

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

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

Public Meeting Agenda

500 Fifth Street NW, Washington, DC
September 4, 2019
Keck 206

Zoom Information:

Join from PC, Mac, Linux, iOS or Android: <https://nasem.zoom.us/j/928610857>

Or iPhone one-tap :

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US: +1 646 558 8656 or +1 669 900 6833 or 888 475 4499 (Toll Free) or 877 853 5257 (Toll Free)

Meeting ID: 928 610 857

International numbers available: <https://zoom.us/u/acQhtECnBa>

Day 2: September 4, 2019:
Keck Center, Room 206

8:30 Breakfast

OPEN SESSION

9:00 Advancing Key Topics in Science Communication

Goal: To advance the field of science communication, it is important for the Standing Committee to stay abreast of important trends and new evidence that affect the field. Similarly, understanding the needs and existing landscape around key issues in science communication can help the committee identify and shape future activities where it can have the most impact. The following panels are intended to inform the committee's decisions about what current and future activities to pursue.

- **Expanding Diversity and Engagement with Science** (9:00 am – 9:45 am)
Vish Viswanath, moderator

Engaging Diverse Audiences in Science

Raj Pandya, Thriving Earth Exchange, American Geophysical Union

Inclusive Conversations about Genetics: The Personal Genetics Education Project

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Marnie Gelbart, Harvard University

Diversity in Science and Science Engagement and The Inclusive Sci Comm Symposium

Kendall Moore, University of Rhode Island

Discussion (9:45 am– 10:15 am)

10:15 Break

10:30 Advancing Key Topics in Science Communication continued

- **Rapid Transformation of the Media Landscape** (10:30 am – 11:15 am)
David Lazer, moderator

Trends in Media Use and Polarization

Jeff Gottfried, Pew Research Center

Social Media as Storyteller: What Science Communicators Can Learn from Media’s Most Viral Vehicle

Kirk Olson, Horizon Media

Project Ratio and Data on Media Use

David Rothschild, Microsoft Research

Discussion (11:15 am – 11:45 am)

- **Education and Training in Science Communication** (11:45 am – 12:15 pm)
William Hallman, moderator

Landscape of Science Communication Training programs

Anthony Dudo, University of Texas

Approaches to Education and Training in Science Communication

Todd Newman, University of Wisconsin

Discussion (12:15pm – 12:35 pm)

12:35 Lunch

1:10 Adjourn Open Session