

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

June 22, 2017

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

Connect on social media! #basicbiocomm

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*