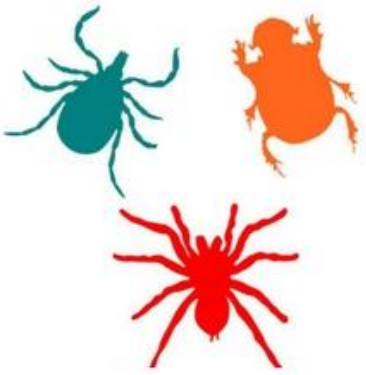

March for Science

Press Kit

April 2017

ENTOMOLOGICAL SOCIETY OF AMERICA

Statement of Support

As a society dedicated to the responsible conduct of science and the free exchange of scientific knowledge, the Entomological Society of America (ESA) is proud to support the March for Science.

Fast Facts

About ESA

- Founded in 1889, ESA is the largest organization in the world serving the professional and scientific needs of entomologists and individuals in related disciplines.

- ESA has more than 6,000 members affiliated with educational institutions, health agencies, private industry and government.

- Membership is divided up into six branches based on geographical location: including Eastern, North Central, Pacific, Southeastern, as well as International (for members outside the United States, Mexico, Canada, and U.S Territories.

- ESA's policy initiatives focus on emphasizing the importance of entomology in the following areas: scientific integrity, invasive insect species, pollinator health, public health (vector-borne diseases), climate change, and science communication.

About the March for Science

- The March for Science will be held on Saturday, April 22, 2017, in more than 500 cities around the world and has partnered with more than 200 scientific organizations and societies.

- The goal of the march is to highlight the valuable public-service role science plays in society and policy and demonstrate the deep public support for science.

- While the march may take strong stands on policy issues based on the best available scientific evidence, the movement will not be defined by any one politician or party, nor does it work to advance the prospects of any party or individual.

- The march is a volunteer-led and collaborative movement. Formal organization started after scientists and science supporters discussed the idea on various social media platforms and began receiving support from around the globe.

Key Messages

- ESA is dedicated to the responsible conduct of science and the free exchange of scientific knowledge.
    - Entomologists are showcasing the crucial role of insect science and entomology in improving the human condition, including areas like pollinator health, vector-borne diseases, invasive insect species, climate change, and scientific integrity.

- Insect-borne disease, agricultural pests and invasive species affect everyone.
    - Entomologists are ready to work with leaders across the political spectrum to find solutions.

- It's simple: government support of science makes American lives better.

- Science is a process, not a product.
    - Human knowledge is advanced when information is shared, tested and freely debated.

- Insects do not respect national borders.
    - The best approach for addressing insect-related challenges is through collaborative, international efforts.
    - Entomologists are working to fight the spread of disease, protect the food supply and reduce the impact of invasive species on populations around the globe.

Media Dos and Don'ts

DO "flag" key points with phrases like, "The most important thing to remember is ..." or "I think the bottom line is ..." or "at the end of the day…"

DO speak in easily understandable terms. Avoid jargon if simpler words would do.

DO use facts and figures as appropriate to demonstrate your credibility.

DO use illustrations and anecdotes to humanize and explain your topic ("enough widgets to fill Yankee Stadium" is better than "575,000 widgets").

DO be sensitive to reporters' deadlines and tight schedules.

DO be engaging, likable, enthusiastic in your approach.

DO be yourself. Don't try to reinvent yourself for an interview—sincerity is well received.

DON'T over answer. When you're satisfied with your reply, stop.

DON'T be afraid to pause. Taking a few seconds to think will seem much longer to you than to the reporter or audience, and will make you appear thoughtful and deliberate.

DON'T allow yourself to be provoked. It's important to keep your cool.

DON'T "fake" an answer if you don't know it. Be honest. If appropriate, assure the reporter you will provide the needed facts in a timely manner, or refer him/her to another source. Or pivot to an answer you do know.

DON'T assume the reporter knows more about your area than you do. Usually, the reverse is true so keep it simple.

DON'T assume the microphone, camera or tape recorder is off immediately before or after an interview. You are still "fair game." It's safest to consider your entire interaction "on the record" unless explicitly noted.

DON'T lie to a reporter

DON'T speak off the record.

Question and Answer

External

1. What are you trying to accomplish through the march?
    a. We want to showcase the crucial role insect science and entomologists play in the human condition and stand up as nonpartisan advocates for science.

2. Is the march anti-Trump or anti-GOP?
    a. No. The march takes a strong stance on policy issues based on the best available scientific evidence, but the movement is not defined by any one politician or party nor do we march to advance the prospects of any party or individual.

3. Why should state and federal governments spend tax payer's money on entomology?
    a. Entomologists work to fight the spread of insect-borne diseases, protect the global food supply from pests and reduce the impact of invasive species. Thanks to government funding for our research, we can help people know which mosquito repellents work and which don't, and help find the best way to repel ticks in your own back yard, to name a few.

4. How does entomology affect the average American?
    a. Insects are everywhere. Without devoted scientists researching them, we wouldn't know how to fight insect-borne disease like Zika Virus; or, as another example, without research to protect honey bees that pollinate our crops, food prices could skyrocket.

5. What are the current biggest topics and issues in entomology?
    a. Entomologists are currently focused on a wide variety of topics that include, but are not limited to, pollinator health, vector-borne diseases, invasive insect species, climate change, and scientific integrity.

6. How does entomology contribute to local issues?
    a. Insects are the only creatures that can be found in every ecosystem. Studying insects' habitat changes and migration patterns can help us understand climate change, and in our farmlands, insects directly affect crops – as both pests and pollinators.

7. Have there been any recent breakthroughs in entomology?
    a. Gene drive is a form of genetic engineering or modification, which can help entomologists control mosquito-borne diseases. For an example, check out this article in the *New York Times*: https://www.nytimes.com/2015/11/24/science/gene-drive-mosquitoes-malaria.html

Internal

1. What time does the March for Science begin?
    a. Activities for the march will begin at 9:00 a.m. on April 22, with teach-ins happening on the 17th Street side of the Washington Monument, followed by a rally and the march at 2:00 p.m.

2. Will ESA members be meeting prior to the march?
    a. Yes. ESA will be holding a rally for members at the ASAE conference space located at 1575 I Street NW. ESA members may arrive any time after 7:30 a.m., and participants will depart at 9:15 a.m. to walk to the main March for Science rally.

3. If I can't make it to D.C., where can I find information on my local march?
    a. There are more than 500 satellite marches taking place. You can find your march by visiting: www.marchforscience.com/satellite-marches/.

4. If we can't make it to a march, how can we follow along?
    a. If you can't make it to march in person, you can march virtually by visiting www.marchforscience.com/satellite-marches/ and clicking on Washington DC. You can also follow along on social media with the #ScienceMarch, or by following @ScienceMarchDC or @EntsocAmerica. We will be posting live updates from volunteers around the country.

5. How many other scientific organizations are participating in the march?
    a. There are more than 200 different scientific organizations and societies participating and supporting the march.