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**Communicating Science Effectively: A Research Agenda**

*Public Discussion Agenda*

**January 10, 2017**  
**11:00 a.m. to 1:15 p.m. EST**

**Keck Center, Room 100**  
500 5<sup>th</sup> Street, NW  
Washington, DC 20001

Science is integral to a range of decisions people must make in modern life. But science communication is remarkably complex. The approaches that are effective for communicating science often are not obvious, especially when the science relates to important societal issues that have become the subject of public controversy—such as climate change, vaccines, gene editing, among many others.

The newly released report *Communicating Science Effectively: A Research Agenda* proposes a research agenda to help science communicators and researchers identify effective methods of communicating science, particularly when the issues are contentious.

This event is an opportunity for key audiences -- scientists, science communicators and funding organizations - to learn about the report and discuss opportunities for implementing the research agenda. Members of the study committee that authored the report will present key findings, invited guests will provide commentary from diverse perspectives, and committee members will answer questions from the audience.

Members of the webcast audience are invited to submit questions to the committee during the event at [communicating-science@nas.edu](mailto:communicating-science@nas.edu).

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**10:30    Check-in & Badge Distribution**

**11:00    Welcome and Introductions**

Mary Ellen O’Connell, Executive Director, Division of Behavioral and Social Sciences and Education

**11:10    Overview of the Study and Key Findings**

**11:10**

**Alan Leshner** (Committee Chair), CEO Emeritus, American Association for the Advancement of Science

**11:25**

**Dietram Scheufele** (Vice Chair), Department of Life Sciences Communication, University of Wisconsin–Madison

**William Hallman**, Department of Human Ecology, Rutgers University

**Thomas Dietz**, Environmental Science and Policy Program, Michigan State University

**Sylvia Rowe**, SR Strategy LLC

**11:45 Response**

**Laura Helmuth**, Health, Science and Environment, Editor, The Washington Post

**Brendan Nyhan**, Professor, Dartmouth College

**Irina Feygina**, Director of Behavioral Science and Assessment, Climate Central

**David Herring**, Director of Communication and Education, NOAA Climate Program Office

**12:15 Q&A and Discussion**

*Moderator: Alan Leshner*

Committee members will answer questions from invited panelists and then take questions from the live and webcast audience.

**1:00 Concluding Remarks**

Alan Leshner

**1:15 Adjourn**

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