12, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6699311021804285952>

1 like

CAST (Council for Agricultural Science and Technology), September 2, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6706924929968832513>

Blog—

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