

4-2010

## "Sizzling Dodos College Tour" with Dr. Randy Olson

Collins Center for the Arts

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## CULTURAL AFFAIRS/DISTINGUISHED LECTURE SERIES

### GRANT APPLICATION

I. Applicant/Organization: School of Marine Sciences (SMS) and Collins Center for the Arts (CCA)

II. a. Responsible Organization Officer: J. Malcolm Shick

b. Title: Professor of Zoology & Oceanography (also member of the CCA Advisory Board)

c. Campus Address (include Email and Telephone): 206 Murray Hall; shick@maine.edu; 581-2562

III. Summary of program requiring funding (title; featured artist(s); speaker(s); scheduled date(s):

**Randy Olson** is an award-winning filmmaker who has a provocative sense of humor and a Ph.D. in coral-reef ecology. Through film, public lecture, and discussion, he will share his humorous, serious, and passionate insights on the challenges in today's world of information overload of communicating accurate scientific information to people who are not scientists. His efforts in this arena include co-founding the "Shifting Baselines Ocean Media Project," a partnership between marine scientists and Hollywood to highlight the crisis threatening the oceans.

During a three-day (21, 22, & 23 September 2010) visit to campus, Dr. Olson will present screenings of his award-winning films *Flock of Dodos: The Evolution-Intelligent Design Circus* and *Sizzle: A Global Warming Comedy*. He will follow the films with a question and answer session and a panel discussion involving members of the UMaine community who are experts in climate change and its human impacts, and in mass communication. He will also present a public lecture (followed by a book signing) on the topic of his acclaimed 2009 book *Don't Be Such a Scientist: Communicating Substance in an Age of Style*, which was favorably reviewed in the science weeklies *Nature* and *Science*, as well as in *New Scientist*, *Oceanography*, and *Publisher's Weekly*.

Dr. Olson's "Sizzling Dodos College Tour" has drawn appreciative crowds nationwide, most recently at NASA's Goddard Space Flight Center, where he was hosted by Dr. James Hansen, a leading international expert in global climate change. We expect that several aspects of his visit here will center on this topic and the challenge in communicating it to the public. He will also meet with students in the earth and life sciences, communications, and media in classes and focused sessions.

Dr. Olson enthusiastically offered to present an unique element during his Orono visit: a 20<sup>th</sup> anniversary screening of his early film *Salt of the Earth*, which focused on two Stonington lobstermen and was broadcast several times on Maine Public Television in 1991. The central characters, brothers Brian and Stevie Robbins, who are consummate storytellers, have agreed to attend the screening and to take part in an informal on-stage discussion afterward. We anticipate that this event will be rich in local culture and will attract significant numbers of the coastal community of Central and Downeast Maine, including members of the fishing industry.

The idea for this visit already has attracted wide campus support, including the Collins Center for the Arts (which will co-sponsor the visit and has offered the Hutchins Concert Hall, the Bodwell Area, the café, and technical equipment and assistance for the several events), the College of Natural Sciences, Forestry & Agriculture (which has offered substantial matching funds), the College of Liberal Arts and Sciences, the Schools of Marine Sciences, and Biology & Ecology, the Department of Earth Sciences, the Honors College, Sigma Xi (the Scientific Research Society), Sea Grant, and the Center for Teaching Excellence, all of which will provide support to exceed cumulatively that of the CA/DLS Committee. President Kennedy will offer a public reception.

IV. Budget Proposal Form must be attached.

**Funding for current application is contingent upon submission of reports for any previous grant awards, including final budget and attendance figures.**

**SEND COMPLETED APPLICATION VIA EMAIL TO:** [wanda.maddencarr@maine.edu](mailto:wanda.maddencarr@maine.edu)

For questions regarding the Cultural Affairs/Distinguished Lecture Series, please contact Wanda Madden-Carr at 1-1516

*Wanda*

## Cultural Affairs/Distinguished Lecture Series Fund Budget Proposal Form

Applicant/Organization: School of Marine Sciences (SMS) & Collins Ctr. for the Arts  
 Responsible Officer: J. Malcolm Shick  
 Event Title: "Sizzling Dodos College Tour" with Dr. Randy Olson  
 Event Date: 21, 22, 23 September 2010

Total Program Budget:	<u>\$18,082</u>
Amount Committed by Applicant Organization (SMS):	<u>\$900</u>
Total Amount Committed by Other Funding Sources:	<u>\$11,000</u>
Please List Sources & Amounts below:	
Dean, NSFA (match conditional on CA/DLS funding)	<u>\$2,000</u>
ERS, HON, SBE, Sea Grant, Sigma Xi (\$500 ea)	<u>\$2,500</u>
Center for Teaching Excellence	<u>\$300</u>
Dean, LAS	<u>\$200</u>
Collins Center for the Arts	<u>\$3,500</u>
President's Office	<u>\$2,500</u>
Amount Requested from CA/DLS Committee:	<u>\$6,200*</u>
Revenues, if any, expected (fees, ticket sales):	<u>\$0</u>

Budget Breakdown of Expenses and funds to be used:	CADLS	Other
Honoraria/Services (explain below)	<u>\$5,000</u>	\$ _____
Speaker's Fee (\$5,000)		

Travel		
Round trip airfare, Los Angeles to Bangor	<u>\$700</u>	\$ _____
Round trip mileage, Stonington to Orono (2 vehicles, 150 miles @ \$0.44/mi)	\$ _____	<u>\$132</u>
Lodging/Meals**	\$ _____	<u>\$1,550</u>
**Includes 4 nights' lodging and meals for Olson (\$700); 2 rooms for 1 night and meals for Stonington participants (\$350); box lunches for student sessions with speaker (\$600)		
Advertising	<u>\$500</u>	<u>\$2,500</u>
Printing	\$ _____	<u>\$1,200</u>
Supplies and Materials	\$ _____	<u>\$500</u>
Other (must specify below)	\$ _____	
Use of Hutchins Concert Hall, Bodwell Area & café in Collins Center for the Arts; technical equipment & support for events		<u>\$3,500</u>
President's reception for speaker after public lecture		<u>\$2,500</u>

Total Expenses from CA/DLS funds:	<u>\$6,200*</u>	
Total Expenses from other funds:		<u>\$11,882</u>
(These two totals should equal the "Total Program Budget" listed above)		

\*These amounts should be identical and should not exceed 50% of the total program/event budget. Please note that CA/DLS funds may not be used for receptions and do not normally fund UM employee wages. If an award is granted based on this proposal, reimbursement of expenses will not exceed the total CA/DLS request and will be limited to the types of expenditures outlined above.

*Cultural Affairs Committee*  
*and*  
*Distinguished Lecture Series*  
*c/o Wanda Madden-Carr*  
*201 Alumni Hall*  
*University of Maine*

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NO  
JVBm.3910

April 9, 2010

To: J. Malcolm Shick

From: Dorothy Croall & Dan Sandweiss, Co-Chairs

On behalf of the Cultural Affairs Committee and Distinguished Lecture Series, it gives us great pleasure to inform you that your proposal, Randy Olson Lecture, has been awarded \$6200.00.

Please contact Wanda Madden-Carr at 1-1516 to discuss the procedures in place for the submission of financial expenses related to this award at your earliest convenience.

The following acknowledgement is required on ALL promotional material: *This event was supported in part by a grant from the Cultural Affairs/Distinguished Lecture Series.*

Attached is a form for your use to summarize the benefits derived from this grant. This form should be submitted within 30 days after the conclusion of the event. Timely submission of your summary will be considered as part of any future funding requests.

The Cultural Affairs Committee members congratulate you and wish you much success on this project.

cc: Brenda Cote

## **Cultural Affairs/Distinguished Lecture Series Grant Report Form**

**Applicant Organization:** School of Marine Sciences/Collins Center for the Arts

**Contact Name:** J. Malcolm Shick

**Campus Address:** 206 Murray Hall

**Phone:** 581-2562

**E-mail:** shick@maine.edu

**Summary of Program for which grant funds were awarded, including a brief description, place where the program was held; and date and time:**

The three-day program (21-23 September) included screenings of three films by Dr. Randy Olson, each of which was followed by a Q&A session or panel discussion in addition to Q&A. All of the question sessions were prolonged (at least 30 minutes). The films were *Flock of Dodos: The Evolution-Intelligent Design Circus* (Tuesday 21 September, 11:00 am-12:30 pm); *Salt of the Earth: A Journey to the Heart of Maine Lobster Fishermen* (Wednesday 22 September, 7:00-9:30 pm); and *Sizzle: A Global Warming Comedy* (Thursday 23 September, 4:00-6:30 pm).

Following *Sizzle* there was a panel discussion that involved Olson, George Jacobson (State of Maine Climatologist), Laura Lindenfeld (Communication & Journalism professor having expertise in film studies and environmental communication), Dan Sandweiss (cultural anthropologist interested in the effects of climate change on prehistoric societies), and last-minute addition John McEuen (Grammy-winning banjo player and concerned citizen). This event engendered considerable discussion that continued during the buffet reception following the event.

The *Salt of the Earth* evening included music, questions from the audience, and the participation by friends and family of the stars of the film, lobstermen Brian and Stevie Robbins, of Stonington and Nobleboro, and a surprise musical guest (see "Modifications to the program").

On Tuesday 21 September, 4:00-5:30, Dr. Olson gave a public lecture on the mass communication of science, followed by question session and a signing party for his book *Don't Be Such a Scientist*. On Tuesday and Thursday afternoons there were open sessions for students to question and discuss with Dr. Olson. All events were held in the Hutchins Concert Hall of the Collins (Maine) Center for the Arts, and in the adjacent lobby.

**How many people attended the event(s)? If possible describe the different audiences that this program served (i.e. UMaine Students, general community, teachers, etc.).**

All of the films, and the public lecture, drew a mixed audience of UMaine students, faculty, and the wider community.

*Flock of Dodos*: 325 attendees, of whom 50-100 remained for the question session.  
Tuesday student focus session: 8 students, mostly having an interest in filmmaking and communication.

Lecture *Don't Be Such a Scientist*: 150 people, of whom 75-100 remained for questions, with about 50 people attending the book signing and reception.

*Salt of the Earth* evening: 225-230 attendees, including a large contingent of people from central coastal and Downeast Maine.

Thursday student focus session: 12 students, mostly in marine sciences and communication.

*Sizzle*: ~200 attendees, of whom 75-100 stayed for the panel discussion, Q&A, and reception. This included a group of Old Town High School honors students and teachers, some of whom spoke with Dr. Olson at the reception.

**How was the event promoted? Please attach copies of promotional material.**

The event was promoted initially by a two-page spread, including a listing and description of all individual events, in the season brochure of the Collins Center for the Arts, which was mailed to ~20,000 recipients. The Hudson Museum featured the event in its newsletter. There were also advertisements in the *Bangor Daily News*, *Commercial Fisheries News*, *Working Waterfront* (Island Institute), *Fisherman's Voice*, and *Lobstermen's Voice*, all arranged by Sea Grant staff who provided additional time and effort in the promotion of the event. Interviews with Dr. Olson were published in *The Maine Campus* (Madeline Glover) and *The Bangor Daily News* (Emily Burnham) just prior to his visit. A memorable interview with Dr. Olson and Brian and Stevie Robbins, facilitated by Sea Grant Director Paul Anderson and conducted by Ron Beard on his WERU radio show "Talk of the Towns," aired on 10 September and is available in the WERU on-line archive at <http://archives.weru.org/talk-of-the-towns/talk-of-the-towns-91010>. All events were posted on the MPBN calendar. Posters for all events were distributed on campus and at Orono and Bangor sites, and posters for the *Salt of the Earth* evening were put up in select locations from Damariscotta to Bar Harbor to Machias by Sea Grant staff. Postcards were sent to about 300 people on the Sea Grant mailing list. Two e-mail announcements, with attached detailed schedules, were sent to all UMaine faculty and departmental administrative assistants. Dean Hecker announced the events at the annual retreat of the faculty of the College of Liberal Arts and Sciences. Dr. Olson's web site, [www.randyolsonproductions.com](http://www.randyolsonproductions.com), also promoted the event, especially *Salt of the Earth*, as did postings on his blog, <http://thebenshi.com> (#68 and 70). Subsequently he wrote about the evening in blog postings (#71 and 72). Joe Carr ran a banner on the University of Maine home page throughout the week of the events. A report of Wednesday evening's event also appeared on:

<http://www.jambands.com/the-loop/2010/09/29/brian-robbins-steve-robbins-john-mceuen-and-salt-of-the-earth/>

A follow-up article written by Brian Robbins was published in the November 2010 issue of *Commercial Fisheries News*.

**Please describe any modifications to program or budget made after award:**

The program proceeded generally as planned in the proposal. Additional expenses were incurred for a hotel room (2 nights) for technical colleagues (sound and video recording) of Dr. Olson who recorded the Wednesday evening *Salt of the Earth* event. Also, Dr.

Olson chose to stay in a hotel rather than in the Honors College guest suite as originally planned, to facilitate his ongoing business negotiations and communications at all hours; this eliminated the in-kind contribution from the Honors College and added a payable hotel expense.

A local professional band (*Blue Northern*) was hired to open the *Salt of the Earth* evening for a nominal \$400 (total for 4 musicians); the band's leader worked *gratis*.

The foregoing additional expenses were met by unused funds for advertising and printing, from the "miscellaneous supplies" budget, and by eliminating box lunches for students at the focus sessions.

John McEuen (a founder of the Nitty Gritty Dirt Band, and who provided the musical score for *Sizzle*) contributed his musical performance (accompanying the surprise musical guests—the Robbins brothers themselves) at both *Salt of the Earth* and his presence on the panel of discussants following *Sizzle*. Mr. McEuen's travel and lodging expenses were paid personally by Dr. Olson. A nominal admission (\$10) suggested by Dr. Olson to enhance the visibility and value of the event was charged for *Salt of the Earth*, with the proceeds going to the Fishermen's Forum Scholarship Fund.

An unforeseen, heartwarming benefit of the event was the reunion, after 40+ years, of Professor Emeritus John Dearborn (Zoology Department and School of Marine Sciences) and Stevie Robbins, who sailed together on the Arctic shakedown cruise to the Baffin Strait of the future Antarctic Research Vessel *Hero*, built in Maine. A colleague of Dr. Olson's made a video recording of this reunion, as well as of the entire "Salt of the Earth" evening, providing his services *gratis*. Dr. Olson has suggested that editing of this video, which would be useful for UMaine promotional efforts, can be done for about \$1,000. The small surplus of funds that may be available would either be used to help pay for such post-production editing (as per discussion with Wanda Madden-Carr), or be allocated proportionally among financial contributors to the event.

**Please attach a final budget to this form.**

Accounting details are available from Brett Zeigler at the CCA. The final budget that is attached reflects "real money" only, not in-kind contributions such as the substantial one of waived rental fees and staff time from the CCA, in addition to its expenses. Also, President Kennedy's office arranged and paid for the receptions directly, so these expenses are not included in the accounting. Thus, the \$6,200 committed by the CA/DLS remains less than the 50% maximum of total costs. Sea Grant staff put in considerable time and effort in advertising and promotion that is not reflected in the budget.

**Randy Olson Event: Final Accounting, 10 November 2010**

<b>Expenses: Collins Center for the Arts</b> (Includes house expenses: student labor, ticketing)	<b>\$1,217.07</b>
<b>Expenses: Collins Center for the Arts</b> (Advertising, printing, hotel)	<b>\$2,484.11</b>
<b>Expenses: Randy Olson Fee &amp; Reimbursements</b> (Includes fee, hotel, car rental, parking, airfare, meals)	<b>\$6,571.07</b>
<b>Expenses: Artist Fees, Blue Northern Band</b>	<b>\$400</b>
<b>Expenses: Maine Sea Grant Program</b> (Includes printing and advertising)	<b>\$710.85</b>
<b>Expenses: Mileage for B. Robbins &amp; S. Robbins</b>	<b>\$135.52</b>
<b>GRAND TOTAL</b>	<b>\$11,518.62</b>
<b>COMMITMENTS of real money</b> (* Includes CCA actual house expenses, which were less than the amount in budget that included in-kind contribution of staff time and waived rental fees. <i>Total CCA contribution including in-kind expenses keeps CA/DLS contribution below 50% maximum of total costs.</i> )	<b>\$12,817.07*</b>
<b>SAVINGS</b> (To pay for post-production video editing or be allocated proportionally among contributors)	<b>\$1,298.45</b>