



ScienceWriters™

National Association
of Science Writers, Inc.

Fall
2013

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JETISONS ONLINE

COMMENTS

MAXIMIZING YOUR
NASW
INTERNSHIP FAIR
EXPERIENCE

THE RIGHT WAY TO USE
EMBARGOES

REPORTS AND PHOTOS
FROM WCSJ2013

HELSINKI

CROSS-BORDER
SCIENCE JOURNALISM

WORKSHOP

SCIENCE IN SOCIETY AWARD
AND VICTOR COHN PRIZE

WINNERS



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FROM THE EDITOR

There are times when a cascade of events takes on aspects of "The Story of the Taoist Farmer," in which what is judged to be "bad" or "good" is relative to changing circumstances. To wit:

I broke my leg while hiking at 11,000 feet in the Sierras.

My husband found a discharged beach chair on the trail and used the aluminum frame as a splint.

We were four miles from camp and needed to descend 2,000 feet before nightfall.

A forest service volunteer on horseback ambled down the trail and offered me her mount.

Halfway down the mountain, the saddle slipped and I was dumped on the trail hitting my head on a rock.

I was wearing the horse owner's riding helmet.

My lengthy recovery period forced the cancellation of a fall vacation.

My months of medical house arrest allowed me to revisit a stack of one-of-these-days writing projects many of which focus on what drew me to science writing in the first place: marine biology.

By the way, that canceled fall vacation involved a combination of national parks, monuments, and forests.

It would have commenced the first day of the U.S. federal government shutdown. ■



Lynne Friedmann

IN THIS ISSUE

NEWS

- 20 Upcoming Meetings
- 23 In Memoriam
- 24 Taylor/Blakeslee Fellows
- 25 ScienceWriters2013 Fellows
- 25 Clark/Payne Award
- 25 CASW Awards Fellowships
- 28 New Members
- 28 NASW Contacts

COLUMNS

- 12 Books: Advance Copy
- 16 President's Letter
- 17 Cyberbeat
- 17 Dispatches from the Director
- 18 The Free Lance
- 19 News From Afar
- 21 Our Gang
- 22 Regional Groups

FEATURES

- 1 PopularScience.com Nixes Comments
- 2 Science in Society Award Winners
- 4 Victor Cohn Prize for Medical Science Reporting
- 5 Making the Most of the NASW Internship Fair
- 6 Cross-Border Science Journalism Workshop
- 8 Embargoes Done Right
- 9 WCSJ2013 Helsinki
- 15 Year-End Tax Help



Why We're Shutting Off Our Comments

BY SUZANNE LABARRE

Comments can be bad for science. That's why, here at PopularScience.com, we're shutting them off.

It wasn't a decision we made lightly. As the news arm of a 141-year-old science and technology magazine, we are as committed to fostering lively, intellectual debate as we are to spreading the word of science far and wide. The problem is when trolls and spambots overwhelm the former, diminishing our ability to do the latter.

That is not to suggest that we are the only website in the world that attracts vexing commenters. Far from it. Nor is it to suggest that all, or even close to all, of our commenters are shrill, boorish specimens of the lower Internet phyla. We have many delightful, thought-provoking commenters.

But even a fractious minority wields enough power to skew a reader's perception of a story, recent research suggests. In one study led by University of Wisconsin-Madison professor Dominique Brossard, 1,183 Americans read a fake blog post on nanotechnology and revealed in survey questions how they felt about the subject (are they wary of the benefits or supportive?). Then, through a randomly assigned condition, they read either epithet- and insult-laden comments ("If you don't see the benefits of using nanotechnology in these kinds of products, you're an idiot") or civil comments. The results, as Brossard and coauthor Dietram A. Scheufele wrote in a *New York Times* op-ed:

*...even a fractious minority
wields enough power
to skew a reader's
perception of a story...*

Uncivil comments not only polarized readers, but they often changed a participant's interpretation of the news story itself.

In the civil group, those who initially did or did not support the technology—whom we identified with preliminary survey questions—continued to feel the same way after reading the comments. Those exposed to rude comments, however, ended up with a much more polarized understanding of the risks connected with the technology.

Simply including an ad hominem attack in a reader comment was enough to make study participants think the downside of the reported technology was greater than they'd previously thought.

Another, similarly designed study found that even just firmly worded (but not uncivil) disagreements between commenters impacted readers' perception of science.

If you carry out those results to their logical end—commenters shape public opinion; public opinion shapes public policy; public policy shapes how and whether and what research gets funded—you start to see why we feel compelled to hit the "off" switch.

A politically motivated, decades-long war on expertise has eroded the popular consensus on a wide variety of scientifically validated topics. Everything, from evolution to the origins of climate change, is mistakenly up for grabs again. Scientific certainty is just another thing for two people to "debate" on television. And because comments sections tend to be a grotesque reflection of the media culture surrounding them, the cynical work of undermining bedrock scientific doctrine is now being done beneath our own stories, within a website devoted to championing science.

There are plenty of other ways to talk back to us, and to each other: through Twitter, Facebook, Google+, Pinterest, livechats, email, and more. We also plan to open the comments section on select articles that lend themselves to vigorous and intelligent discussion. We hope you'll chime in with your brightest thoughts. Don't do it for us. Do it for science. ■
*"Why We're Shutting Off Our Comments,"
PopularScience.com, Sept. 24, 2013.*

Mitigating Internet Trolls

The Huffington Post receives nine million online comments a month, 75 percent of which are deemed "vile, mean, and obscene." Starting in September, HuffPost has required postings to its website to include real names.

The *New York Times* chooses 17 articles each day that will feature an open reader comment section. An editorial team is dedicated to moderating each comment, a luxury that few other outlets can afford. But many smaller outlets do have "community engagement" managers and editors who do some of this kind of work.

"Unless a comment section very active moderation...it eventually and inevitably degraded," said James Fallows, national correspondent for *The Atlantic*, on why his blog no longer accepts comments.*

"If you're going to (eliminate comments), you might as well publish in print and forget about the Internet altogether," said Matthew Ingram, senior writer with GigaOM, where he covers media in all its forms—social and otherwise.* ■

*From: "Online Comments: Freedom of Speech or the Bane of the Internet?" KCRW "To the Point" program, broadcast Oct. 4, 2013.

SUZANNE LABARRE IS THE ONLINE CONTENT DIRECTOR OF POPULAR SCIENCE.



Books
David Quammen
Spillover



Science Reporting
Douglas Fox
"Witness to an Antarctic Meltdown"



Local/Regional Science Reporting
Hillary Rosner
"The Color of Bunny"

2013 Science in Society Awards

The NASW 2013 Science in Society Journalism Awards have been announced in the following categories:

- **Books** David Quammen for *Spillover: Animal Infections and the Next Human Pandemic* (W. W. Norton & Company). [bit.ly/1aaLmuL]
- **Science Reporting** "Witness to an Antarctic Meltdown" by Douglas Fox, published in *Scientific American* [bit.ly/PzLNax]
- **Science Reporting for a Local or Regional Market** "The Color of Bunny" by Hillary Rosner, published in *High Country News* [bit.ly/AyG5Wc]
- **Longform Science Reporting** "Playing with Fire" by Patricia Callahan, Sam Roe, and Michael Hawthorne, published in the *Chicago Tribune*. [bit.ly/KqoIoa]
- **Commentary and Opinion** "The Real Scandal" by Christie Aschwanden, posted on the website, The Last Word on Nothing. [bit.ly/xca73Q]

Winners in each category receive a cash prize of \$2,500, to be awarded during the ScienceWriters2013 meeting, in Gainesville, Fla.

In *Spillover*, Quammen explores how a multitude of diseases—including Ebola, SARS, Hendra virus, HIV, and Q fever—originate in animals and pass to humans in the process called spillover. He also addresses the question of what the next major outbreak might be. The judges called *Spillover* "an altogether brilliant exploration of science's quest to track and better define the origins and dynamics of zoonotic diseases." They commented that "Master storyteller and fearless correspondent that he is, Quammen, in the company of intrepid, often quirky researchers, takes the reader on a series of amazing hunts deep into the 'heart of darkness' (in the Congo, China, Bangladesh, and Saudi Arabia) in search of the animal hosts—the 'reservoirs'—of the pathogens that have crossed over." Of the book's writing, the judges said that, "One of the many strengths of this dazzling book is the wealth of scientific information it conveys without slowing its narrative drive, further testament to the author's extraordinary talent."

■ ■ ■

"Witness to an Antarctic Meltdown" was published in the July 2012 *Scientific American*. It describes the efforts of scientists to understand how fast the Antarctic is melting and its implications for sea-level rise. In his reporting, Fox accompanied scientists on an eight-week expedition to gather data on glacial melting. The judges called Fox's article "a terrific example of explicatory science writing and a first-rate adventure story to boot. It offers a clear and concise description of the interplay between the meltdown of the floating Antarctic ice shelf and the collapse and seaward slide of the continental glaciers." Of Fox's journalistic initiative, the judges said "Having spent several months on the ice, Fox also has much to tell us about the perils and often punishing circumstances that researchers have to contend with in their efforts to measure and better understand the forces driving these linked phenomena as prelude to more accurate prediction of consequent rises in global sea level."

■ ■ ■

*NASW recognized
last year's exemplary
investigative and
interpretive reporting
about the sciences
and their impact
on society.*





Longform Science Reporting

Patricia Callahan, Sam Roe and Michael Hawthorne

"Playing with Fire"



Commentary and Opinion

Christie Aschwanden

"The Real Scandal"

"Playing with Fire" was published in the *Chicago Tribune* as a two-part series (May 6 and Dec. 20, 2012). It covers a deceptive campaign by industry and questionable research by a biased scientist, which enabled the approval of toxic flame retardants in such products as upholstered furniture, carpet padding, and diaper-changing pads. This occurred despite the fact that some of the compounds—when ingested by babies in breast milk or as contaminated dust—have been linked to neurological impairment, developmental problems, impaired fertility and other health risks. The judges called the series "compelling and impactful," and commented that it was particularly appropriate to receive a Science in Society Award because "the deeply reported stories probed how certain lobbyists and scientists have systematically misled the public and regulators for years."



"The Color of Bunny," published Feb. 6, 2012, in the *High Country News*, describes Rosner's field trip with University of Montana biologist Scott Mills, in which the biologist gathered data for his field study of how the semi-annual color change in snowshoe hares may be affected by climate change. The judges said "This totally engrossing and engaging report from the field artfully describes efforts to better understand a biological phenomenon critical to animal survival, namely seasonal camouflage." The judges pointed out the broader implications of the research, saying that, "While the story focuses mainly on a local, Montana-forest-dwelling population of snowshoe hares it also serves as a springboard for a broader-lens discussion regarding conservationist ideas for dealing with climate change's coming impact on ecosystems."



"The Real Scandal: Science Denialism at Susan G. Komen for the Cure," posted Feb. 8, 2012, on the website The Last Word on Nothing, asserts that Susan G. Komen for the Cure—an organization advocating for breast cancer screening and research—ignored research on tumor biology to overemphasize screening. The judges called Aschwanden's opinion article "persuasively argued, authoritative, and highly informative." In her commentary, Aschwanden took issue with the organization's "blame the victim" tone and the

"false narrative" that breast cancer is uniformly progressive and can only be treated if caught early. Such a position, wrote Aschwanden ignores the perils of over-diagnosis and the potential for unnecessary and damaging treatments.



The final judging committee consisted of Ben Patrusky (executive director emeritus, CASW), Janet Raloff (senior editor, *Science News*), and Boyce Rensberger (retired science journalist). The Science in Society awards committee was co-chaired by Amber Dance, a freelance journalist and staffer at Alzforum.org, and Dennis Meredith, a freelance science writer and communication consultant.

In addition to the final committee, NASW thanks the volunteers who served on the preliminary screening committees: Ewen Callaway (*Nature*), Phil Hiltz (MIT Knight Science Journalism Program), Earle Holland (freelance), Lynne Friedmann (freelance), Alla Katsnelson (freelance), Robin Lloyd (*Scientific American*), Tom Maugh (retired), Steve Mirsky (*Scientific American*), Linda Marsa (contributing editor, *Discover*), Amy Maxmen (*Nautilus*), Seth Mnookin (MIT Graduate Program in Science Writing), Christine Peterson (freelance), Paul Rogers (*San Jose Mercury News*), Tom Siegfried (freelance), and Brittany Steff (freelance).

NASW established the Science in Society awards to provide recognition—without subsidy from any professional or commercial interest—for investigative or interpretive reporting about the sciences and their impact on society. The awards are intended to encourage critical, probing work that would not receive an award from an interest group. Beginning with the first award in 1972, NASW has highlighted innovative reporting that goes well beyond the research findings and considers the associated ethical problems and social effects.

Entries for next year's competition, for material published or broadcast in 2013, are due Feb. 1, 2014. Entry forms will be available at nasw.org in December 2013 and submission details are in this issue of *ScienceWriters*. ■

(source: news release)



**See the 2014 Science in Society Journalism Awards
Request for Submissions on page 26.**



John Fauber



Joanne Silberman

2013 Victor Cohn Prize for Medical Science Reporting

Health journalists **John Fauber**, a medical investigative reporter for the *Milwaukee Journal Sentinel*, and **Joanne Silberman**, a Seattle-based freelance multimedia journalist and former National Public Radio correspondent, and the recipients of the 2013 Victor Cohn Prize for Excellence in Medical Science Reporting. Given the strong pool of entries, the judges elected to split the prize. Fauber and Silberman will share the \$3,000 award and receive certificates at the ScienceWriters2013 meeting in Gainesville, Fla.

Silberman was cited for her recent radio series on neglected diseases in developing countries, as well as her outstanding coverage of health policy at NPR. Fauber was cited for his relentless and exemplary investigative reporting on conflicts of interest in medicine and industry.

The Cohn Prize judges lauded Silberman, whose reporting career spans more than three decades, for “consistently breaking new ground in a heavily covered beat, and recognizing new angles in important stories rather than offering stories that everyone else covers.” Moreover, they said, “she then tells those stories with great humanity, with a keen understanding of public health policy implications, and with verve.”

The judges were particularly impressed by Silberman’s enterprising December 2012 seven-part series on global cancer issues in Haiti, India, and Uganda. “Her sparkling storytelling and the human dimensions in this series are hallmarks of Silberman’s sterling radio career,” they said. The radio series, broadcast on Public Radio International’s “The World,” was an independent multimedia project initiated by Silberman with travel support from the Pulitzer Center on Crisis Reporting.

Silberman’s work, the judges added, is “notable for its diversity, and eye (and ear) for the telling detail. In the series on cancer, for example, she catches the listener with the fact that more people in poor and developing countries die of cancer than of HIV/AIDS, tuberculosis, and malaria combined. She also brought a personal emotional connection by comparing a Ugandan breast cancer patient’s experience with her own bout with the disease.” She has also reported on other public health issues, including mental illness, tropical diseases, chronic fatigue syndrome, H1N1 influenza, the Affordable Care Act, the Haiti earthquake medical disaster, vaccines and immunology, and drug and food safety regulation at the U.S. Food and Drug Administration.

The prize committee unanimously and readily agreed with the assessment rendered by *Wall Street Journal* reporter Ron Winslow that her selection of topics “speak to her enterprise

and to her determination to mine unexpected and neglected subjects and report to her readers and listeners well ahead of the pack.”

Milwaukee Journal Sentinel reporter Fauber was cited for what the judges said was his “dogged, never-give-up” investigative series, dubbed “Side Effects,” on financial conflicts of interest in medical research and health care delivery. His stories also appear in MedPage Today, an online medical news website, as part of a partnership between the two news organizations.

The series, launched in 2009, looks at the pervasive marketing efforts of drug and medical device companies and how they affect patient care, doctor education, drug regulation, and medical publishing. It offers rigorous scrutiny of drug companies’ use of financially conflicted doctors and flawed or over-hyped science to win FDA approval for drugs and devices that then come to market overpriced and overprescribed, the judges noted.

Fauber’s series told, for example, of guidelines issued for asthma treatment that were put together by physicians with financial ties to the maker of Advair, despite readily available evidence that the medicine could pose dangers and is vastly overprescribed. In another story, he revealed eyebrow-raising links between drug makers and disease advocacy groups, which promoted or paid for clinical trials, fueled the rapid growth of drug sales, and returned portions of the drug company’s profits to the non-profit advocacy organization. Although Fauber made clear that some of the advocacy groups’ activities greatly advance the development of treatments for “orphan diseases,” his articles raise serious questions about conflicts of interest that may cloud clinical judgment and influence prescribing habits.

In other stories, Fauber exposed how a money-making spinal device won FDA approval, even though FDA’s own advisory panel knew researchers with financial ties to the company got study results twice as good as those without such ties.

The judges were especially impressed by Fauber’s revelations that such conflicts are too rarely revealed to physicians or the public, and by his “willingness to pore over thousands of pages of documents, regulatory files and medical articles,” many obtained by open-records requests, in pursuit of his stories.

COHN continued on page 29

Making the Most of the NASW Internship Fair

BY JESSICA ORWIG

Each February, NASW hosts an internship fair at the annual meeting of the American Association for the Advancement of Science (AAAS). And each year, editors and science communicators from esteemed media outlets take part to assess the next batch of bright-eyed students who might one day work beside them.

As an aspiring science writer, I attended both the 2011 (Washington, D.C.) and 2012 (Vancouver, Canada) internship fairs. Each was nothing short of an adrenaline rush mixed with feelings of anticipation, excitement, and intimidation.

Here's what I know now that I wished I knew then.

The NASW Internship Fair is similar to speed dating. Students progress around a hotel room receiving five minutes at a time of an editors' or writers' undivided attention. Make a good impression and it can lead to a follow-up interview shortly after the conclusion of the fair. Other organizations will encourage you to go through channels and submit a formal application before considering you for an internship. Either way, the internship fair is a great opportunity to meet and build connections with some of the nation's leading science communicators.

The number and mix of science institutions and media outlets will vary depending on which city the AAAS meeting is held. For example, Washington, D.C., being one of the country's science writing capitals attracted more than 30 recruiters in 2011. In contrast, half that number of organizations participated in the Vancouver Internship Fair. The roster for 2014 includes: *Nature*, *Science News*, *Scientific American*, *Chemical & Engineering News*, *Reuters Health*, and *Fermilab*.

In 2011, when I walked into the warmly lit Congressional Room, in the Renaissance Hotel, in downtown Washington, I had no idea what to expect and was, frankly, intimidated at the prospect of speaking with such talented, successful individuals.

The internship fair kicks off with a short introduction by each organization represented: who they are and what their internship program entails. I frantically jotted notes, prioritized the organizations I thought would be the best match, and signed up for a coveted time slot. Due to time constraints, you only get a shot at meeting with four to six organizations.

Each editor or writer handles the exchange differently. Some will do most of the talking about their internship program. Others will ask questions; more like an interview. And still others will sit back and listen to your spiel about why you're the perfect fit.

Yes, the pressure is on. And, five minutes flies fastest when you're the one doing most of the talking. This makes it imperative that you hone and practice your personal pitch beforehand. Condense it to three minutes and leave the last two minutes for discussion and questions. Have your resume and business cards ready to slide across the table. [I recommend bringing about 50 copies of each not only for the internship fair but for chance encounters with other potential employers during the duration of the AAAS meeting.]

Don't be surprised if an editor asks for a story pitch. This can either lead to an incredibly productive discussion or a lingering, awkward silence as the minutes rapidly evaporate. In my case, a story I pitched to *New Scientist* in 2012 led to an hour-long interview the following day for an internship slot. Although I was not chosen for that opportunity, the experience nonetheless proved to be invaluable as the interview questions prepared

INTERNSHIP continued on page 29

Don't be surprised if an editor asks for a story pitch.

2014 NASW INTERNSHIP FAIR AT AAAS

The next NASW Internship Fair will take place on Saturday, Feb. 15, during the 2014 AAAS meeting, in Chicago.

Internship fair attendance is limited to current students or those who have graduated within the past 12 months.

All attendees are required to be current NASW members.

NOTE: Because the internship fair takes place at the AAAS annual meeting, students must register with the AAAS newsroom at eurekalert.org/aaasnewsroom/2014.

Internship fair sign up takes place on site on the day of the event.

Come prepared. Bring proof of NASW membership, copies of your resume, a list of references, and clips to share with recruiters.

For more information, contact fair coordinator Jenny Cutraro at jenny@nasw.org. ■

JESSICA ORWIG, A GRADUATE STUDENT IN TEXAS A&M UNIVERSITY'S SCIENCE AND TECHNOLOGY JOURNALISM PROGRAM, RECENTLY COMPLETED AN INTERNSHIP AT THE INTERNATIONAL CENTRE FOR THEORETICAL PHYSICS, IN ITALY (SEE OUR GANG, P. 22, FOR DETAILS).

Cross-Border Science Journalism Workshop

BY LYNNE FRIEDMANN

Science does not stop at the U.S./Mexico border. Yet, regional and national news coverage that chronicles science, technology, the environment, agriculture, fisheries, and public health often overlooks the economic and human impacts south of the border.



(top left) U.S. and Mexican journalists discuss challenges, commonality, and opportunities for cross-border science reporting.

(top right) Susan White, executive editor of InsideClimate News.

(right) Sergio Vicke, independent documentary producer and writer.



(above) Web journalist and tech guru Robert Hernandez of USC.

(right) Exequiel Ezcurra, Ph.D., director, UC Institute for Mexico and the United States (UC MEXUS).

(below) Erik Vance, takes an audience question facilitated by simultaneous translation.

(below right) Lively discussions during a workshop break.



(above) Workshop organizers Genevieve Bjorn, Lynne Friedmann, and S. Lynne Walker.



In April, a select group of U.S. and Latin American science writers gathered in La Jolla, Calif. for a Cross-Border Science Journalism Workshop with the goals of:

- sharing tools, resources, and contacts to improve cross-border science reporting
- developing professional skills for effective cross-border reporting
- increasing awareness of cross-border issues and markets for resulting stories.

Keynote speaker Exequiel Ezcurra, Ph.D., director of the University of California Institute for Mexico and the United States (UC MEXUS), kicked off the meeting with an assessment of current cross-border science exchange. A plant ecologist by training, Ezcurra has spent 30 years in research and conservation efforts in desert ecology at the U.S.-Mexico border helping to establish a bi-national corridor of protected natural areas in the coastal Sonoran Desert.

Today young researchers do not have the same level of contact between both sides of the border that Ezcurra enjoyed early in his career. This due to tightened travel restrictions at the border in the wake of 9/11 together with increasing wariness of U.S. students to take graduate courses in Mexico because of fear of narcotics-trafficking violence. This is to the detriment of science, according to Ezcurra.

"Borders are physical," he said. "Ecosystems connect on both sides."

Despite a relative small research community (18,000 scientists in Mexico, compared to 1.3 million in the United States), Mexico boasts impressive output and impact in

LYNNE FRIEDMANN IS EDITOR OF *SCIENCEWRITERS*.

such areas as astrophysics, microbiology, and molecular biology.

Two things hamper getting the word out about science in Mexico, according to Estrella Burgos, editor in chief of *¿Como vez?* magazine.

“There are few PIOs at research institutions in Mexico,” said Burgos. “And, science journalists in Mexico need to be better connected with each other via networks.”

Panelists also report a need for better training south of the border so that journalists are empowered to perform their work independently and with a skeptic’s eye in order to question research findings and their applications.

“Mexican society is scared of scientists, viewing them as having too much power,” said Arturo Barba, who, in 2010, launched Mexico’s first science and technology news website (*Sapiens Laboratorio de Ideas*) and is now press office director of the Ministry of Science, Technology, and Innovation of Mexico City.

Veteran TV news reporter Sergio Vique recently became an independent documentary producer and writer. It’s a risky career move in Mexico, but one motivated by his desire to bring major social and environmental issues and solutions to the fore.

“Climate change is the story of our times,” he said. “People (in Mexico) want to be inspired and take care of their environment,” but are unaware of how others around the world are tackling the problem.

When Bay Area freelance writer Erik Vance moved to Mexico City two years ago in support of his wife’s career, he harbored doubts about how he would continue as a science writer. He need not have worried.

Finding a wealth of world-class researchers and unreported stories, his career has soared with articles ranging from Mexican scientists developing the first updated reptile antivenoms in 60 years (*Scientific American*) to the struggle to save sharks from extinction in Mexico water (cover story *Discover*).

By the way, Vance does not speak Spanish. His advice to other writers: “Don’t be intimidated by going to Mexico.”

The key, according to Vance, is to partner with Mexican reporters, photographer, and videographers. A case in point is a collaboration between Vance and photographer Dominic Bracco II that resulted in both a *Harper’s Magazine* story on the dismal future of the global fishery and a companion short documentary *After the Fish Are Gone* (funded by the Pulitzer Center on Crisis Reporting).

Other notable speakers on the program: Susan White, executive editor of InsideClimate News, whose reporters had one week earlier received the 2013 Pulitzer Prize for national reporting. Also, a hold-on-to-your-seat discussion and demonstration of mobile reporting, infographics, and data visualization by Robert Hernandez, visual journalist and adjunct professor, USC Annenberg School for Communication and Journalism. Videos of all the workshop presentations can be found at bit.ly/ZEI4Ns.

Outcomes of the workshop include:

- A “multiplier effect” with Mexican journalists taking back what they learned to share with colleagues.
- Plans for more bi-national outreach via the San Diego Press Club to counterparts in Tijuana.
- Workshop participants remaining in touch via a closed Facebook page.
- Knight Digital Media Center offering discounts on its online courses to workshop participants.
- Discussion of a follow-on workshop in Mexico City.

“Don’t be
intimidated
by going
to Mexico.”

“The workshop was relevant for me in two aspects,” said audience member Laura Vargas-Parada, freelance science writer, Mexico City. “The possibility of building a network with other science writers and journalists, and the realization that there are many science stories of bi-national interest waiting there to be explored and disseminated.”

As a result of the workshop, Vargas-Parada is working in collaboration with Erik Vance on a story they first discussed while in San Diego, as well as working on an assignment from Estrella Burgos. Vargas-Parada’s network now includes workshop participant Lizzie Wade (a former intern at *Science* who is now living in Mexico City), and workshop co-organizer Genevive Bjorn, with whom she shares numerous interests.

“The Cross-Border Science Journalism Workshop was a sorely needed opportunity for those of us on the northern side of the border to learn from our counterparts down south,” said Tiffany Fox, public information representative, the Qualcomm Institute, UC San Diego. “The panel of high-caliber talks put into stark contrast the similarities and the differences between the U.S. approach to scientific research and that of Mexico, and how national policy, access to sources, and journalistic mores affect reporting of scientific news.”

Fox also found the workshop to be a valuable networking opportunity. She arranged three tours of her institute for workshop participants in the weeks that followed.

“As scientific collaboration becomes global, our reporting of it must as well,” Fox said. “This workshop provided the practical tools—as well as the inspiration—to widen our circle of influence and begin thinking of national borders, as they pertain to science journalism, as decidedly irrelevant.”

The Cross-Border Science Journalism Workshop was held at the nonprofit Institute of the Americas (iamericas.org), located on the University of California, San Diego campus. Primary financial support came from an NASW Idea Grant with additional support from the United States Consulates (Tijuana and Juarez, Mexico), San Diego Press Club, San Diego Science Writers Association, Knight Digital Media Center, and San Diego Zoo Global. ■

If You Must Use Embargoes, Here's How to Do it Right

BY IVAN ORANSKY

Soon after I launched Embargo Watch in early 2010, various reporters and public affairs officers asked me to gather the various “rules” I’ve suggested for embargoes into one place, using vignettes that illustrate how they’ve been broken. That always felt like a good idea, but not one I ever found time for. Well, I finally got around to it, thanks to a request from my friend Fabio Turone, the managing editor of *Epidemiology, Biostatistics, and Public Health*.

Embargoes—often used by scientific institutions such as medical societies and scientific journals to give access to reporters before material is published—can inspire heated arguments. Some journalists love them, while others say they—along with Ingelfinger Rule, which prohibits pre-publication publicity of results before they appear in a peer-reviewed journal—discourage original reporting. Journals find them helpful in “choreographing” the dance of medical news, but some have eschewed them completely.

Despite all of this debate, and the fact that embargoes are becoming “less and less practical,” in the words of one press officer, they are here to stay, at least for some time.

And as one public relations executive said recently, “Every manager here has a different set of rules about embargoes.”

With that in mind, here are some guidelines for appropriate embargo policies that actually live up to the oft-stated goals of allowing reporters enough time to report stories accurately while avoiding needless restrictions on the flow of scientific information.

1. Give a reasonable amount of time. What’s reasonable? That’s probably a judgment call, dependent on how complicated the material is, what else is happening in the world, and other factors. Many journals that publish weekly provide embargoed material about five days before publication, which seems like enough time. And I’ve suggested that 24 hours should be a minimum, even in our millisecond news-cycle world. But one thing’s for sure: 38 minutes is not long enough.

2. Don’t embargo material that’s freely available online. This might appear obvious. But based on the number of journals and scientific conferences that still try to claim that their online accepted papers, corrected proofs, and abstracts are embargoed until some time they determine later, it bears repeating. If it’s freely available online, it can’t be embargoed. End of story.

3. Give a specific time for your embargoes. This doesn’t come up very often, but saying that a paper is embargoed for a date isn’t enough—you have to also say what time, and in what time zone. Otherwise it will lift 26 times for people in 26 different time zones.

4. Don’t ask everyone to agree to an embargo, then let one news outlet go ahead with a story. I’m as big a fan of original reporting as the next journalist, but I’m not a fan of

backroom side deals. If reporters have agreed to an embargo on your material, don’t then give an exclusive to a paper—say, the *New York Times*—while making everyone else wait to publish.

5. Don’t ask for a quid pro quo. Lots of press officers believe—perhaps with some proof—that embargoes increase the chance something will be covered. But don’t make that coverage a condition of your embargo agreement. Reporters may go to your conference for many reasons, including becoming better-informed about a subject, and never write anything that can be pegged to that conference. Quid pro quo is unseemly, not to mention a journalistic no-no.

6. Be consistent about sanctions and early embargo lifts. If someone has agreed to your embargo policy, they should get the same sanctions for breaking it as anyone else does, no matter what outlet they work for. Those sanctions should be clearly spelled out in your embargo policy, and you should avoid the temptation to look the other way for repeated “inadvertent” breaks. And don’t blame someone for breaking an embargo if he never agreed to embargoes in the first place. Also: Lift the embargo once the material appears online, whether it’s an obscure blogger

CALL FOR PROPOSALS/SUBMISSIONS

The Healing Power of the Media

Fabio Turone, managing editor of *Epidemiology, Biostatistics, and Public Health* (formerly the *Italian Journal of Public Health*) invites NASW members to submit proposals/submissions for “The Healing Power of the Media” section of the journal. This section was launched in January with the goal of informing the international public health community of the virtues of independent science/health journalism.

Topics recently covered:

- “The Numbers Need to Inform: What We Talk About When We Talk About Science Journalism” (bit.ly/1etkhrn)
- “Open Access, Impact and Quality: An Even Harder Future for Gatekeepers?” (bit.ly/16qYhHP)

Contact: fabio.turone@ebph.it

IVAN ORANSKY (ORANSI01@NYU.EDU) IS FOUNDER OF EMBARGO WATCH; ADJUNCT ASSOCIATE PROFESSOR, ARTHUR L. CARTER JOURNALISM INSTITUTE, NEW YORK UNIVERSITY.

or a major wire service that broke it. If one reason for embargoes is to level the playing field, then keep the playing field level.

7. Keep the number of cooks in the kitchen to a minimum. Nowadays, for many journal studies, there are at least two press releases: one from the journal and one from the researchers' institution. If the research had an industry sponsor, there may be a third. Conferences can get even more complicated, and that's where inadvertent breaks can happen. Do your best to minimize those, and confusion.

8. If other news is coming out within a day or two of yours, move your embargo so they match. Let's say you're publishing a study on a particular subject, and your embargo lifts on Thursday at 5 p.m. Eastern. You find out that a competing journal is publishing a study on the same subject at 5 p.m. Eastern on Tuesday. Move yours to Tuesday, and let your press list know. If one reason for embargoes is to allow reporters to write better-informed stories, why insist that they only cover your news if they want to publish at the embargo time? Be flexible. Readers will thank you.

9. Make sure recipients of your "embargoed" emails have actually agreed to an embargo. Sending something and marking it "embargoed" doesn't mean it actually is. Just because someone agreed to another institution's embargo policy doesn't mean that she agreed to yours. There's nothing stopping her from writing about the story, and she won't have broken any agreements.

10. Don't try to restrict with whom reporters can speak. As a number of embargo policies spell out, part of the reason to give journalists time with material before it's published is so that they can seek outside comment. Requiring that reporters not share the material with anyone before the embargo lifts turns them into stenographers. At the very least, it will make people more cynical about the reasons for embargoes. ■

"If You Must Use Embargoes, Here's How to Do it Right," Oransky I., EBPH 2013; 10:3 DOI: 10.2427/9043 (www.ebph.it/article/view/9043).



REPORTS FROM HELSINKI

Record Attendance at 8th WCSJ Conference

This summer, 807 participants from 77 countries met in Helsinki, Finland, to attend the 8th World

Conference of Science Journalists (WCSJ). Over the course of five days, more than 50 sessions, workshops, and plenary talks together with social events ranging from cocktails aboard an Ice Breaker to traditional Finnish dancing on an open-air stage took place.

The Helsinki conference titled "Science Journalism: Critical Questioning in the Public Sphere" was held on the University of Helsinki campus. Pre-conference workshops ranged from data journalism to investigative reporting to examining the current standing of the profession.

Themes of the three main conference dates were:

- Our Common Values
- Our Exciting Work
- Our Vulnerable World

Plenary sessions addressed journalistic ethics, the rising power of blog networks, investigative science journalism, and the essential importance of mainstream media. Workshops and panels explored everything from reporting on violence, to telling a good narrative story, to writing about uncertainty in scientific context. Many drew standing-room-only crowds.

This was by many measures the most social-media connected WCSJ, followed online by thousands of Twitter users. Also a

worldwide audience took advantage of live webcasts, at times outnumbering those seated in the Great Hall of the University of Helsinki, where the sessions took place.

The following are reports from SciDev.Net on a few representative workshops.

Covering Science in Totalitarian Countries

BY ANDREA SMALL CARMONA

It's been more than 20 years since the fall of the Soviet Union, but the impact the totalitarian government had on the way science journalism is done remains a current issue.

At a session entitled "Science Journalism in Totalitarian Countries: The Impact to a Current Time," Blanka Jergovic, a journalist at Croatian Radio, analyzed the criteria used back then.

"The government used to say that it was socially responsible to spread the so-called successes of the socialist ideology about science," he said. "It was a way to make propaganda and try to convince people of the idea of development."

We also learned that during oppressive times, science information could be a vehicle for freedom. While growing up, Marina Huzvarova, current editor in chief



Lagipoiva Cherelle Jackson



WFSJ President Vesa Niinikangas

WCSJ2013 WEBCASTS

Opening Ceremony bit.ly/185Ywlb

Plenary Talk by Hans Rosling: A Fact-based World View—People, Money & Energy
bit.ly/16D10d9

What About Ethics? bit.ly/1asOst7

Critical Questioning In The Sphere—The Role Of Science Journalism bit.ly/1bavHf1

The Poisoner's Guide to Life (and Communicating Chemistry) bit.ly/1asOst7

The Rise of the Science Blog Network: Lessons from All Corners of the Internet bit.ly/12GpioT

Climate Change—A Very Hot Topic
bit.ly/1h6rPFG

Closing Plenary—New Horizons
bit.ly/18t3QV3

NASW MEMBERS ON HELSINKI PROGRAM

The following NASW members participated in WCSJ2013 as session producers, moderators, and speakers.

Deborah Blum
Curtis Brainard
Estrella Burgos
Jim Cornell
Rose Eveleth
Phil Hilts
Seema Kumar
Betsy Mason
Angela Posada-Swafford

Maryn McKenna
Ivan Oransky
Kathleen Raven
Jamie Rosen
Cristine Russell
Anne Sasso
Fabio Turone
Bora Zivkovic

of *Academic Bulletin* (Czech Republic), listened to a scientific show on the radio that would find creative ways to avoid the censorship controls imposed by the Soviet Union.

While the majority of the speakers were from Eastern Europe, there are many other examples in the world that can fit into this model of struggle. The shadow of government oppression against science information can be also felt today in many countries around the globe. For example, in some nations in Latin American and the Middle East, freelancers and journalists have reported having a hard time gaining access to official sources and documents detailing investments in science and technology.

One of the reasons for this is that science news can make a government look good or bad because of its connection to the notion of progress.

So what can we do today? That was my question for the panelists at the end of their discussion.

"We need to build better networks that help us put some pressure on these repressive governments. I believe the World Federation of Science Journalists should have a stronger influence in these cases," said James Cornell, president of the International Science Writers Association. "Together we can make a louder voice against these abuses."

Science journalists of the world, unite. Governments with a tendency to interfere in scientific coverage are, unfortunately, not yet a thing of the past.

ANDREA SMALL CARMONA IS A SCIENCE JOURNALIST BASED IN GERMANY.

Climate Change Reporting in the Pacific

BY MIĆO TATALOVIĆ

The Maldives has become a media darling through reports on the impacts of climate change on small island developing states. But this misses out on many others—most notably in the Pacific—that are at the forefront of bearing impacts of climate change, but receive little coverage on the issues they face.

Climate change reporting in and about the Pacific island region is pretty dismal, according to an analysis of local and U.K. newspapers, presented at WCSJ2013.

With just a handful of journalists working on newspapers in the tiny island nations, there is little time to devote to writing about the impacts of climate change and how people adapt to it, said Lagipoiva Cherelle Jackson, editor of *IISD Reporting Services*, in Samoa.

Yet, she said, if a story gets written, it will probably be included in the newspaper, as the paper has to be filled—and with stretched staff, stories are valuable.

But the challenge is how to get overworked and underpaid journalists to write about climate change, a difficult issue to understand and report on comprehensively. The lack of detailed, local data on climate change also hampers the chances of such stories being written in the region.

Internet access is expensive, with an hour of surfing sometimes costing as much as an hour's pay in the region, which adds another barrier to writing stories about climate that often need detailed investigation to get the facts and data right.

Expensive Internet access also means



Diran Onifade



that online news is not as influential as print in the region, she said.

So how do you get more climate change reporting in the region? One way is to encourage foreign media to write about the issue in the Pacific, which can then be picked up by local newspapers. Other recommendations include providing more training to journalists and editors in the region.

Link to Lagipoiva Cherelle Jackson paper: "Staying afloat in Paradise Reporting Climate Change in the Pacific" (bit.ly/1b9JPFF).

MICÓ TATALOVIĆ IS A NEW EDITOR AT SciDev.NET, BASED IN THE UK.

Science Journalism to Export: A Matter of Context

BY ANDREA SMALL CARMONA

Attending an international conference is always a great opportunity to find out more about how colleagues from all over the world do their job. The skills, tools and focus can vary widely, depending on the social and political context, infrastructure, educational opportunities, and economic circumstances that science journalists face.

These differences were discussed during the session "Around The Globe," moderated by SciDev.Net's Latin America and Caribbean coordinator Luisa Massarani.

Massarani gave an overview of the Global Science Journalism Report—conducted by SciDev.Net, the London School of Economics, and the Museum of Life, in Brazil—which profiles science journalists around the world: who they are, where

they live, their training background, and what circumstances they work in.

Panelist Angela Posada-Swafford, a Colombian journalist currently residing in the United States, shared her experience as a freelance science writer for some of the biggest magazines in Latin America, Spain, and the U.S.

"I receive many calls from colleagues who want to work as freelancers, but their ideas keep being rejected by publications," she said. "If that has happened to you, you need to ask yourself: 'Do I know the publication I want to write for? Do I know its audience?' Very often, the answer is no. We don't get the jobs because sometimes we want to collaborate with media in a different country and don't know its context, and some other times because there is a lack of training on writing science."

Her comments sparked a heated debate about the necessity of formal training in science communication for journalists.

Shiow Chin Tan, a journalist from *The Star* in Malaysia, said: "I think training is overrated. In countries like mine, where those options are not available, the idea of writing about science starts with curiosity and passion. For me, that's all you need."

But Bernard Appiah, a science journalist from Ghana who is currently based in the U.S., said that training is necessary.

Another journalist, from Jordan, said that the best thing is to have a balance. "You need to be passionate about science, but training is also important because we can't forget we have a responsibility [to] our societies. In my region, if you don't write about politics you're invisible. But science can always find its way. Right now a good topic to discuss is the use of chemical weapons in Syria. Without proper training, you can cause chaos," she said.

HELSINKI continued on page 29

South Korea to Host WCSJ2015

The 9th World Conference of Science Journalists will take place in Seoul, South Korea. The June 2015 conference will be hosted by the Korean Science Writers Association (KSJA). Dates to be announced.

KSJA (scinews.co.kr), founded in 1984, is made up of reporters specializing in science and technology, information technology, and medical science in domestic daily newspapers, broadcasting companies, and news agencies.

Providing leadership for WCSJ2015 is newly elected World Federation of Science Journalists President Chul Joong Kim. A physician who earned a master's degree in journalism while completing his medical studies, Dr. Kim became a full-time medical reporter in 1999, after 10 years of medical practice. He is a senior staff writer for *Chosun Ilbo*, South Korea's largest and oldest newspaper.



Chul Joong Kim

WCSJ2015 will mark the first time the conference has been in Asia since 1992, when it was held in Japan. ■

(source: WFSJ)



Advance Copy

Backstories on books by NASW members

BY LYNNE LAMBERG



In this column, NASW authors tell how they came up with the idea for their book, developed the proposal, found a publisher, conducted research, put the book together, and more.

Triumph Over Tension: Easy Steps for Coping in a Complex World (Revised and Expanded), by Ruth Winter (NASW), Independent Features

This book contains self-evaluation questions to pinpoint how tense you are. It describes the latest research on biological effects of tension on your body, and actions to take to cope with the many tension-causing circumstances you may meet in daily life. It addresses tensions at work, in families, while traveling, in sexual relations, at leisure, and in surviving change and loss.

I also describe prescription, over-the-counter, and herbal medicines used to fight tension.

When this book first came out in 1976, it got off to a great start. It was advertised in *Parade* and had premium sales, as well as reader sales. Then the publisher went under. Because of legal fighting, the book remained fallow for years.

Having published 34 books with traditional publishers, I decided to try self-publishing this time.

I initially intended just to revise it and send it to Amazon. I found some of my experts had passed away, however, and some of the topics were no longer relevant. I rewrote the entire book with new experts and information about technology that didn't exist when the first edition came out.

My son, Grant, a writer-producer at CBS TV, and my son Craig a computer genius, helped me with copy-editing and formatting. I couldn't have done it on my own. Self-publishing gave me first-hand experience with technotension.

—Ruth Winter

Contact Winter at 973-376-8385, ruth@ruthwinter.com. Her blog is ruthwinter.wordpress.com.

■ ■ ■

Knocking On Heaven's Door: The Path to a Better Way of Death, by Katy Butler (NASW), Scribner

I didn't find the idea for my book. It fell into my life like a ton of bricks.

My father suffered a crippling stroke at 79. My mother became his fulltime caregiver, and I joined 24 million Americans helping shepherd their parents through final declines.

Next, without forethought or family discus-

sion, doctors gave my father a pacemaker which forestalled natural death without stopping his slide into dementia and helplessness. When he no longer recognized a dinner napkin, we asked to have the pacemaker turned off. Doctors refused. His lingering death took six years, and broke my mother's health.

I sensed that this was not just about my family, and I was right. Distress over how we die is culturally rampant. Three quarters of us want to die at home, but fewer than a quarter do. Medicare spends a quarter of its \$550 billion budget on treatment in the last year of life. I wrote a "most-emailed" *NYT Magazine* story that zigzagged between my parents' stories and the economic and systemic issues that blocked their ways to the "good deaths" they desired.

The piece won a 2011 "Science in Society" prize from NASW, and opened the door to a high-powered "tough love" New York literary agent, Amanda "Binky" Urban, who told me the first draft of my book proposal was "plodding." The fixed proposal netted a substantial preemotive offer from Whitney Frick and legendary editor Nan Graham at Scribner (Simon & Schuster). The book, a braid of memoir and investigative reporting, took two years and three drafts to complete.

I tried to keep in mind the three elements of successful articles and books: 1) a good story, 2) a trend, and 3) a reflection on the eternal human condition. The narrative spine is our family story, a blended "Quest" and "Overcoming the Monster" narrative that culminates with my mother rebelling against her doctors, refusing open heart surgery, and meeting her death like a warrior, head-on. I covered the trend element by recounting the rise of lifesaving technology and the medical device industry, and how they changed how we die. Finally, trying to avoid death is an immortal human story. Think Faust.

—Katy Butler

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■ ■ ■



Astronomy 101: From the Sun and Moon to Wormholes and Warp Drive, Key Theories, Discoveries, and Facts about the Universe, by Carolyn Collins Petersen (NASW), Adams Media

When Adams Media contacted me late in 2012 to write a book about astronomy, their concept was to offer a book of astronomy topics, with each one comprising about a thousand words that anyone could read and come away with a basic understanding of that topic.

Adams Media already had roughed out the concept and provided some of the topics they wanted covered. It was my job to select more topics, and write about them. The publisher took care of the marketing, although in retrospect, I should have corrected their early marketing copy. It was a bit too disrespectful of textbooks, something that I fixed in the copy on Amazon—a task any author can take on if he or she belongs to Author Central.

I chose very basic topics to give people a taste of the subject I've spent much of my professional career exploring in documentary scripts, books, magazines, and my blog.

I've studied, done research in, and written about astronomy, astrophysics, planetary science, and space science, so I found many of the topics easy to write. Others required more research into recent discoveries, as well as email and phone interviews with scientists working in specific disciplines.

I had a very short deadline: only seven weeks. I assembled a team of background readers who assessed each chapter as I finished it. These scientists/writing colleagues provided the necessary extra pairs of eyes to help spy imprecise or out-of-date material that can easily creep into survey work.

Working on *Astronomy 101* gave me a great opportunity to catch up on the latest and greatest work in the field. I felt I was distilling a fire hose of information down to a manageable stream for my readers. I look forward to a second edition.

— Carolyn Collins Petersen

Connect with Petersen at 303-642-7250, cc.petersen@gmail.com, lochnessproductions.com, thespacewriter.com (includes her blog, *The Space Writer's Ramblings*). Book website adamsmediastore.com/astronomy-101-u5596.



Tigers Forever: Saving the World's Most Endangered Big Cat, by Steve Winter and Sharon Guynup (NASW), National Geographic Books

In 2007, while working on a story about poaching in India's Kaziranga National Park, I glimpsed my first tiger in the wild. I have a particular feline fascination and began writing about big cats. Over the course of a decade, my

partner, National Geographic photographer Steve Winter, worked on numerous stories in Asia that included or focused on tigers.

Last year, we decided to do a book together: His photos, my text. Contractually, Steve was obligated to pitch to National Geographic Books first. The proposal was just a page plus his photos. We signed without an agent, which was possible only because an agent had negotiated a previous NG Books contract for me, so I had a sense of fair royalties and rights.

Because 2013 marks the 125th anniversary of The National Geographic Society, NG Books wanted the book in print within the calendar year. We got the go-ahead three days before Hurricane Sandy hit, and our condo building was inundated with five feet of noxious water that knocked out all building systems and destroyed lots of personal property, including files, photo equipment, and 20 years of accumulated field gear.

We—Steve, my grown son, our 13-year-old Lab, 4-month-old puppy, and a cat—lived in a motel room for two weeks. We spent days throwing out ruined belongings and dealing with contractors, and nights interviewing tiger experts in Asia, on Skype from the hotel.

I did over 60 interviews in all, many between midnight and 3:00 a.m. I researched and wrote five chapters, 11 short profiles, and photo captions, cranking out some 45,000 words in four months. The book uses Steve's field stories as jumping off points to discuss everything from natural history to poaching and the international wildlife trade.

Because I detailed China's insatiable appetite for tiger bone wine and a growing market for luxury tiger skin furniture, Chinese publishers refused to take the printing job. The book was printed in Hong Kong.

It was a heartbreaking book to write. In the wild, these magnificent animals now number just 3,200, scattered in small pockets across Asia. These cats very well may be extinct in the wild within our lifetimes.

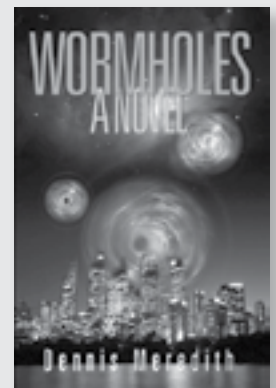
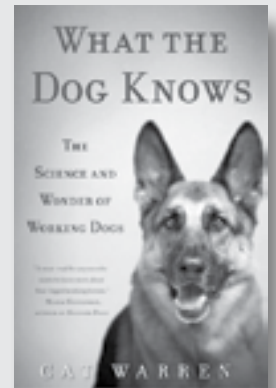
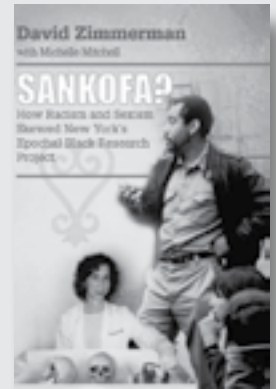
— Sharon Guynup

Contact Guynup at 201-798-0781, sharonguynup@mac.com, sharonguynup.com. Book website: sharonguynup.com/Sharon_Website/Books.html.



Sankofa? How Racism and Sexism Skewed New York's Epochal Black Research Project, by David Zimmerman (NASW), paperback and e-book, self-published

When a cemetery for black slaves was unearthed in the heart of New York City in the early 1990s, some 400 sets of human remains were disinterred. The finding opened a window



Advance Copy welcomes new book announcements. Find submission guidelines and image requirements at nasw.org/advance-copy-submission-guidelines.



Lynne Lamberg
NASW book editor
LLAMBERG@NASW.ORG

Advance Copy, *continued*

on a little publicized fact of colonial American life, the enslavement in the North of blacks transported from Africa.

Over local researchers' objections, the bones were shipped to anthropologist Michael L. Blakey, Ph.D., at Howard University.

From the start, Blakey solicited the support of the Black "Descendent Community." He promised its members that they and their forebears would be honored by what he could glean scientifically from the mold-ered bones. In the end, he discovered very little, and his misjudgments ran the research off the track.

A Sankofa, as in my title, is a design of nails hammered into one deceased slave's coffin. Blakey interpreted it as a West African mourning symbol. That design also has been found on the coffin of a white colonist from Connecticut, however, so it likely did not come from Africa.

Blakey hired, and then fired, a highly trained and experienced bone specialist, a southern white woman, Mary Cassandra Hill, MA. He accused Hill of stealing his project, which she forcefully denied, and forbade her to publish her data.

As a New Yorker, I was intrigued by the initial reports on the cemetery. I tried to find out what the research had shown. Blakey refused my interview requests. When I couldn't get answers, I knew there was a story here. I talked to other scientists and government officials, and reviewed numerous documents to lay bare this fiasco.

In the end, Blakey published his work as a government report, not as science, as consultants had urged him to do. So far, neither he nor anyone else has produced a narrative description of what he did and did not find, in words that descendants of those in the cemetery and others might readily understand. Were the data so poor? Was Blakey incapable? Had he been leading the community on? Was this enormous research effort a scam? *Sankofa?* will help readers answer these questions.

—David Zimmerman

Contact Zimmerman at 802-626-9750, tallsam@charter.net. Book website sankofa-book.com.



What the Dog Knows: The Science and Wonder of Working Dogs, by Cat Warren (NASW), Touchstone

I'm a science journalism professor with an odd hobby: I have a cadaver dog. I get

an occasional call when someone is missing and presumed dead. For Solo, it's a complex game. Find the scent of death he's been trained to recognize, tell me about it, and get a reward: playing tug of war.

The search for human remains is filled with mystery, and inevitably with sadness, but also with the challenges and satisfaction that comes from learning a new discipline: working alongside dogs, working with law enforcement, learning about the science of scent.

What the Dog Knows uses my own experience learning to train and deploy Solo, and goes beyond to explore the science and history of scent-detection dogs: patrol and narcotics dogs, bomb dogs, tracking dogs, and cadaver dogs. The book includes interviews with dog handlers, trainers, and breeders, cognitive psychologists, forensic anthropologists, archeologists, chemists, detectives, military researchers, medical examiners, veterinarians, and epidemiologists.

I love dogs, but hate the miasma of magic hovering around their capabilities. I started noting the wildly fluctuating figures in both the sentimental and the scientific dog literature: the canine nose was either 10x, or a 100x, or tens of thousands of times better than the human nose.

I wanted to write a book about what we know, not what we wish to believe; I wanted to cover canine territory I hadn't seen in many mainstream books.

I sent the proposal to a non-fiction agent, Gillian MacKenzie. I didn't know her, but I admired her authors and titles. Within 24 hours, Gillian sent back a long email saying she wanted to represent me. All I had to do was write the book. I wish I had known, as an author who had dealt mostly with academic presses, that a generous advance from a major publisher means a 12- to 16-month turnaround tops, from proposal to finished manuscript.

It was a good thing I had been a reporter in a former life. This odyssey merged fields I love: nature, biology, and applied science, with investigative and interpretive reporting. And, of course, the biggest field of all: working dogs.

—Cat Warren

Contact Warren at 919-423-2969, cat_warren@ncsu.edu, catwarren.com. Her blog is catwarren.com/the-blog/. Book publicists are Whitney Peeling, 917-400-4346, whitneypeeling@gmail.com, and Jessica Roth, 212-698-4665, jessica.roth@simonandschuster.com.



Wormholes: A Novel, by Dennis Meredith (NASW), Glyphus

I'm a liar and a thief, and I think that's OK. More about that later.

The origin of *Wormholes* is foggy, since the novel was maybe a decade in the writing. But I think the idea arose as a simple, fascinating question: "What if holes into other universes suddenly began to open up?" Over time, the novel's plot accreted around that notion. And to drive that plot, I created the lead characters, feisty woman geologist Dacey Livingstone and iconoclastic physicist Gerald Meier.

That's when I became a liar. To spin an exciting adventure, I invented physics to explain how wrinkles in space-time could open holes into other universes. And I came up with ways that the holes could even be captured and used as gateways into those universes—most terrifyingly, even anti-matter universes. All unscientific poppycock, as far as I know, but *fun* poppycock. I became a thief when I misappropriated the popular term "wormholes" to name these objects. I just hope the astronomers at universities where I worked aren't too ticked off.

We—Joni, my editor, publisher, and wife, and I—decided to produce my novels under our Glyphus imprint, a decision I explain in my self-publishing blog series [bit.ly/1be7fK9].

Additionally, we decided to publish not only an adult edition of the novel, with its intimate situations and adult language, but also an edited family-friendly Young Adult edition. This idea came from Joni. She wanted to produce a version that parents could read with their kids. Also, it was an experiment to see whether the same novel could be sold in different markets.

Now, about my lying and thievery: I think it's OK, because I'm hoping that readers will have so much fun with my fictional astrophysics tale, they'll be inspired to learn about the real science—which is why I've included a reference list on the book's website.

The novel also does portray one hard truth about science—that in reality, scientists who have advocated revolutionary ideas, from prions to plate tectonics to manmade global warming—have been vilified and persecuted, despite good scientific evidence.

—Dennis Meredith

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Year-End Tax Help

BY JULIAN BLOCK

The only time most of us think of doing something about our federal income taxes is once a year—the hours we spend actually grappling with Form 1040 or when gathering records to deliver them to a paid preparer.

What we should do is make tax planning a year-round concern and position ourselves to take full advantage of the many opportunities that are available to lessen the amount that is siphoned off each year by the IRS. The savings can amount to many thousands of dollars. What follows are some tactics that not only can save taxes for 2013, but even provide a head start on 2014 as well.

Timing receipt of income pays off for freelance writers. The IRS requires most freelance writers and other self-employed individuals to use the cash method of accounting, under which income is not counted until cash, a check, or e-payment is received and expenses are not counted until they are paid.

How does the IRS apply that requirement to someone a hypothetical freelancer we'll call Phyllis Neff?

Like most other writers, Neff has a good deal of flexibility on whether to report income or deduct expenses in 2013 or 2014. As part of her end-of-year financial planning, therefore, she should review perfectly legal tax-trimming tactics that must be taken by Dec. 31 if they aren't to be lost forever.

Let's suppose Neff anticipates that her income from writing and other sources (and tax tab) for 2013 will be higher than for 2014. Possible reasons for descending to a lower bracket for 2014: Neff is expecting a baby in 2014 and scales back on assignments; she or her husband no longer moonlight at a second job, or decide to take early retirement; they move out of a state with a high tax rate into one with a low rate or without any tax at all, as in the case of a California-to-Texas transfer. Any of those events can put her in a lower tax bracket in 2014.

The traditional advice for Neff: Push the receipt of 2013 writing income past New Year's Eve by delaying end-of-year billings until after Dec. 31, or bill clients so late in December that payment this year is unlikely. On existing invoices, don't press for payment in 2013 of money owed, provided that tactic doesn't jeopardize collection. As for business expenses, pay them in 2013, rather than deferring payment until 2014. Similarly, wait until 2014 to realize profits from sales of stocks or other investments, unless losses from other sales will be available to offset gains realized in 2013. The reward for Neff's attention to timing is that she'll keep money in her pocket and out of the IRS's till, which is,

after all, what tax planning is all about.

Going the reverse route. The traditional advice: Do exactly the opposite if Neff anticipates a significant increase in her top tax rate next year—a decision that she should never make without a thorough review of the numbers. Possible reasons for ascending to a higher bracket for 2014: She switches from freelance to a job that pays a good deal more; her husband returns to work after a jobless period; or they move out of a state with a low or no tax rate to a state with a high rate, as in the case of a Texas-to-California move. It pays for Neff to accelerate writing income from 2014 into 2013, while she remains in a lower bracket. Similarly, she should delay payments of as many business deductibles as possible until 2014, when write-offs will give her a greater tax savings. ■

Timing receipt of income pays off for freelance writers.

JULIAN BLOCK IS AN ATTORNEY AND AUTHOR BASED IN LARCHMONT, N.Y. HE HAS BEEN CITED AS: "A LEADING TAX PROFESSIONAL" (*NEW YORK TIMES*); "AN ACCOMPLISHED WRITER ON TAXES" (*WALL STREET JOURNAL*); AND "AN AUTHORITY ON TAX PLANNING" (*FINANCIAL PLANNING MAGAZINE*). FOR INFORMATION ABOUT HIS BOOKS, VISIT JULIANBLOCKTAXEXPERT.COM.

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NASW President
Ron Winslow
Wall Street Journal
RONWINSLOW@NASW.ORG

President's Letter

THE 8TH WORLD CONFERENCE OF SCIENCE

JOURNALISTS, IN HELSINKI, BROUGHT WITH IT MANY SURPRISES STARTING WITH MY ACCOMMODATIONS. THE HOTEL WAS RECENTLY CONVERTED FROM A PRISON, COMPLETE WITH THICK WALLS, HIGH WINDOWS, AND A PALPABLE SENSE OF WHAT INCARCERATION MUST FEEL LIKE—YET IT WAS A COMPLETELY CHARMING EXPERIENCE.

During my seven-day trip, which began on the summer solstice, it never got completely dark. But, with all the energy and commitment from a community of journalists coming together to address the challenges of our profession, who needed sleep!

Here is my meeting report in the form of a do-it-myself storify, assembled from tweets with the hashtag #wcsj2013. For a more complete conference reporting, including photos, check out #wcsj2013 as well as wcsj2013.org.

Cristine Russell @russellcris—Supermoon over Helsinki at 11:30 pm after dinner w/8 sciwriters fr 7 nations pic.twitter.com/iBN3z8oygz

Hristio Boytchev @hristio—"Every science journalist should either marry a statistician or at least have one as a friend," Hans van Manen

Rose Eveleth @roseveleth—"So there were a lot of wives poisoning their husbands with arsenic, which got ruined by science" @deborahblum

Ron Winslow @ronwinslow—"Chemical" doesn't necessarily = "toxic." Knowledge-based balance needed in reporting on chemical threats. @deborahblum #ethics

NordForsk @NordForsk—Do we believe more in stories from our own countries, NordForsk's Anne Riiser asks pic.twitter.com/V8k4z2jcAz

Deborah Blum @deborahblum—New generation of journalists see peers as collaborators rather than competitors, says @ErinPodolak #Scie4hels

Maryn McKenna @marynmck—@alokjha "if narrative isn't difficult you are not doing it properly."

Deborah Blum @deborahblum—Today journalists are more defined by their own work than where they work, says Phil Hiltz

Sedeer El-Showk @inspiringsci—Science blogs have a history of correcting the errors/shortcomings of traditional science reporting. @edyong209

Ron Winslow @ronwinslow—Find the news, report it accurately, in context. Still the hardest job amid change in science journalism says Phil Hiltz

Ron Winslow @ronwinslow—Big data is a story science journalists must not leave to political reporters says Phil Hiltz #bigdata

Ruth McAvinia @ruthie147—If English is your second language, scientists can be difficult to interview & less approachable says Cherelle Jackson from Samoa

Bobby Ramakant CNS @bobbyramakant—One hour of Internet use in Samoa costs as much as what a journalist earn in an hour, said Cherelle

Ivan Oransky @ivanoransky—Can we still trust science? Mostly yes, says Daniele Fanelli pic.twitter.com/EgFhbAT1e3

Deborah Blum @deborahblum—Journalists over-glorify science journals and their contents, says @garyschwitzer #sj4facts

Hristio Boytchev @hristio—@borenbears on getting the most candid quotes from scientists on climate change: Don't let them go off the record, ask, ask, ask

Ron Winslow @ronwinslow—If you write a (climate change) story badly, it will not sell, says Kenya b'cast journalist Rosalia Omungo #weirdwx

Erin Podolak @ErinPodolak—New focus on extremes is giving fresh life to climate change stories, mean temps are boring hurricanes are not #weirdwx

Ron Winslow @ronwinslow—uncertainty doesn't mean we know nothing and it doesn't mean that anything can be true. @senseaboutsci

Satu Lipponen @Lipponen5—The future (of science journalism) is entrepreneurial, says Connie St Louis in Helsinki

Bobby Ramakant CNS @bobbyramakant—@ronwinslow: Science journalists in developing worlds more optimistic about the future than those in N.America &Europe, said Connie St Louis

Frank Nuijens @FrankNu—Time already for the closing panel of #WCSJ2013 It's been an inspiring ride. pic.twitter.com/OIUECwz4gb

Ron Winslow @ronwinslow—@mdichristina #wcsj2013 was my first world science journalists meeting and a remarkable experience. A privilege to attend.

A shout-out to our terrific hosts: WFSJ, the Finnish Association of Science Editors and Journalists, and especially Vesa Niinikangas and Satu Lipponen and their colleagues for their good company and warm hospitality.

NASW and its members have already had an important and growing role in the global science journalism community. We teamed up with Arab science journalists to help put on WCSJ2011, in Doha. We've made initiatives to establish ties with Latin American science writers. Curtis Brainard has been elected to the WFSJ board.

My time in Helsinki convinced me that taking a leadership role among the global community of science writers is of critical value to NASW and to our profession. Please let me know of your ideas to enhance that involvement. And stay tuned. ■



Cybrarian
Russell Clemings
CYBRARIAN@NASW.ORG

Cyberbeat

HERE'S SOME GOOD NEWS

FOR SCIENCEWRITERS (NASW.ORG) WEBSITE USERS WHO HAVE TROUBLE FINDING THE CONTENT THEY'RE LOOKING FOR.

We recently made a small but significant improvement in the site's search function, and more refinements are coming next year.

For now, we've made it possible to narrow your search by content type. Whereas previously all you could do is enter some keywords in the search box and hope for the best, now you can do an "advanced search" that gives you many more options.

To try it out, go to nasw.org/search/, or just click the "search" button in the upper right corner of any page on the site. Once the page refreshes, you'll see a line of green type that reads, "Advanced search." Click on those words to open the new search options. (You'll need to be logged in as an NASW member when you do this.)

Once you see the advanced search options, you can refine your keyword search by looking for a complete phrase instead of just keywords, or by excluding certain keywords.

In the box labeled "Only of the type(s)" you can narrow your search further. For example, if you recall an NASW-Talk discussion on a certain topic, such as the one on recording telephone calls (recapped later in this column), you can find it by searching for "recording" in the "discussion post" type. If you want to find out whether the Words' Worth market database has any entries for "white paper," put those words in the "Containing the phrase" box and check "Words' Worth entry" in the types box.

In coming months, we plan to explore changes in our server configuration in hopes of making searches faster and the results more configurable. For now, however, the advanced search box should

Dispatches FROM THE Director



Tinsley Davis
Executive Director
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Coming for 2014: Another green option for members

Over the past several years, we have taken steps to increase the functionality of your membership resources and reduce NASW's paper footprint at the same time. In 2010, we put the spiral-bound membership directory online, making it a more powerful search tool in the process and saving over 130,000 sheets of paper annually. In 2011, we re-tooled the pen and ink membership application into an online submission form, saving about 1,500 pages each year while reducing wait time, not to mention hassle, on the part of the applicant.

In 2013, after researching ways to beef up the look and feel of NASW's membership card, we skipped right over the durable, but eminently misplaceable and ecologically sketchy plastic card in favor of a virtual ID. The NASW virtual ID is anywhere you are and can be flashed on a smartphone or printed from any computer, much like the options with online boarding passes. The virtual ID has more features and information than the previous typewriter-generated membership card including a membership verification QR code, year joined, and photo option.

For 2014, you can have it both ways. All members will have access to the virtual ID. At renewal time, you can choose to be green and use your virtual ID or you can opt-in to receive the traditional NASW membership card. The virtual ID is updated

Renewal time option for your NASW membership card

as soon as you renew, while the traditional card takes a few weeks in the mail.

Whatever your choice, thank you for renewing and for your help: Members are truly the best membership resource for each other. ■

Virtual or Plastic?

help make it easier to find what you're looking for on the site.

Now, some highlights from the lists:

NASW-FREELANCE

What would you say to a group of chemistry graduate students about your choice of a career in science writing? That was a question posed in July by Christine Herman, a journalism master's student at the University of Illinois.

"I'm pretty new to the field myself, so I'm wondering if anyone else out there has given a talk like this, and what tips you might have about what to include in my 45-minute talk," Herman wrote.

What followed was initially a note of caution, then a debate over the best way to prepare for a writing career.

The caution came from San Diego-based writer and editor Merry Maisel, who said: "First piece of advice: continue through the Ph.D. Get the ticket. Second: use it to get a high-paid job for a year or two. Third: rethink the option of science writing, but after you've paid off your student loans."

Opposing views on preparation came from MIT science writer David Chandler and Washington, D.C., freelancer Bob Roehr.

"The main thing I tell students is that the most important way to prepare for a writing career is to write, write, write," Chandler said. "Even keeping a journal can be helpful—anything that gets you in the habit of writing regularly and often."

Roehr responded: "Sorry but I can't endorse a blanket call to write, write, write. A lot of stuff that is written in diaries, blogs, etc.—things that are not reviewed, edited, and distributed to a broad readership—can be just god-awful. Good writing is more than a form of OCD that puts pen to paper or fingers to keyboard. Repetition can help set bad habits in place as well as the good ones."

For more, see the NASW-Freelance thread "Science writing career presentation - tips?" at bit.ly/17tiBdR.

NASW-TALK

The age-old question of how best to record a telephone interview brought a lot of technological tips to the list in early June.

Soon-to-be science journalism graduate student Allegra Abramo, of Seattle, was the one asking for advice on the best way to record both sides of a cell phone call—directly into the phone, into a computer, or with a separate digital recorder. (Cassettes apparently weren't among the candidates.)

University of Illinois news writer Debra Levey Larson replied that "a broadcast journalist in my unit records using Skype and says it's the best because it records each person's voice on a separate track."

Several list members recommended the Olympus TP-8 or its predecessor TP-7, which MedPage Today senior editor John Gever described as "very simply a micro-phone that fits in your ear, with a plug that goes into a voice recorder or computer's audio input jack. You still hear the conversation normally." Gever also

suggested "a \$10 iPhone app—dunno if there's an Android version—called Tapeacall Pro that claims to record both incoming and outgoing calls, and both halves of the conversation."

Author/blogger Maryn McKenna suggested an iPhone app called Recorder, from Retronyms, which "allows you to record both

sides of a call by calling into their server. When you get to a wifi signal you can then retrieve the file from them via a one-time URL."

MIT's chief Knight journalism tracker, Paul Raeburn, said he pairs Skype with a program called, of all things, "Call Recorder." And, *USA Today's* Dan Vergano proposed a trip to good old Radio Shack for the Mini Recorder Control (catalog no. 43-1237): "They cost less than \$20. The handset jack plugs into one end and its jack plugs into the phone on the other. A third mic jack is plugged into the recorder."

For more, see the NASW-Talk thread "Software/hardware for recording cell phone calls?" at bit.ly/1471ldt. ■



Genevive Bjorn

Freelance

GENEVIVE@NASW.ORG

The Free Lance

K-12 SCIENCE EDUCATION IN THE U.S. IS

UNDERGOING MAJOR REFORM WITH THE COMING *NEXT GENERATION SCIENCE STANDARDS* (NGSS)—A NEW SET OF NATIONAL CURRICULUM STANDARDS THAT WILL EMPHASIZE SCIENCE PRACTICES AND PUSH SCIENCE CONCEPTS INTO ELEMENTARY CLASSROOMS (SEE "NEW EDUCATIONAL STANDARDS TO SHAKE UP SCIENCE WRITING FOR KIDS," *SW*, SPRING 2013).

For science communicators, this presents a major opportunity to deepen and expand our practice not only as writers but as educators.

"Science communicators possess as least two skill sets needed now in education more than ever: deep content knowledge and the ability to translate science concepts and abstract ideas into clear examples," according to Elaine Guarnieri-Nunn, director of EnCorps Teachers, a California-based organization that helps STEM professionals become K-12 science teachers.

PERFECT STORM IN SCIENCE EDUCATION

The scope of the coming national changes in science education are staggering. For example, in San Diego County there are approximately 23,000 teachers working in public schools and

about 7,000 of these are currently math and science teachers, according to John Spiegel, science curriculum coordinator for the San Diego County Board of Education. When NGSS goes into effect in California in 2014, approximately 13,000 elementary teachers will be required to teach science—most of whom did not major in a science field and have never

taught science before. Teachers across the country will soon need massive training and support in science education, and science communicators are a ready source of expertise.

Training elementary teachers in science is happening at a time when there is a strong national need for new science and

*Science communicators
possess as least two skill sets
needed now in education
more than ever...*

math teachers, suggesting that a perfect storm is brewing in K-12 science education. The majority of current science and math teachers are baby boomers who have prolonged retirement because of the economic crisis but not for much longer. At the same time, the number of new teachers entering credentialing programs has dropped by 30 percent, worsening the existing shortage of science and math teachers. Approximately 280,000 new science and math teachers will be needed nationally by 2017, with 33,000 of those needed in California alone, according to the most recent 2010 report published by VitalSigns.org. Demand far exceeds supply and class sizes grow larger to cope.

Further, NGSS will totally transform the kinds of science teachers needed in K-12 education. NGSS promotes deep knowledge and emphasizes science applications, such as engineering and technology. Teachers will have to move away from rote memorization and chalk-and-talk teaching methods. STEM professionals bring habits of mind uniquely suited to science education, specifically, a project-based science approach, explains Guarnieri-Nunn. Evidence-based teaching methods of inquiry and peer-based learning required by the new science standards require these habits. Further, new approaches in teaching science require more science expertise.

WITH CHANGE COMES OPPORTUNITY

Becoming a full-time science or math teacher in K-12 schools represents a career change opportunity for science communicators who find themselves attracted to working with children or teens, says Guarnieri-Nunn, whose organization, EnCorps, was among the first to join "100K in 10 Consortium" in response to President Obama's national call in 2008 for more highly qualified science and math teachers. Add to science communicators' skill set management and group facilitation skills and working with young people may not be as big of a stretch as it seems. "Science communicators already give their audiences the ah-ha moment and could transfer this skill to children by inspiring them to ask questions and become investigators—a perfect position to go into teaching," explains Guarnieri-Nunn.

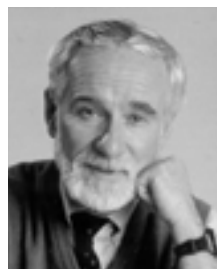
Tutoring presents another opportunity for science communicators to work with students and support teachers on a part-time or flexible basis. Many after-school tutoring programs and private tutoring companies pay tutors \$20-\$40 per hour, depending on subjects and experience. A simple Google search of "tutoring agency [your city]" will reveal agencies hiring tutors. **EdJoin.org** is another way to find tutoring work for hire, along with teaching positions. If money is a less of a motivator than impacting social justice, most public schools desperately need volunteers with subject matter expertise. Some schools offer formal tutoring programs, such as The Preuss School, located on the campus of UC San Diego. Preuss polls teachers about their tutoring needs at the beginning of each semester and then matches those needs with volunteers. They never have enough volunteer tutors with science expertise, according to Sandra Gutierrez, volunteer coordinator at Preuss.

For example, I volunteered last spring as a life science tutor at Preuss in ninth- and twelfth-grade biology courses. I appeared twice a week for three hours each time and worked directly with

students during class on topics ranging from photosynthesis to genetics to solving Hardy-Weinberg equations. I love biology, and working with teenagers challenged me to develop better metaphors and clear examples on the spot. In other words, tutoring deepened my practice as a science communicator. I also realized that for most of the students in the courses, that was all the formal biology they would ever learn.

"But can you work as medical press officer in the morning and then teach biology in the afternoon at your local school? It would be nice if boards of education could respond to market needs like that, but we're not there yet," says Spiegel. At least for the foreseeable future, teaching positions will remain full-time, while part-time science teaching work can be found through tutoring.

Beyond becoming a teacher or tutor, science communicators can support science education in the U.S. by becoming spokespeople for explaining to the public why we need higher science standards. Two-thirds of the American public has not heard of the new NGSS standards in science and math, according to a 2013 poll published in *Education Week*. By comparison, the last set of science education standards was developed in the early 1990s on a state-by-state basis. Lack of cohesion and rigor in existing standards is part of the rationale behind NGSS. Science communicators are positioned to effectively explain how science education in the U.S. is going to radically change in the next couple of years by focusing on deeper understanding of science concepts and practices—areas where American students continue to underperform on international tests. NGSS also means that science education is a reporting beat ripe with opportunity as more outlets recognize the timeliness of coverage. ■



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News From Afar

FOR SOMEONE WHO LIVES IN THE U.S. DESERT SOUTHWEST, A MID-SUMMER RESPITE IN SCANDINAVIA SOUNDED LIKE HEAVEN. ALAS, HELSINKI, FINLAND, SITE OF THE 8TH WORLD CONFERENCE OF SCIENCE JOURNALISTS (WCSJ2013), JUNE 24-28, FELT MORE LIKE THAT OTHER PLACE.

Hot, humid, and drippy damp, it was as if somebody pulled all those iconic Finnish saunas outdoors and turned them on overdrive.

But, at least, for once you couldn't blame overheated journalistic rhetoric for the temperature spike. The fierce passions that marked several such past conferences

seem to have cooled.

With European media now facing the same economic problems as those in the U.S., and the once fledgling journalists of Africa and Asia now mature and robust partners in the world

*The fierce passions that marked
several past conferences
seem to have cooled.*

community of writers, the have-and-have-not divide is no longer so pronounced.

More important, even if the exact form science journalism may take is still not entirely clear it most certainly will be digital, individualized, and focused. Thus, while some earlier conferences seem to spend an inordinate amount of time and effort bemoaning the past, the Helsinki gathering embraced the future.

Indeed, where there was once a clear split between aging ink-stained wretches and fresh-faced digital whiz-kids, almost everyone now is an electronic geek—blogging, tweeting, and texting, as well as videotaping, podcasting, and multi-tasking to a fault.

Not surprising then, a number of sessions and panels (as well as some pre-conference workshops) dealt with these new forms of journalism. [A plenary session on blogging was not without its irony: All three of the star bloggers—proud symbols of individual independence—had used their online success to become parts of the multi-platform mix increasingly offered by mainstream outlets. Obviously, one can make a living as a blogger, but it sure helps to have a base pay.]

Not all the time was spent on new technology, however. The conference's official theme was "Critical Questioning in the Public Sphere," and most sessions dealt with some old and enduring issues: ethics, embargoes, conflicts of interest, the trade-off between privacy and public interest, and the blending of science PR and science journalism, among others.

As always, with more than 800 participants from some 77 countries in attendance, the global perception on these and other issues is refreshing, illuminating, and educational, especially for Americans used to a more narrow, parochial view of science—and journalism.

The world conferences have proven to be the most successful public manifestations of the World Federation of Science Journalists (WFSJ). To guarantee their continued success, the WFSJ General Assembly voted in Helsinki to decouple the venue of the biennial conference from the nationality of the president, with the federation itself taking on responsibility for organizing the meeting (including fundraising) in cooperation with whichever national association is selected as host.

The plan hopes to accomplish several goals. 1) Make the election of the WFSJ president a more democratic process, open to all qualified candidates throughout the world. 2) Free the president from the time-consuming (sometimes all-consuming) task of running a major international meeting, so that he/she can govern and guide the federation more effectively. 3) Ensure that no matter where they are held, future conferences will be planned and executed by a team with both professional skills and organizational memory.

The new administrative order will begin with WCSJ2017. The next conference, in Seoul, South Korea, in 2015, will follow the old rules, with Dr. Chul-Joong "Edison" Kim, a medical doctor and full-time medical reporter for the daily newspaper *Chosun Ilbo*, serving as both the new federation president and the conference host.

Actually, the selection of Seoul as the site for the next conference sparked one of the few moments of contention in Helsinki. Two African countries—Kenya and South Africa—had also vied for hosting honors, and both felt slighted by the board's decision.

In explaining its decision, the board noted that, among other factors, the selection of Seoul was connected to the federation's planned expansion of outreach and mentoring services, initially concentrated on Africa and the Middle East, to Asia.

The other major moment for the federation in Helsinki was the announcement that Jean-Marc Fleury, founding executive director, would step down from that post after nearly a decade of exceptional leadership. His successor is Damien Chalaud, a journalist and administrator who has worked for various media organizations, including the BBC, Radio France, the European Broadcasting Union, and Radio-Canada. Fleury, who holds the Bell Globemedia Chair in Science Journalism at Laval University, Québec City, will continue to serve as senior advisor to the WFSJ.



The international science journalism community lost three prominent members over the summer.

David Dickson, former *Nature*, *Science*, and *New Scientist* reporter and the founder of SciDev.Net, died suddenly and, unexpectedly in early July (just after attending the Helsinki meeting) of an apparent heart attack. Dickson's news service played a major part in the blossoming of science journalism in the developing world and, by extension, the great success of the WFSJ, of which he was a fervent supporter. But, to really understand his wide impact and influence, visit scidev.net and read some of the tributes from young reporters for whom he served as mentor.

Peter Pockley, an NASW foreign member, died of natural causes in early July, at home surrounded by family members, in his native Australia. Pockley played a seminal role in the creation and promotion of a science-journalism ethos in that country, working in all media, holding prominent positions throughout the industry, and originating programs that continue today. He was also active outside his country, as one of the founders and most constant member of the International Science Writers Association.

Arthur Bourne, a British science writer and president emeritus of the European writers' group, EUSJA, who died earlier this year, was not a member of NASW nor particularly well known to

American journalists. However, as the person almost single-handedly responsible for the "world conference concept," his impact on international science journalism was immeasurable. A short tribute appears elsewhere in this issue, but anyone interested in how Bourne managed to organize the first World Conference of Science Journalists, in Japan, in 1992 can find an account, in his own words, at internationalsciencewriters.org. ■ [Expanded obituaries on all three appear on page 23 in this issue.]

UPCOMING MEETINGS

May 5-8, 2014 • 13th Public Communication of Science and Technology (PCST) Conference, Salvador, Brazil. Theme: Science Communication for Social Inclusion and Political Engagement. www.pcst2014.org

June 21-26, 2014 • 7th ESOF (EuroScience Open Forum), Copenhagen, Denmark. www.esof.eu



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Our Gang

Beginning late in January 2014, **Ivan Amato** will assume a three-month, journalist-in-residence position at the Kavli Institute for Theoretical Physics at the University of California, Santa Barbara. There he will mingle with physicists, give several talks to the institute and larger university community, and maybe even orchestrate one or two science café events in the manner of the D.C. Science Café that he's been running for the last three years. Wish him well at ivanamato61@gmail.com.

Freelancer **Christie Aschwanden** netted a 2013-14 Rosalynn Carter Fellowship for Mental Health Journalism. The center chooses as fellows those journalists who make "important contributions to lifting some of the stigma associated with mental health issues." Aschwanden will receive intensive training from leading mental health and journalism experts and a \$10,000 stipend to report on a topic of her choice: mental health issues among the families—especially children—of military service members. "My project will examine how stigma prevents veterans and their families from getting help to address the mental health consequences of war, and I'll report on programs designed to help military children cope with trauma," she says. Congratulate her at christie@nasw.org.

Student member **Carolyn Beans** is a biology graduate student hoping to transition into a career in science writing. She was recently selected by *Nature* to be one of eight young scientist columnists for 2013. She'll write columns for the careers section of the magazine and blog for NatureJobs. She also just launched a new science blog called Roadside Science (roadsidescience.com). She's happy to be reached by email at carolyn.beans@gmail.com or on twitter at [@carolynmbeans](https://twitter.com/carolynmbeans).

Rick Borchelt has left the National Institutes of Health and returned to the Department of Energy, as director of communications and public affairs for the Office of Science. As he points out, the move "breaks my record of serially working my way through employment at every federal science agency in the country (NASA, DOE, USDA, Commerce/Smithsonian, and NIH to date)." Write to rickb@nasw.org to ask whether you can drop by his new office the next time you're on the National Mall.

Kathryn S. Brown has taken the communications helm at The Howard Hughes Medical Institute (HHMI). She now oversees all communications and public relations for the institute, including communications strategy, media relations, web presence, editorial services, outreach, and internal communications. "I'm thrilled to be joining HHMI, an organization that empowers scientists and educators to take giant leaps forward," Brown says. "Today, more than ever, HHMI's investment and creativity is pivotal to scientific progress. Through partnership and strategy, we have a lot of good work ahead." Find out more at brownks@hhmi.org.

"Losing the Dark," a video about light pollution and its effects on astronomy, human health, and wildlife, won **Carolyn Collins Petersen** an honorable mention at the Jena Fulldome Festival in, Jena, Germany. Collins Peterson wrote and co-produced the video with her own company, Loch Ness Productions, and the International Dark-Sky Association. The video was also featured at the Imiloa Fulldome Festival, on the Big Island, Hawaii; and at the Communicating Astronomy with the Public meeting, in Warsaw, Poland, where Collins Peterson presented a paper outlining the work she and others did to produce the show and get it translated into more than a dozen languages. Send congratulations to carolyn@lochnessproductions.com.

Freelance editor and research scientist **April Gocha** is in the midst of moving into a career in science writing. She's taken and internship with the Ohio State University College of Medicine, where she will promote the college's research and training programs. She'll continue her own research on DNA repair proteins part-time, do some freelance editing, and take a journalism class during fall semester. She's busy, all right—but not too busy to attend ScienceWriters2013, where she's looking forward to meeting everyone. Send words of encouragement to april.sandy.gocha@gmail.com.

Three NASW members were among the 2013 Ocean Science Journalism Fellows chosen by the Woods Hole Oceanographic Institution: freelancers **Sujata Gupta** and **Nate Seltenrich** and Environment & Energy Publishing's **Laura Petersen**. The one-week residential experience on Cape Cod, in September, introduces science journalists to oceanography and ocean engineering through seminars with top scientists and engineers, laboratory visits, and brief field expeditions. Find out how the trip went at sujigupta@gmail.com, nate.selt@gmail.com, and lpetersen@eenews.net.

Following the Nov. 12 release of the book *Tigers Forever: Saving The World's Most Endangered Big Cat* (National Geographic Society), co-authors **Sharon Guynup** and Steve Winter will speak at the National Geographic Live lecture series, in Washington, D.C., on Nov. 19. The book represents "ten years of dramatically close encounters with these deeply endangered animals" in India, Sumatra, and Thailand. Lecture attendees will hear the "inspiring stories of committed people on the front lines of tiger conservation and see surprisingly intimate photos of these majestic big cats." Event and ticket information at bit.ly/1aUA00b. Write to Guynup at sharonguynup@me.com to find out whether telephoto lenses were involved in those intimate tiger photos.

The University of Minnesota has launched an editorially independent environmental magazine, *Ensia*, and named **Mary Hoff** its editor in chief. Hoff welcomes freelance pitches for stories that are "solution-oriented rather than focusing on the same old problems," "feature new voices, new issues, new ideas, new information, and new inspiration," and focus broadly on the environment and sustainability. *Ensia* is also offering a mentor program which pairs emerging communicators with seasoned pros to create content for the magazine. Both receive a stipend, and the mentee gets a byline. To become a mentor or mentee, or to pitch the magazine, write to maryhoff@umn.edu.

Seattle freelancer **Sally James** has started blogging at seattlesciencewriter.com. There, she writes about the regional flavor of bigger issues—including the microbiome, crowdfunding,

and citizen science. She also made a YouTube video about Up Goer Five, the language inspired by the cartoon *xkcd*. Submit story ideas at info@seattlewriter.com.

Maryn McKenna was named the inaugural project fellow of the Knight Science Journalism program at MIT. She will spend the 2013-14 academic year meeting with MIT, Harvard, and other Boston-area faculty and attending seminars with the other Knight Science fellows while researching and producing a multi-media series on agriculture, antibiotics, and food production. The series will be a companion piece to her book on the same subject, to be published by National Geographic in 2015. Congratulate her at mmckenna@mindspring.com.

In April, **A'ndrea Elyse Messer** took a two-year volunteer position as chair of the media relations committee for the Society for American Archaeology. Among other duties, the committee responds to timely issues affecting archaeology. A current example: The reality TV shows *Diggers* and *American Digger*, which encourage people to find historical objects with metal detectors and sell them for profit, effectively promoting the destruction of archaeological sites. The shows "imply that history is to be sold," and their methods "destroy the stratigraphy and context, making the artifact useless from a scientific point of view," Messer said. Write to her at aem1@psu.edu to promise that you only watch *Hoarders* and *Honey Boo Boo*.

Stephanie Ogburn has moved from Washington, D.C., to Denver. She'll still report on climate science for ClimateWire, but plans to do more Rocky-Mountain-focused climate reporting. "Since I'll be working from a home office, I hope to be able to meet up with some of the excellent science writers who live on the Front Range," she adds. Arrange a rendezvous at stephanie.ogburn@gmail.com.

Ivan Oransky, M.D., has left Reuters Health for a new job as vice president and global editorial director at MedPage Today. He wants to deepen the connection between the news service and the medical professionals who read it by recruiting bloggers from among graduate students, medical students, nursing students, and school deans—people whose voices are not as often heard in medical forums—and clinicians alike. The idea is to start a robust online network in which the professionals can talk amongst themselves. (But fear not, fans of Retraction Watch and Embargo Watch: Oransky will keep producing those as well.) Write to him at ivan-oransky@erols.com.

Jessica Orwig flew to Trieste, Italy, for a summer science writing internship at the International Centre for Theoretical Physics. The center hosts scientists from around the world and fosters research in physics and mathematics, especially from developing countries. For two months starting in August, Orwig worked in ICTP's communications and media office, writing content and producing video for the centre website. The job came with excellent benefits: "I had the best cappuccino of my life. It's true when they say Italians make some of the best coffee," she says. Write to orwigrows2@gmail.com to find out if the deal included biscotti.

On Science Blogs, which has appeared on the NASW home page since 2009, has moved to the PLOS Blog Network. **Tabitha M. Powledge** promises that the Friday updates will appear as usual, just at a new URL (blogs.plos.org/onscienceblogs). The archive of NASW-based posts will remain at nasw.org/user/157/blog. Powledge is also blogging weekly at the Genetic

Literacy Project. Check out her posts at geneticliteracyproject.org and write to her at tam@nasw.org.

Rod Pyle reports that he's working on new book. He signed a contract with Prometheus/Random House for *Curiosity: Adventures on Mars*, set to appear in Sept. 2014. It will chronicle the work of key scientists and engineers at the Jet Propulsion Laboratory and the progress of the Curiosity rover mission. In the meantime, he's also writing and producing a series of short outreach videos for the National Space Society that will focus on young people and women, to broaden public understanding of the value of space science and promote careers in the field. Write to rodpyl@yahoo.com to find out if it's too late for you to become an astronaut.

After more than 13 years of freelancing, **Rabiya Tuma** has taken a full-time job. She is now an editor with Medscape Medical News, where she covers a variety of areas including primary care, pediatrics, obstetrics and gynecology, and rheumatology. "It's a big change, but the right one!" she says. "I'm really enjoying the new challenges and opportunities." Send best wishes to Rabiya@nasw.org.

Four NASW members won \$20,000 prizes in the National Academy of Sciences 2013 Communication Awards, and a fifth was named a finalist. Supported by the W.M. Keck Foundation, these prestigious annual awards recognize excellence in reporting and communicating science, engineering, and medicine to the general public. In the Film/Radio/TV category, David Baron won for co-writing the Public Radio International series "Cancer's New Battleground—the Developing World." In the Magazine/Newspaper category, Eliot Marshall, Ann Gibbons, and Greg Miller shared a prize for their work in a *Science* special issue on human conflict. And David Quammen placed as a finalist in the Book category for *Spillover: Animal Infections and the Next Human Pandemic*. Send hearty congratulations to davidhbaron@comcast.net, emarshal@aaas.org, ann@anngibbons.com, gmliller585@gmail.com, and quammen@imt.net. ■



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Regional Groups

NEW ENGLAND

Being prime vacation time, mid-August finds people coming and going, or sometimes just hanging around town. So you never know who will show up at the annual summer social event held in Cambridge by the New England Science Writers. This year a few dozen gathered at Daedalus Restaurant, near Harvard Square, for drinks and appetizers, along with the customary potpourri of gossip, job-prospecting, and sharing of adventures in freelancing.

Veteran science writer Bob Cooke, recently returned from a *REGIONAL GROUPS* continued on page 24

In Memoriam



Richard Merritt
Public Relations Specialist
at Duke University

Richard Merritt, 56, a senior science writer at Duke University, died suddenly and in his sleep, on Aug. 21. He had been an NASW member since 2001.

Merritt spent a total of 25 years at Duke, beginning with the Duke Medical Center, where he covered a wide range of basic and clinical research. Five years ago, he moved to Duke's Pratt School of Engineering as senior science communicator and media relations specialist.

"The stories he uncovered and chose to tell were picked up by media around the world," said Karl Leif Bates, Duke University director of research communications.

A tribute page on the Pratt School of Engineering website notes: Richard truly loved telling the story of Duke science and research and did much to advance the university through his contributions over the years. He was also a gentle, kind-hearted, and helpful colleague who generously shared his time to mentor young student writers and interns.

Merritt gave generously of his time during last year's ScienceWriters meeting, in Raleigh, where he ran the registration table.

"Merritt was a gifted interpreter of scientific arcana, and was a punster with a delightful dry wit," said Bates. "His colleagues—and more than a few faculty members—adored him."

Merritt earned a bachelor's degree in English from Earlham College, Ind. He spent his early career as a science/government reporter for *The Oak Ridger newspaper* (Tenn.), a writer/editor for North Carolina Public Television, and an editor for the *Garner* (N.C.) *News*. (source: Duke University)



David Dickson
Founding Director of SciDev.Net

David Dickson, 65, the founding director of SciDev.Net, died of a heart attack on July 31.

SciDev.Net originated from a project set up by news staff at *Nature* (with financial assistance from the Wellcome Trust, U.K.) to report on the World Conference on Science, in Budapest, in 1999. The effort was so well received, that it led to the creation of a permanent science news service for the developing world.

SciDev.Net was officially launched in December 2001, with Dickson as founding director. His tenure lasted more than a decade during which SciDev.Net grew into the world's leading source of reliable and authoritative news, views, and analysis on information about science and technology for global development.

Dickson retired in 2012. That same year he received the lifetime achievement award from the Association of British Science Writers.

Before founding SciDev.Net, Dickson spent many years at *Nature*, as its Washington correspondent and later as news editor. He also worked on the staffs of *Science* and *New Scientist*, specializing in reporting on science policy.

(source: SciDev.Net)



Peter Pockley
Pioneering Australian Science
Journalist

Peter Pockley, 78, Australia's pioneer writer, broadcaster, and commentator about science, died on Aug 11, peacefully, at his Sydney home, while sitting in the sun. He was the first Australian to be accorded life member status in NASW.

Pockley was the first scientist to work as a full-time science reporter in Australia and became one of the country's most recognized science journalists. He helped establish the ABC (Australian Broadcasting Corporation) Science unit, in 1964.

During his career, Pockley reported on science in 11 different nations—quite a feat in the pre-Internet era. In addition to the ABC, he broadcast and wrote for numerous Australian media outlets. Internationally, he was Australasian correspondent for *Nature* and reported for many years for *Physics World* (UK). Other outlets overseas included *The Daily Telegraph* (UK), *The New Zealand Herald*, *The South China Morning Post*, and the BBC World Service.

Pockley was a founding member of the International Science Writers Association and the Australian Science Communicators.

Pockley studied at the University of Melbourne earning top honors in chemistry and education. He taught science at Melbourne Grammar School before going to the University of Oxford where he completed his Ph.D. in geology.

"Peter could be prickly at times, and totally fearless in what he asked and said," said Suzanne Cory, president, Australian Academy of Sciences. "But he always treated science with immense respect." In 2010, Pockley was awarded the Academy Medal for his services to science and science communication.

(source: Australian Academy of Science)



Arthur Bourne
Former President of EUSJA

Arthur Bourne, emeritus president of the European Union of Science Journalists' Associations (EUSJA), who was instrumental in initiating the first World Conference on Science Journalism, died on February 23.

IN MEMORIAM continued on page 29

REGIONAL GROUPS

continued from page 22

photography tour of Scotland, shared his spectacular large photos of exotic places. The impresario of Ig Nobel Prizes, Marc Abrahams, was taking a breather from preparations for the annual Ig Nobel Prize Ceremony, in mid-September, at Harvard.

Also on hand was John Huth, a professor of physics at Harvard, who teaches a popular course on the “primitive navigation” methods used by the Vikings, Pacific Islanders, Arab traders, and others. In his class, he shows students how to use cues from the environment as an aid to getting from place to place. He is the author of *The Lost Art of Finding Our Way*, published by Harvard University Press. As far as is known, all the attendees successfully navigated their way home.

NEW YORK

In June, nearly 20 science writers, including three offspring of SWINY members, took part in an exclusive custom tour of Central Park on a late evening. The enthusiastic, well-informed guide led the group to historic areas and pointed out all sorts of urban wildlife along the leafy inner pathways. Sights of interest included Seneca Village, a historic community that predates the park, and may possibly be Manhattan’s first prominent community of African-American property owners. Beginning in 1825, when parcels of land were sold to individuals and to members of the African Methodist Episcopal Zion Church, within a few years the community developed into a stable settlement of over 250 working-class people. The presence of an abundant natural spring near 82nd Street would have provided the fresh drinking water necessary for the maintenance and stability of a large community. It was SWINY’s 2nd annual Central Park tour and attendees clamored for another.

NORTHERN CALIFORNIA

On the August 16 weekend, about 20 NCSWAns, including some science-writer offspring, visited Sagehen Creek Field Station, one of 38 nature and research reserves in the University of California Natural Reserve System. Under sunny summer Sierra skies, visitors learned about a forest-and-fire-management strategy under study at Sagehen, which has gained approval by both environmentalists and the timber industry. The visit included the “fish house,” a subterranean room with a glass wall along a stream to allow studies of free-swimming trout and other species. NCSWAns also had a chance to examine bat and chipmunk specimens in the Sagehen small mammal collection, none of which, it is reported, were contributed to the evening’s plentiful potluck dinner.

NORTHWEST

For Northwest Science Writers, summertime events are an opportunity to get outside and away from the PowerPoints. This year, members gathered first for a tour of Seattle’s Alaskan Way Viaduct replacement project. A custom-built, 60-foot-long tunneling machine is carving a two-mile tube that will replace the rickety waterfront elevated highway. The tour included climbing up on the old structure for a look down into the “launch pit.”

Second, members lay on their backs at sunset to explore the intersection of visual perception, art, and sky through “Light

Reign,” an exhibit at the Henry Art Gallery created by famed Skyspace artist James Turrell. A docent provided an introduction to the artist and a researcher in visual perception described the science behind the illusions.

WASHINGTON, D.C.

The D.C. Science Writers Association (DCSWA) has secured funding, from a foundation and at least two scientific societies, for its popular Science Café series. The events, held roughly every month, except in the summer, are attracting an increasingly diverse audience from the D.C. area. They are held at Busboys & Poets, a popular downtown restaurant and bar, and the funding will enable DCSWA to continue the series free of charge to the community for at least the next two years. The last café before the summer break featured presentations on “The Space Race in Black and White: When NASA and the Civil Rights Movement Were Young,” highlighting the contributions and tribulations of African-American scientists during the Apollo program and its predecessors. ■

2013 Rennie Taylor/Alton Blakeslee Fellows Announced

The Council for the Advancement of Science Writing (CASW) has announced the recipients of this year’s Rennie Taylor/Alton Blakeslee Graduate Studies Fellowships. The fellowships provide up to \$5,000 for the academic year to both professional journalists and students of outstanding ability who have been accepted into graduate-level programs in science writing.

The recipients are:

Michael Casey, Associated Press reporter who had been covering the Persian Gulf from Dubai. He will be attending Columbia University.

Kathryn Watkins Fitch Free, graduate of Caltech, who will be attending the New York University SHERP (Science, Health, and Environmental Reporting) program.

Michael Andrew Lucibella, currently at the American Physical Society. He will attend American University.

William C. Retherford, feature reporter, three-time Emmy Awards winner, 2013 RTDNA/Edward R. Murrow Award recipient. He will study health and science journalism at Columbia University.

Support for this year’s fellowships comes from CASW and The Brinson Foundation (brinsonfoundation.org). The fellowships honor the memory of Rennie Taylor, a science writer for the Associated Press, whose estate provided funds for the establishment of the American Tentative Society (ATS), and Alton Blakeslee, AP science editor, who served as long-time president of ATS. Fellowship application and eligibility requirements can be found at casw.org. ■

ScienceWriters2013 Fellows Selected

Congratulations to the following recipients of this year's travel fellowships to ScienceWriters2013. Each will receive up to \$1,000 to cover the costs of attending the meeting through funding from the Authors Coalition of America.

Look for these writers at the meeting as well as following their live tweets and conference reports on the sessions.

2013 Freelance Travel Grant Recipients

Karen Blum, Owings Mills, Md.
Rebecca Boyle, St. Louis, Mo.
Jennie Dusheck, Santa Cruz, Calif.
Robert Frederick, Greensboro, N.C.
Amy Maxmen, Brooklyn, N.Y.
Carol Milano, New York, N.Y.
Melinda Wenner Moyer, Cold Spring, N.Y.
Kendall Powell, Boulder, Colo.
Peter Smith, Brooklyn, N.Y.
Carina Storrs, New York, N.Y.

2013 Graduate Travel Grant Recipients

Julia Calderone, UC Santa Cruz
Jason Davis, University of Arizona
Cat Ferguson, UC Santa Cruz
Azeen Ghorayshi, Imperial College (London)
Geoffrey Giller, Yale University

2013 Changing Times Travel Grant Recipients

Kathleen Goss, Chicago, Ill.
Cecile LeBlanc, Flagstaff, Ariz.
Michael E. Newman, Gaithersburg, Md.
Jane Palmer, Boulder, Colo.
Kelly April Tyrrell, Wilmington, Del. ■



Megan Scudellari

Evert Clark/Seth Payne Award

The winner of the 2013 Evert Clark/Seth Payne Award, an annual prize for young science journalists, is Megan Scudellari, a freelance writer based in Durham, N.C.

Scudellari received the award and its \$1,000 prize for "Never Say Die," a story about aging and life extension in MATTER, a Kickstarter-funded online magazine; for an article in *The Scientist* about prosthetic limbs, "Missing Touch;" and for two shorter pieces, "Under the Hood of the Ultimate Brain Hacking Machine" in *Discover* and "Women suffer from brain injuries, too" in *DoubleXScience*.

The panel of judges cited Scudellari for her compelling storytelling, broad range of topics, accurate science, and ability to tailor her style to different audiences.

The judges also awarded an honorable mention to Azeen Ghorayshi for a story on earthquake warning, "Sounding the Alarm," in the *East Bay Express*. Ghorayshi not only clearly tackled a difficult scientific topic, the judges said, she also put the science in the larger social and political context, explaining why Japan's earthquake warning system is better than that of the U.S.

The award will be presented by the Evert Clark Fund and NASW, in conjunction with the National Press Foundation, and will take place during ScienceWriters2013 in Gainesville, Fla.

Judges for the 2013 award were Susan Milius, life sciences writer at *Science News*; David Lindley, author of *Uncertainty: Einstein, Heisenberg, Bohr, and the Struggle for the Soul of Science* and other books about physics; Steve Wildstrom, formerly *BusinessWeek's* Technology & You columnist and co-founder of Techpinions.com; Jeffrey Mervis, deputy news editor at *Science*; and Laura Helmuth, science and health editor at *Slate*.

The Clark/Payne Award encourages young science writers by recognizing outstanding reporting in all fields of science. It is given each year in memory of journalists Ev Clark and Seth Payne, who offered friendship and advice to a generation of young reporters. This is the 24th year of the award.

All entrants must be age 30 or younger. For more information, contact the Evert Clark Award Fund or the Evert Clark website (clark-payne.org/). ■
(source: news release)

CASW Awards Fellowships

Three CASW Traveling Fellowships, of up to \$1,200 have been awarded to help science writers defray the costs of attending the 2013 New Horizons in Science briefing in Gainesville, Fla. CASW also assigns a veteran science writer to each fellow to serve as a mentor during the program.

This year's CASW Traveling Fellows are:

Jenni Laidman, Louisville, Ky. Freelance writer for numerous outlets including the *Toledo Blade*. She is also a lecturer at the University of Kentucky.

Amanda Leigh Mascarelli, Denver, Colo. Freelance writer whose work has appeared in *ScienceNews for Kids*, *Washington Post*, *Nature*, *Los Angeles Times*, and *Audubon*.

Wynne Parry, New York City. Freelance writer for LiveScience.com, Scientific American.com, and DiscoverMagazine.com; also the *New York Times* and *New York Post*. ■

Request for Submissions



Enter Your Work Online at
nasw.org/scienceinsociety

Entries Open:
 November 15, 2013

Entries Close:
 February 1, 2014 11:59PM EST

Technical Submission Questions:
 Tinsley Davis (director@nasw.org)

Content Submission Questions:
 Amber Dance (adance@nasw.org)
 Dennis Meredith (dennis@glyphus.com)

The Purpose

NASW established the Science in Society Awards to provide recognition—without subsidy from any professional or commercial interest—for investigative or interpretive reporting about the sciences and their impact on society. NASW especially encourages entries of critical, probing pieces that would not receive an award from an interest group. Beginning with the first award in 1972, previous winners have demonstrated innovative reporting that goes well beyond the science itself and into the ethical problems and social implications. A committee of accomplished peers judges the entries each year.

The Awards

NASW will award separate cash prizes of \$2,500 for writing judged best in each of five categories. Winners and their publishers/broadcasters will also receive certificates. The 2014 awards will be presented at an awards ceremony the weekend of Oct. 18, in Columbus, Ohio. Reasonable travel and hotel expenses of award winners will be reimbursed. In cases of multiple authors or producers, only one person's expenses will be covered, and prize money will be split between the entrants at their discretion. Prize money is intended for content authors or producers, not publications.

Categories for 2014*

- **Books**—An entry will consist of a book-length work that has been published and made commercially available, either in print or as an e-book.
- **Commentary and Opinion**—An entry consists of a single article. Opinion entries must espouse a particular opinion in order to be considered.
- **Science Reporting**—An entry consists of a single article of up to 6,000 words or a single broadcast of up to 10 minutes in length.
- **Science Reporting for a Local or Regional Market**—An entry consists of a single article of up to 6,000 words or a single broadcast of up to 10 minutes in length. Regardless of topic, the publication should be of a local or regional nature.
- **Longform Science Reporting**—Entries may be a single article or broadcast, or a series. Written entries should total 5,000 words or more; broadcast pieces should be 8-1/2 minutes or more. Longform entries may be for any market.

Eligibility

- Any writer (or team) is eligible to submit one entry in each category. All entries should be attributed to a bylined creator or creators.
- Entries should exhibit clear relevance to society as a whole. Pure science articles, without that relevance, will not be considered.
- It is your responsibility to enter in the appropriate category. Miscategorized entrants will be disqualified.

- Work must be written or spoken in English, intended for a lay audience, and first published or broadcast in North America between Jan. 1 and Dec. 31, 2013.
- Winners of a 2013 Science in Society Award and individuals who have received the award a total of three times are not eligible.

Rules for Submission

- Any person, including the author(s), may submit material.
- There is no submission fee.
- Once submitted, an entry may not be altered or edited.
- **Only online entries will be accepted.** [See below for books and oversize video/audio file submissions]*
- Visit the entry page (nasw.org/scienceinsociety) and follow the online rules carefully. Submissions that do not follow the online procedures will not be considered.
- All entry material must be uploaded to be part of the entry.
- Complete all steps of the online entry process by **Feb. 1, 2014 11:59 PM EST.**
- Your entry is not complete until you receive a confirmation email.

*Book entries and audio/video files over 700MB require completion of all steps of the online entry process AND surface mail delivery. Packet must be **postmarked no later than Feb. 1, 2014**, and mailed to:
 NASW
 Attn: Science in Society
 P.O. Box 7905
 Berkeley, CA 94707
Do not send by FedEx or UPS, as they will NOT deliver to a P.O. box address.

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Complete contact information available at
nasw.org

NEW MEMBERS

CALIFORNIA: Matt Davenport*, UC Santa Cruz;
Halleh Balch*, UC Berkeley; Jahlela Hasle*, UC
Berkeley; Julia Calderone*, UC Santa Cruz.

DISTRICT OF COLUMBIA: Katherine Bricceno,
NIH; Valerie Thompson, NSF; Lauren Wolf,
Chemical & Engineering News.

DELAWARE: Lauren
Sakowski*, Univ. of Delaware. **FLORIDA:** Calli
Breil*, Univ. of Florida, Gainesville; Rebecca
Burton*, Univ. of Florida, Gainesville; Katherine
O'Shaughnessy*, Univ. of Florida, Gainesville.

GEORGIA: Jenna Bilbrey*, Univ. of Georgia;
Tyrallynn Frazier*, Emory Univ.; April Sorrow, Univ.
of Georgia. **IOWA:** Jose Achio Mendez*, Grinnell
College; **ILLINOIS:** Deniz Alpay*, Northwestern
Univ.; Alfred J. Smuskiewicz, freelance (Smuskiewicz
Communications Inc.), Lockport; Tara Haelle,
freelance, Dunlap. **INDIANA:** Eric Schoch, Indiana
Univ., Indianapolis. **MARYLAND:** Lynn Adams,
self employed, Silver Spring. **MASSACHUSETTS:**

Sarah Douglas*, Harvard; Aimee Gillespie*, MIT;
Jamie Schafer*, Harvard; Peter Wehrwein, freelance,
Newton. **MICHIGAN:** Christina Scanlon*, Univ.
of Michigan; Lauren Mishra*, Univ. of Michigan.

NEW HAMPSHIRE: Eric Reavis*, Dartmouth
College. **NEW JERSEY:** Anne Harding, freelance,
Maplewood; Julie Freydlin, Kaplan Univ., Passaic;
B. Rose Huber, Princeton Univ. **NEW YORK:**

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Science Friday, NYC; Robert Hackett*, TED
Conferences, LLC, Merrick; Rachel Feltman, NYU
SHERP, NYC; Kathryn Free*, NYU, NYC; Douglas
McCormick, freelance, NYC; Carina Storrs, free-
lance, NYC; V. Siddhartha Yerramilli*, Stony Brook
Univ.; Debamita Chatterjee*, Univ. of Rochester.

NORTH CAROLINA: Clare Fieseler*, UNC Chapel
Hill; Elizabeth McCamic, Duke Univ. Dept. of
Medicine, Chapel Hill; Heather Franco, NIEHS,
Durham; Cat Warren, No. Carolina State Univ.,
Durham; Ramona DuBose, Communication
Insights, Raleigh; Harry Register, No. Carolina Sea
Grant, Raleigh; Rycel Uy*, UNC Chapel Hill,
Mount Carmel. **OHIO:** Michelle Anderson, free-
lance, Columbus. **OKLAHOMA:** Nathan Cranford*,
The Oklahoma Daily, Enid. **OREGON:** Genevieve
Long, freelance, Portland. **PENNSYLVANIA:**

Arvind Suresh*, Univ. of Pittsburgh. **RHODE
ISLAND:** Kathryn Grive*, Brown Univ.; Adam
Hoffman*, Brown Univ. **SOUTH DAKOTA:**

Michelle Booze*, Univ. of South Dakota, Sioux
Falls. **TENNESSEE:** Lynne Degitz, Oak Ridge
Nat'l Lab. **UTAH:** Melinda Rogers, Univ. of Utah
Health Sci. Office of Public Affairs. **VERMONT:**

Stephanie Castle*, Univ. of Vermont. **WISCONSIN:**
Jennifer Laaser*, Univ. of Wisconsin-Madison;
Zhengzheng Zhang*, Univ. of Wisconsin-Madison.

GERMANY: Vijay Shankar Balakrishnan, free-
lance, Jena. **UNITED KINGDOM:** Lisa Boucher,
Nature Publishing Group, London; Azeen
Ghorayshi*, freelance/Imperial College, London. ■

*student

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HELSINKI

continued from page 11

From this session, I learned that when it comes to writing about science in a globalized world, context is everything. Connecting with your colleagues from other latitudes gives you the chance to understand your own situation better, and establishing networks helps to increase the visibility of what is being done in your region. ■

ANDREA SMALL CARMONA IS A SCIENCE JOURNALIST BASED IN GERMANY.

COHN

continued from page 4

This year's entries were judged by Ben Patrusky, CASW's executive director emeritus; Joann Rodgers, a freelance writer and author, and faculty scholar at the Johns Hopkins Berman Institute of Bioethics; CASW immediate past president Cristine Russell, a freelance writer and senior fellow at Harvard's Kennedy School of Government; and Carl Zimmer, an independent science and medical journalist.

This year marks the 14th presentation of the Victor Cohn Prize for Excellence in Medical Science Reporting. The Victor Cohn Prize, for a body of work published or broadcast within the last five years, is administered by the Council for the Advancement of Science Writing, Inc. (CASW). The award honors the late *Washington Post* medical writer and health columnist Victor Cohn, who distinguished himself by the clarity and effectiveness of his reporting during a 50-year career. He was a co-founder in 1959 of CASW. ■

(source: news release)

INTERNSHIP

continued from page 5

me for subsequent interviews which ultimately led to four paid science-writing internships over the past two years: American Geophysical Union (Washington), Fermi National Accelerator Laboratory (Batavia, Ill.), International Centre for Theoretical Physics (Trieste, Italy), and American Physical Society (College Park, Md.).

The NASW Internship Fair is an opportunity

that could launch your science-writing career. So, prepare, prepare, prepare.

In addition to attention to your personal pitch, story pitches, resume, and business cards, it's also important to dress professionally. Business casual is the unspoken dress code, although I (as well as others) favor business suits. Suits are merely a personal preference since they make me feel confident, and that is what matters.

Be confident in yourself and your capabilities, and recognize that the editors and science communicators seated across from you are sincerely interested in what you have to say. ■

IN MEMORIAM

continued from page 23

Bourne had a many-faceted career encompassing science, UNESCO, the International Whaling Commission, science journalism, science communication, publishing, and more.

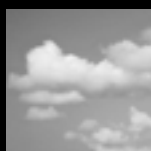
He was first elected EUSJA president in 1989 (reelected in 1991). During his tenure, he opened up EUSJA to new association members from countries from the (then) Communist Eastern bloc. He also played a major part in the birth of the first World Conference of Science Journalists, held in Tokyo, in 1992. Bourne was a visionary who had been thinking about the desirability of a world conference of science journalists since the late 1960s.

In addition to his leadership, Bourne wrote articles on a variety of topics and several books on environmental matters. His final book (working title *Ecomillennium*) was nearly ready for publication at the time of his death. ■

(source: EUSJA)

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