

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

***Standing Committee on Advancing Science Communication
Research and Practice***

Advancing Key Topics in Science Communication

Speaker Bios

PANEL 1: EXPANDING DIVERSITY AND ENGAGEMENT WITH SCIENCE

RAJUL (RAJ) PANDYA is the director of the American Geophysical Union's (AGU) Thriving Earth Exchange. The Thriving Earth Exchange helps volunteer scientists and community leaders work together to use science to advance community priorities related to sustainability, resilience, disaster risk reduction, and environmental justice. Dr. Pandya serves on the boards for Public Lab and the Anthropocene Alliance and is a member of the Independent Advisory Committee on Applied Climate Assessment. He helped launch the Resilience Dialogues, a public-private partnership that uses facilitated online dialogues to advance community resilience. Before working at AGU, Dr. Pandya led education, engagement, and diversity programs associated with the National Center for Atmospheric Research, led an international research and development project that used weather data to better manage meningitis in Africa, and held a faculty position at West Chester State University. For the National Academies, Dr. Pandya served on the Committee on the Review of the National Oceanic and Atmospheric Administration's Education Program. Dr. Pandya is a founding member of the executive board of the Citizen Science Association, which is currently the only membership organization dedicated to the dissemination of scholarship related to designing and implementing citizen science. He holds a Ph.D. in atmospheric science from the University of Washington.

ROBIN BOWMAN is a professional development associate at the Personal Genetics Education Project at the Department of Genetics at Harvard Medical School. She has experience in healthcare, education, community organizing, and activism. Robin's particular areas of interest include the social justice issues related to new genetic technologies, sexual orientation and gender identity, and healthcare access. An advocate for inclusion, Robin believes in the power of education and respectful dialogue to foster a more just society. Robin holds a M.Ed. in Educational Administration from the University of Nebraska.

KENDALL MOORE is an award-winning documentary filmmaker and a Professor in the departments of Journalism and Film Media at the University of Rhode Island. Before joining the faculty at URI in 2003, she worked as a television journalist focusing on medical, health, race, and environmental issues. Dr. Moore has produced numerous independent documentaries that have aired on PBS and in various film festivals including: *Charm City* (1996), *Song in the Crisis* (2004), *Sovereign Nation/Sovereign Neighbor* (2006), *The Good Radical* (2009), *Sick Building* (2014), *Philosophy of the Encounter* (fiction, 2016), and *Jalen and Joanna: A Lead Paint Story* (2017). She has received several grants and awards for her work, including two Fulbright Scholar Awards: Tanzania (2001) and Jamaica (Specialist, 2004); The Rhode Island Film Fellowship for Outstanding Filmmaking (2007); and, the Metcalf Award for 2015. In 2016, she was commended

by Crain's magazine as a professor of merit, in the field of journalism. She serves on the boards of The Metcalf Institute for Marine and Environmental Reporting as well as The Story Board at Salve Regina University. She also enjoys mentoring women of color interested in documentary film production. She earned her B.A. in Latin American studies from Syracuse University and an M.A. in media studies and documentary film, from The New School for Social Research. Her Ph.D. research, at the European Graduate School for Media and Communication, focuses on race, philosophy and aesthetics.

PANEL 2: RAPID TRANSFORMATION OF THE MEDIA LANDSCAPE

JEFFREY GOTTFRIED is a senior researcher at Pew Research Center, where he focuses on U.S. public opinion about journalism and the news media. He is an author of a number of studies, including about political polarization and media habits, news and social media, Millennials and news, political news satire and journalism and elections. Prior to joining the Center, Dr. Gottfried was the Howard Deshong Postdoctoral Fellow at the Annenberg Public Policy Center. He received his Ph.D. in communication from the Annenberg School for Communication at the University of Pennsylvania, where his graduate work focused on the role of election campaign communication on voters' political attitudes and behaviors. Dr. Gottfried regularly discusses findings with the media, and presents his research at conferences and to professional groups.

KIRK OLSON has worked in insights and strategy for over 20 years, spending the past 6 years at Horizon Media. In his dual role in the WHY Group, Mr. Olson leads the audience strategy teams in the entertainment category as well as the cultural trend tracking practice. He applies his holistic and fluid understanding of media and its interaction with culture to communications planning. He has worked with a wide range of media companies including ABC, A&E Networks, Paramount Network, National Geographic Channel, and Disney, helping them navigate the complex web of video, digital, and social media that most impact business results. Mr. Olson has a particularly strong understanding of how media operates as both a cultural force and conduit for communications. He has led complex primary studies on topics like TV viewers' Path to Tune In (both adults and kids), The Power of Network Brands, and Brand Elasticity, among others. His opinions on media and culture have been cited in Adweek, Advertising Age, The Wall Street Journal, and the New York Times to name a few. He holds a Master of Science in strategic communications from Columbia University.

DAVID ROTHSCILD is an economist at Microsoft Research. He has a Ph.D. in applied economics from the Wharton School of Business at the University of Pennsylvania. He has written extensively, in both the academic and popular press. His work pushes the boundaries on varying data and methods: polling, prediction markets, social media and online data, and large behavioral and administrative data. His work focuses on solving practical and interesting questions including: mapping and updating public opinion, the market for news, effect of advertising, finance, and an economist take on public policy. He is co-Principal Investigator on Project Ratio, which provides real-time, cross-platform mapping of news content, as it moves from news production, through distribution and discovery, consumption, and absorption.

PANEL 3: EDUCATION AND TRAINING IN SCIENCE COMMUNICATION

ANTHONY DUDO is an associate professor at the University of Texas at Austin. He researches the intersection of science, media, and society; and is particularly interested in scientists' public engagement activities, media representations of science and environmental issues, and the contributions of informational and entertainment media to public perceptions of science. His recent work has examined factors influencing scientists' likelihood to engage in public communication, scientists' goals for public engagement, and the growing community of science communication trainers. His research has been funded by the National Science Foundation and Rita Allen Foundation. Dr. Dudo was named a Kavli Fellow of the U.S. National Academy of Sciences, and has won awards from the Association for Education in Journalism and Mass Communication, the Society for Risk Analysis, and the Moody College of Communication. He is the former Head for the Communicating Science, Health, Environment and Risk Division of AEJMC, and is an affiliate faculty member of UT's Center for Media Engagement, Center for Health Communication, and Environmental Science Institute. His research has appeared in numerous journals including *Nature Nanotechnology*, *Communication Research*, *Science Communication*, *Public Understanding of Science*, and *New Media and Society*. His work has also appeared in books including, *The Communication Yearbook*, *Hollywood Chemistry*, *The Handbook of Nanotechnology in Society*, and *The Cultivation Differential*. He recently co-edited a book in the Moody College's New Agendas series focused on strategic communication. Dr. Dudo is the faculty committee chair of UT's cross-disciplinary minor in science communication, and regularly teaches courses focused on integrated brand promotion and science communication. He previously worked in strategic communications for the Academy of Natural Sciences, a natural history museum and scientific research institution operating in Philadelphia since 1812. Dr. Dudo earned his Ph.D. in journalism and mass communication at the University of Wisconsin – Madison.

TODD P. NEWMAN is an assistant professor in the Department of Life Sciences Communication at the University of Wisconsin-Madison. His teaching responsibilities include courses in strategic communication and marketing. Dr. Newman's research focuses on the role of strategic communication within the context of science, technology, and the environment. This includes recent work examining the role of communication training in supporting scientists' communication and engagement goals, including developing innovative methods for evaluation. He has worked on a number of collaborative projects within this context funded by the National Science Foundation, Burroughs Wellcome Fund, Chan Zuckerberg Initiative, and The Kavli

Foundation. Dr. Newman is the editor of *Theory and Best Practices in Science Communication Training* (Routledge, 2019), which covers the growing body of research in this emerging field. Dr. Newman received his Ph.D. in communication at American University, and previously served as a postdoctoral research associate at the University of Connecticut and the Alan Alda Center for Communicating Science at Stony Brook University.