Despite general agreement on the importance of science as a whole, public trust in science is eroding and political attacks on science continue. Many attacks are directed toward research that seems strange and not geared toward solving particular societal problems, what we might call "oddball" science. These attacks reflect a deep lack of understanding and support for basic science that has devastating consequences to innovation. Dr. Brennan will discuss the experience of having her basic research on duck genitalia being attacked for political gain, and what she learned about science misperceptions in society. She will offer many examples that highlight why we need to support more basic science, and how we can all participate in this process.