

**Workshop on Responsible Communication of Basic Biomedical Research:  
Enhancing Awareness and Avoiding Hype**

**June 22, 2017**

View the VideoCast: <https://videocast.nih.gov/>

Agenda

- 9:00–9:15      **Welcome and Workshop Background**  
*Jon Lorsch, PhD, Director, National Institute of General Medical Sciences (NIGMS)*  
*Hudson Freeze, PhD, President, FASEB*
- 9:15–9:45      **Keynote Presentation**  
*Erika Check Hayden*  
*Director, Science Communication Program*  
*University of California, Santa Cruz*
- 9:45–10:45    **Panel 1: How does science communication affect the biomedical research landscape?**  
Moderator: *Tom Baldwin, PhD, President-Elect, FASEB*

Panelists:

***Bruce Alberts, PhD***  
*Chancellor's Leadership Chair in Biochemistry and Biophysics for Science and Education*  
*University of California, San Francisco*

***Angela DePace, PhD***  
*Associate Professor, Systems Biology*  
*Harvard Medical School*

***Lee Ligon, PhD***  
*Associate Professor, Biological Sciences*  
*Center for Biotechnology and Interdisciplinary Studies*  
*Rensselaer Polytechnic Institute*

***Regina Nuzzo, PhD***  
*Gallaudet University and Freelance Science Journalist*

***Ivan Oransky, MD***  
*Distinguished Writer In Residence, New York University's Arthur Carter Journalism Institute*  
*Co-Founder, Retraction Watch*

***Fintan Steele, PhD***  
*Chief, Corporate Communications & Culture*  
*SomaLogic*

10:45–11:00 **Break**

11:00–12:00 **Panel 2: How does science communication affect public perception of science?**

Moderator: **Hudson Freeze, PhD**, President, FASEB

Panelists:

**Joseph Cappella, PhD**

*Gerald R. Miller Professor of Communication, Annenberg School for Communication  
University of Pennsylvania*

**Anthony Dudo, PhD**

*Associate Professor, Stan Richards School of Advertising and Public Relations  
University of Texas at Austin*

**Kirk Englehardt**

*Vice President of Marketing and Communication  
Community Foundation of Broward*

**Erik Fatemi**

*Senior Vice President, Cornerstone Government Affairs*

**Richard Harris**

*Correspondent, Science Desk  
National Public Radio*

**Ivan Oransky, MD**

*Distinguished Writer In Residence, New York University's Arthur Carter Journalism Institute  
Co-Founder, Retraction Watch*

**Matt Shipman**

*Research Communications Lead, University Relations  
North Carolina State University*

12:00–1:00 **Panel 3: What are the goals and incentives of science communication?**

Moderator: **Judith Greenberg, PhD**, Deputy Director, NIGMS

Panelists:

**Anthony Dudo, PhD**

*Associate Professor, Stan Richards School of Advertising and Public Relations  
University of Texas at Austin*

**Kirk Englehardt**

*Vice President of Marketing and Communication  
Community Foundation of Broward*

**Erika Check Hayden**  
Director, Science Communication Program  
University of California, Santa Cruz

**Jocelyn Kaiser**  
Staff Writer, Science

**Lee Ligon, PhD**  
Associate Professor, Biological Sciences  
Rensselaer Polytechnic Institute

**Fintan Steele, PhD**  
Chief, Corporate Communications & Culture  
SomaLogic

1:00–2:00      **Lunch**

2:00–3:00      **Panel 4: Better practices: Re-examining decision-making on communicating scientific results**  
Moderator: **Jon Lorsch, PhD**, Director, NIGMS

Panelists:

**Angela DePace, PhD**  
Associate Professor, Systems Biology  
Harvard Medical School

**Richard Harris**  
Correspondent, Science Desk  
National Public Radio

**Lee Ligon, PhD**  
Associate Professor, Biological Sciences  
Rensselaer Polytechnic Institute

**Sara Reardon**  
Reporter, Nature

**Matt Shipman**  
Research Communications Lead, University Relations  
North Carolina State University

3:00–4:00      **Moderated discussion with all panelists and next steps**  
Moderators: **Jon Lorsch, PhD**, Director, NIGMS  
**Hudson Freeze, PhD**, President, FASEB