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

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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

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