

Annual Report 2021

Make You Think, Inc.



<https://www.MakeYouThink.org>
PO Box 40467, Portland OR 97240

A Message From the Board President

Make You Think, Inc continued to deliver quality science content using virtual, pandemic safe delivery methods throughout 2021. The comments we've received note that even when we can return to a safer in-person events, there may be a continued desire for on-line distribution. As a reminder, many past events can be reviewed on our Youtube channel https://www.youtube.com/channel/UCbvLxIGWx_q2GxdKKE-AwnmQ/videos

We do hope to transition back to in person events soon, but will continue to listen to the scientists on when it is safe to do so. We're watching transmission rates for our area as well as vaccine coverage percentages, and will begin planning how to ease back into our in-theater experiences.

The resources for continuing a separate podcast were beyond our scope in 2021, and thus recording "A Scientist Walks Into a Bar" was put on hiatus. The back catalog is still available <https://www.scienceontaporwa.org/podcast/> and gathering downloads, but no new episodes were recorded in 2021.

We have, however, continued to strengthen our partnership with local bookseller Broadway Books. Prior to the pandemic, whenever we'd had an author coming to town for signings, Broadway stepped up to put the authors current and past works on the table for purchase; they've recently given our audience discounts for on line purchase during this year's on-line events, and we are grateful for their assistance.

Programs

A SCIENTIST WALKS INTO A BAR

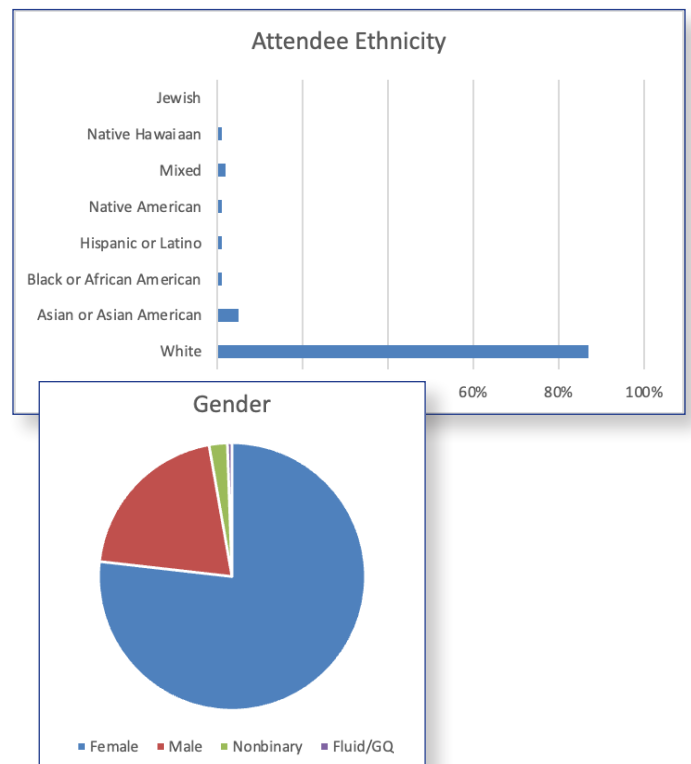
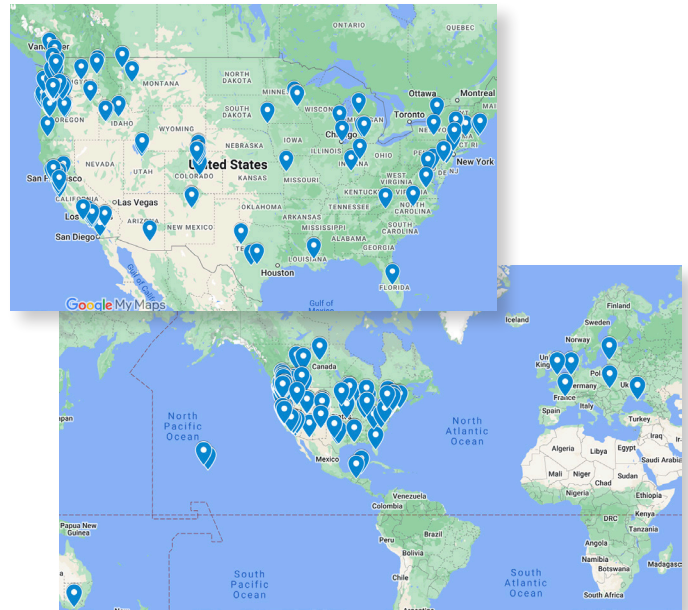
The 8 year old podcast was put on hiatus during the pandemic. While we continue to have listeners downloading the back catalog, the effort and financial resources to create, edit, and distribute this content was deemed to be better used with the video production. The historical content is available, and since the beginning of the podcast, we've had 10,947 total downloads. While only 2 new episodes were added in 2021, we still had 4045 downloads during the year.

SCIENCE ON TAP

In this second year of the Covid pandemic, online events have become the routine, and instead of socializing with your seatmates, the people behind you, and the people in the bar line, the Zoom chat room has become the place to ask questions, make comments on the topic, or share a joke in text form. There were over 3400 attendees* at our 14 events.

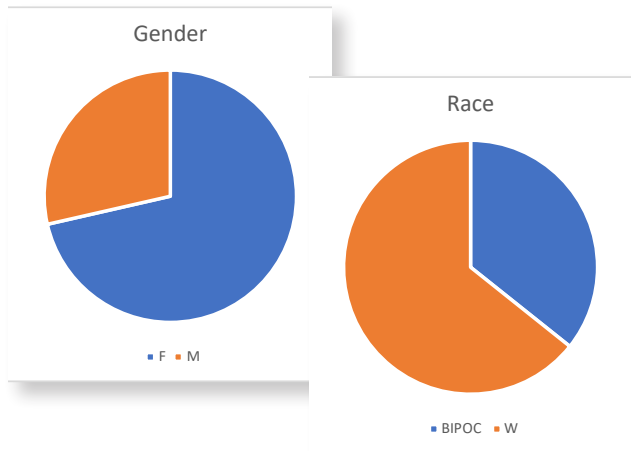
Event Date	Title	Zoom Connections
1/28/21	The Doctors Blackwell	232
2/10/21	Brain Chemistry for Lovers	218
2/18/21	Sound Awareness: How Brains Filter, Process & Interpret Noise	370
3/25/21	Discoveries in Neuroscience: New Treatments for Mental Illness	424
4/7/21	The Gut Immune Connection and How It Affects the Brain	606
4/29/21	Beloved Beasts: Fighting for Life in an Age of Extinction	210
5/27/21	The Menopause Manifesto	299
6/24/21	As the Crow Flies Part 3: Corvid Intelligence, Culture & Communication	178
7/14/21	Bird Love: The Family Life of Birds	163
9/9/21	Treepedia: A Brief Compendium of Arobreal Lore	159
9/30/21	Hands Up, Don't Shoot: Policing as a Public Health Crisis	136
10/26/21	Fuzz: When Nature Breaks the Law	146
11/18/21	A Dog's World: Imagining Dogs in a World without Humans	183
12/28/21	Grunt: The Curious Science of Humans at War	107

According to location information provided in the chat and post-event surveys, our audience continues to be mostly regional, but we do have attendees in various worldwide locations.



*Note we can only count viewing devices, so this number may include entire household or watch party as "an attendee"

Our 2021 speakers have not been limited only to those we could lure to the Portland and Vancouver stages. With the disconnection from geographical co-location requirement, we were able to feature experts who wouldn't be able to travel to our location. Our speakers continue to represent the diversity in science, including gender and racial diversity.



Our production crew has developed a backlog of video content, which includes footage not previously published for historic events. Our Youtube channel increased subscribers by 440 people in 2021.

Grunt: The Curious Science of Humans at War



On a daily basis, soldiers fight battles against less considered adversaries—for example, exhaustion, shock, panic, disease, extreme heat, cataclysmic noise, gastrointestinal distress, and

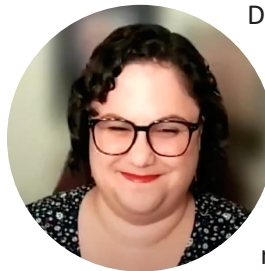
assorted waterfowl.

—Mary Roach

EVENT TEAM CONSULTING

Using the expertise gained during years of in-theater Science on Tap events, our team explored additional opportunities for revenue generation by expanding their services to provide technical support, consultation, and direct assistance for other events. The organization Science Talk engaged the Make You Think Inc. Event Team to provide technical planning and onsite support for their multiday annual conferences in 2018 & 2019. 2020 was canceled due to pandemic, but with some additional planning, Make You Think, Inc was able to assist in creating a fully virtual experience for 2021 Science Talk conference. Following upon that success, the team also managed fully virtual conferences for a worldwide ISHAS event and the Society for Neuroscience's Pacific Northwest event.

Hands Up, Don't Shoot



Do the characteristics of a community affect how it is policed, or does the policing affect the community's characteristics? (Or both?) What can be done to prevent negative outcomes related to policing?

—Maayan Simckes

Conference services provides what it takes to give an immersive experience for the attendees, such that the attendees don't have to think about tools, transitions, and timing, and can concentrate on the materials being presented – and if possible, make it painless for the presenters as well. There's a lot of back end work involved in this, including:

- Arranging rehearsals and negotiating lighting, technical support, queues, and occasionally translators;
- Identifying potential audiovisual or transition problems within presentations, such as videos or live demonstrations;
- Providing expertise with Zoom or other presentation tools;
- Solving real-time issues in front of (or for) hundreds of attendees;
- Managing speaker transitions between sessions;
- Managing speaker focus during panel discussions;
- Coordinating between different tracks of a conference;
- Delivering recordings and sometimes editing services.

Financial Summary

Make You Think Inc. 2021 Budget	
Revenue	
Patreon Contributions	13200
Paypal Donations/ Tickets	5400
Paypal Tickets	21840
Benevity	2500
Grants	26500
Interest	1
Total Revenue	69441
Expenses	
Program Services	54110
Pod Cast Production	9600
Equipment	1500
Travel/ Conference	1000
Cloud Storage	300
Website/Host	30
Insurance	1250
Legal	500
Tax Filing Fees	150
Total Expenses	68440
Net Operating Income	1001

The Gut Immune Connection and How it Affects the Brain



The “conversation” that takes place between our gut microbiome and our various organs and bodily systems is critical to human health. When that conversation goes awry, we often

become seriously ill.

—Emeran Mayer, MD

Bird Love: The Family Life of Birds



Birds around the world have an extraordinary range of mating systems. Some species, such as the wattled jacana, rely on males to do all the childcare, while others, such as cuckoos and honeyguides, dump their eggs in the nests of others to raise.

—Dr. Wenfei Tong

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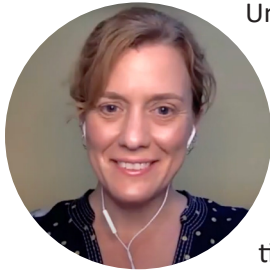
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Why Science Education matters



Unlike how I thought in high school, science is a process and it's always changing. It's an unfolding story, and I think many of you thought like I thought in high school that it was just a collection of facts..it's so much more

than that, and there are so many stories about humans and other forms of life that we don't know how they are gonna end, or if they are going end, they are unfolding as we speak. So that's why I love learning about science.

— **Beloved Beasts**, *Michelle Nijhuis*

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Why Science Education matters



Anyone can have an opinion about anything - this is right, that's right - but what science does is it tries to get beyond opinion to the facts.

—**Treepedia**, *Joan Maloof*

Why Science Education matters



More accurate information about how things work is always helpful, right? When you know how things work, when you know the science behind it, you can make more educated decisions, more empowered decisions. You

can't be empowered with false information. I always tell people think about taking an airplane ride: if the airline lied to you about where the flight was going, how would you get where you want to go, right? You need accurate information.

— **The Menopause Manifesto**, *Dr. Jen Gunter*

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Why Science Education matters



Because it makes our lives more enriched. Science is such a humungous broad category - you don't have to be into the cosmos, maybe you are just into dragonflies or crows or maybe you love physics or whatever. Science is

you know understanding the world and asking questions that are based in curiosity. -

— **As The Crow Flies Part II**, *Dr. Kaeli Swift*

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Why Science Education matters



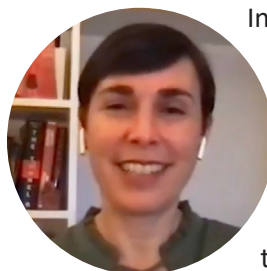
There are some really basic things you learn when you learn science that are really important for people to understand. A lot of people don't seem to understand like here's how we tell if something is effective, if it has an effect.

— Fuzz, *Mary Roach*

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The Doctors Blackwell



In the 1840s, Elizabeth and Emily Blackwell became the first and third women to earn medical degrees in the U.S. The Blackwells' ambitions extended far beyond themselves and in 1857 they founded the very first hospital staffed by women. It was not easy for them, and yet, they persisted.

—Janice P. Nimura

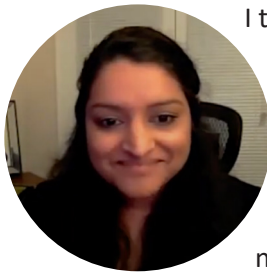
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Why Science Education matters



I think science is important, because I think that question Why is the most important question. I applaud people who make it through their lives without wanting to ever ask it, but I'm not one of those people, and even

if the answer is <shrugs>, I'm happier that I ask the question.

— **A Silent Fire**, *Dr. Kirupa Suthakar*

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SWENSON, STEVEN
SYDOW, LAVONNA
TABAKA, DANIEL
TANG, ANGELA
TAYLOR, SCOTT

Why Science Education matters



You know the Enlightenment (where the scientific method first got established) was a huge accomplishment for humanity. It gave us a systematic way of probing reality in a self-correcting, error-correcting way to understand with greater and greater detail what reality is.

— **Discoveries in Neuroscience**, *Octavio Choi*
