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

June 22, 2017

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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

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*

**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*