



ScienceWriters™

National Association
of Science Writers, Inc.

Spring
2014

SCIENCEWRITERS2014
PREVIEW

NASW COMPENSATION
SURVEY
RESULTS

THE XX QUESTION
PROMPTS NATIONAL
SUMMIT

NASW
SALUTES
AUTHORS COALITION
LEADER
MARIANNE SHOCK

THE FUTURE OF
SCIENCE JOURNALISM:
EVOLUTION
OR REVOLUTION?



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FROM THE EDITOR

In those solitary moments that all writers experience, it's good to know that someone has your back. Little did you know that for more than a decade that person was Marianne Shock, executive director of the Authors Coalition of America (ACA). NASW Treasurer Beryl Benderly introduces Marianne and her enormous contribution to our association (page 1). Hold on to your hat. The ACA largess has translated to direct member benefit in reduced fees to the annual meeting, market databases, enhanced online resources, regional workshops, the pages of The Science Writers' Handbook, travel fellowships, Idea Grants, and the list goes on.

Organizers of last fall's The XX Question session at the annual meeting have secured major funding to continue and advance the dialog, on the issues of diversity, income equality, and sexual harassment in the science-writing community, at a national summit to take place in June, at MIT (page 4).

The age-old question "what will the market bear?" is easier to answer following a science writers compensation survey undertaken by the freelance committee (pages 5, 7, 8, 9).

Speaking of money, in this issue tax expert Julian Block strives to alleviate angst about IRS audits. A former IRS agent, now a tax attorney in private practice, Block has been a ScienceWriters columnist since 2006 (that's 32 columns and counting). If there's a thorny federal tax issue you're dealing with that he's yet to address, Block wants to hear from you (details on page 12). Your question may serve as the basis of a future column. ■



Lynne Friedmann

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NASW Salutes One of Its Best, But Least-Known, Friends

BY BERYL BENDERLY



As long-time administrator of the Authors Coalition, Marianne Shock has been a champion of repatriating and distributing royalty payment for American works photocopied abroad. Her efforts on behalf of writers and artists have also made her a globetrotter. She is pictured here in Istanbul.

In January, the NASW board passed a resolution of appreciation and gratitude marking the retirement of one of the pivotal figures in our organization's history, Marianne Shock. If you don't know that name, you're not alone. Only a handful of NASW members have ever heard of Marianne and her crucial contribution to making NASW the active advocate for science writers it is today.

Quite simply, without Marianne's initiative and help, we never would have joined the Authors Coalition of America (ACA), which has transformed our ability to serve science writers by providing NASW with more than \$1 million over the past 12 years.

In 1994, when 10 writers' organizations banded together to form the coalition, Marianne—herself a novelist and member of the Romance Writers of America, one of the original coalition partners—signed on as ACA administrator. She has handled the partnership's day-to-day operations for two decades, all that time making one

of her goals the recruitment of new organizations. According to her thinking—which proved prescient—the more writers' organizations that belong to ACA, the

...without Marianne Shock's initiative, NASW never would have joined the Authors Coalition of America...

more representative it would be of American creators at large and the more foreign reproduction rights organizations would therefore want to send it funds (see page 2 sidebar).

In November 2001, I represented NASW at a meeting in New York organized by Jonathan Tassini (he of *New York Times* v. Tassini fame) to discuss how writers' organizations could band together to take advantage of the landmark Supreme

Authors Coalition Funded Projects

Since 2002, ACA monies have funded a wide range of initiatives benefiting science writers. This includes approximately \$300,000 of Idea Grants, over \$180,000 in travel grants as well as subsidized registration fees and speaker travel needs at the annual NASW workshops.

pitchpublishprosper.com

Science
Writing in the
Age of Denial
conference
The Science
Writers' Handbook

sciencedenial.wisc.edu

Bioethics
Bootcamp
(SWINY)

bootcamp.swiny.org

The
Fine
Print

nasw.org/contracts_db

World Conference
on Science
Journalism (Qatar)

scienceseeker.org

ScienceSeeker
(Science Online)

Cross-Border
Science Journalism
workshop

exploreutahscience.org

Explore
Utah Science

DCSWA
Professional
Development
Day

deswa.org/2012-professional-development-day-agenda

facebook.com/pages/Cross-Border-Science-Journalism-Workshop-2013/190330941091282

theopennotebook.com

The Open Notebook

Court decision upholding authors' copyrights in the digital age. I was then chair of NASW's freelance committee.

Also in attendance was Marianne, who came over to me, asked how many members NASW had, and then uttered a fateful question: "Why isn't NASW in the Authors Coalition?"

"What's the Authors Coalition?" I replied.

It's not often that you get to experience the John Beresford Tipton moment. [For those who don't remember 1950s TV, he was the philanthropist who bestowed huge checks on unsuspecting but deserving people on the weekly drama "The Millionaire."]

With a straight face, Marianne explained that the coalition was a group that remarkably gave out free money to writers' organizations. Every member organization was guaranteed at least \$5,000 a year (since raised to \$7,500), she explained. She couldn't predict how much more than that we might expect because she didn't know enough about our organization.

It took me a while to absorb the bizarre concept that someone wanted to give rather than take money, but Marianne seemed to be on the level. I did a little checking and determined that, indeed, she was. Next, I had to convince the NASW board that I was not insane. Quite naturally, the board was skeptical and rather uncomprehending at first.

Finally, they agreed to give it a try, because it appeared that the worst that could happen if we joined was being several thousand dollars richer each year. As a freelance, I always try to put a financial value on my work time, and this seemed a pretty good return for filling out some paperwork describing NASW.

In the end, it took somewhat longer than I had expected to join the fold, because ACA did not accept us on our first try. Despite NASW's obvious efforts to help the work lives of our members, our constitution did not explicitly state that as one of our organization's main purposes. Such a clause in an organization's foundational document is a coalition requirement.

In the past five years alone, ACA disbursements to NASW exceeded \$1.5 million.

Marianne asked if we could amend the constitution, and I discovered that, indeed, it would not be too difficult. So I collected the required 20 signatures, many at a conveniently scheduled DCSWA meeting, for the petition requesting a membership vote on the proposed amendment. Something over 900 members voted in favor of adding "In addition, this organization shall foster and promote

the professional interests of science writers" to Article 1. For reasons still unclear to me, two or three members voted against.

I redid the ACA paperwork and we were accepted on the second try. This brought with it those rather eccentric annual genre surveys and the task of convincing members that we had not gone crazy and it really was important for everyone to fill them out because the answers determine how much money we receive each year.

But then the money started coming, and people started to believe. In some years, inconceivably large amounts arrived. All thanks to Marianne's diligent efforts to increase not only the

number of coalition partners but also of sender countries.

So, everyone who has ever benefitted from Authors Coalition funds through NASW is in Marianne's debt, although hardly anyone knew that. As she caps her distinguished and highly productive career working for the benefit of writers everywhere, NASW happily and gratefully salutes our friend Marianne Shock.



Authors Coalition's Profound Impact

The Authors Coalition of America LLC is an association of 21 independent authors' organizations representing text writers, songwriters, visual artists, illustrators, and photographers. This formal association marked a milestone in the history of American author groups, and its union has had a healthy unifying effect on American writers as a whole. Together, ACA represents over 80,000 authors and artists.

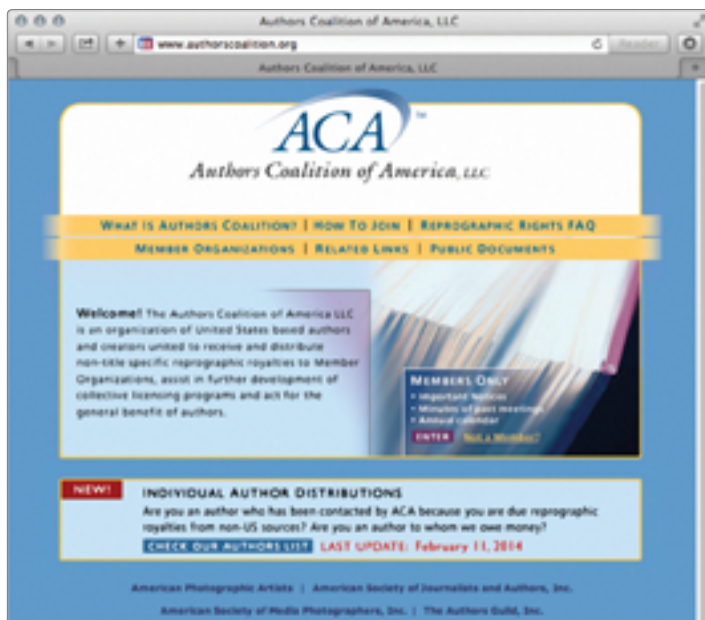
The coalition was incorporated in 1994 for the purpose of repatriating and distributing the creator's share of foreign non-title specific royalty payments for American works photocopied abroad. Prior to 1994, these collective funds were sent to the U.S. licensing agency Copyright Clearance Center, Inc., where they were spent on copyright enforcement.

With the establishment of Authors Coalition, these funds are more effectively focused on the rights holders for whom they were paid by proportionate distributions to the associations constitutionally directed to promote and advance their careers.

Currently, the coalition receives fees from Austria, Australia, Belgium, Denmark, Finland, Germany, the Netherlands, Norway, Spain, Sweden, and Switzerland. ■



Learn more about the ACA at authorscoalition.org



Marianne Shock Declaration of Appreciation

Whereas membership in the Authors Coalition of America has transformed the ability of the National Association of Science Writers to serve science writers,

And whereas countless science writers have benefitted in their professional lives from the grants, information and many other services made possible by funds obtained from the Authors Coalition,

And whereas NASW would not have joined, or even known about, the Authors Coalition without the initiative, help and guidance of Marianne Shock,

And whereas the Authors Coalition's growth, success, and prosperity, as well as all the good things that they make possible, have resulted largely from Marianne's many years of able, diligent, and dedicated service as the coalition's administrator,

And whereas Marianne is retiring from her longtime position as administrator,

Now therefore, the officers and board of the National Association of Science Writers, on behalf of our membership and of science writers everywhere, hereby salute Marianne and express our deep, sincere, and lasting appreciation and gratitude for all her kindness and help to science writers and other writers and for the many benefits that science writers and other writers across the country have enjoyed as a result of her tireless work. In addition, we wish her much happiness and success in all her future endeavors.

The XX Question Session Leads to National Summit

BY EMILY WILLINGHAM

On June 14 and 15, members of the science writing community will convene at MIT for the Women in Science Writing: Solutions Summit, a continuation of The XX Question plenary session from the ScienceWriters2013 workshops, in Gainesville, Fla. XX panel members Christie Aschwanden, Deborah Blum, Maryn McKenna, Florence Williams, and Emily Willingham are arranging the conference with generous NASW support from an Idea Grant and MIT support from Thomas Levenson and Seth Mnookin, both faculty in MIT's graduate writing program.

The workshops and training from the conference, which will address issues of diversity, income equality, and sexual harassment in the science writing community, are expected to yield working documents that the community can use to address many of the problems discussed at The XX Question panel. The conference will also involve a presentation of data derived from a survey of NASW members and other writers in science, health, and medicine to identify issues related to diversity, income equality, and sexual harassment. These data will serve as a benchmark of how—and if—things change going forward.

Commenting on what she hopes to see from this conference, XX panelist Blum said, "I'm encouraged to see that our community is not only discussing but putting together a conference so that we may come together in trying to find solutions that strengthen our relationships and the profession as a whole." Mnookin noted the difficulties that dominated discussion in the last year, and said, "I'm hopeful that we can emerge from the conference with a clearer sense of tangible steps we can take to strengthen our community and its commitment to shared ideas going forward." And McKenna, observing that she is "inescapably, a female science journalist," noted that in her 20-plus years in the profession, "it feels as though the position of women in our specialty and the profession has barely budged... so I'm grateful to help stage this conference in hopes of at last moving things forward."

The conference will feature a plenary

and sessions on Saturday and a half-day workshop for developing conference deliverables on Sunday. Attendees will include staff editors and writers, freelancers, and graduate writing program instructors and students, and some travel fellowships will be available for early career writers and graduate students. The Twitter handle for the conference is @SciWriSummit.

Our community coming together in trying to find solutions that strengthen our relationships and the profession as a whole.

BIOS: SUMMIT PANELISTS

Christie Aschwanden is a health columnist for the *Washington Post*, a frequent contributor to the *New York Times*, and a 2013-14 Carter Center Fellow. She blogs about science at Last Word On Nothing, and her work also appears in *Discover*, *Slate*, *Proto*, *Consumer Reports*, *New Scientist*, *More*, *Men's Journal*, *NPR.org*, *Smithsonian* and *O*, the Oprah magazine.

Deborah Blum is a Pulitzer-prize winning science writer and a professor of journalism at the University of Wisconsin-Madison. She blogs about environmental chemistry for the *New York Times* (Poison Pen) and *Wired* (Elemental). She is currently working on her sixth book.

Thomas Levenson is an award-winning science writer and film maker whose day job has him professing the craft at MIT and directing the graduate program in science writing there. He is the author of four books, most recently *Einstein in Berlin* and *Newton and the Counterfeiter*, and is producer, director, writer, and/or executive producer of more than a dozen feature documentaries, including the PBS NOVA miniseries *Origins*, hosted by Neil deGrasse Tyson.

Seth Mnookin teaches in MIT's Graduate Program of Science Writing. His most recent book is *The Panic Virus: The True Story of the Autism-Vaccine Controversy*, and he is currently writing about rare genetic diseases.

Maryn McKenna is an award-winning journalist and author and a senior fellow at the Schuster Institute for Investigative Journalism, at Brandeis University. She blogs for *Wired* about public health and global health, and is writing her third book, about food, for *National Geographic*.

Kathleen Raven is an investigative healthcare reporter specializing in cancer for BioPharm Insight, a Financial Times Group product, in New York City.

Florence Williams is a freelance writer and the author of *Breasts: A Natural and Unnatural History*, winner of the 2012 Los Angeles Times Book Prize in science and technology. A resident of Washington, D.C., she is a 2014 visiting scholar at George Washington University and a contributing editor at *Outside Magazine*.

Emily Willingham is a *Forbes* contributor. Her writing has appeared online at the *New York Times*, *Slate*, *Forbes*, *Discover*, *Wired*, and *The Scientist*, among others. She is currently writing a book on evidence-based parenting for Perigee Books (Penguin), due sooner than she and her co-author Tara Haelle are willing to contemplate. ■

**Women in Science Writing:
Solutions Summit**
June 14-15, 2014

.....
Massachusetts Institute of Technology
Cambridge, Mass.

Registration limited

**Program details available at
sciencewritingsummit.org**

This conference made possible by an NASW Idea Grant and MIT graduate writing program financial support.

NASW MEMBER EMILY WILLINGHAM ORGANIZED THE XX QUESTION SESSION IN 2013, AND IS AN ORGANIZER OF THE WOMEN IN SCIENCE WRITING: SOLUTIONS SUMMIT

Science Writers Compensation Survey

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Report Details Types of Assignments and Compensation Received

NASW was interested in learning more about the types of writing work our members perform and the compensation they receive for this work. To accomplish this, Cell Associates (cell-associates.com) was commissioned to program and conduct an online survey of NASW members. The survey was identified as being sponsored by NASW. Cell Associates was responsible for monitoring the progress of the survey, analyzing the data, and preparing a written report of findings.

The online survey ran from Oct. 1 to Nov. 11, 2013.

Over the six weeks period, 628 completed surveys were submitted. Of these surveys, 618 were from members who were currently employed as staff or freelance writers and/or editors. These 618 surveys serve as the basis for this report. The margin of error for the full set of data is less than +/-3.2% at the 95% confidence level.

The following is the executive summary and provides highlights of the survey. The full report includes a more detailed breakdown of types of work as well as the pay range for each type. The full report is available in the members-only section of the NASW website nasw.org/compensationsurvey.

Note: Average rates in this report are the median (or the value at the midpoint of the range) of those reported, which is a very common measure of compensations; they are not mean values.

DEMOGRAPHICS

Survey respondents were almost evenly split between those who were freelance writers and/or editors (55%) and those holding a staff position (51%). Fifteen percent (15%) of the survey respondents received income from both freelance and staff work in 2012. Of the remaining 85%, 43% received income solely from staff employment while 42% received income solely from freelance work.

Just more than two-thirds (69%) of the survey respondents were female. Two-thirds (66%) of the survey respondents had 10 or more years of work experience as a science writer/editor and about one-half (51%) were 49 years old or younger. Seventy-eight percent (78%) of the respondents worked in a small or large city setting and 67% worked in the Northeast (25%), Mid-Atlantic (22%), or West Coast (20%) region.

KEY FINDINGS

Freelance Writers and/or Editors

■ More than one-half (54%) of the freelancers who worked 30 hours a week or more had an annual income of \$50,000 or more, with most (25%) earning \$50,000 to \$74,999. The greatest percentage of full-time freelancers however (33%), averaged \$25,000 to \$49,999 in annual earnings for the last two years.

■ Freelancers who worked less than 30 hours a week earned less: 65% earned less than \$25,000 per year, 21% earned \$25,000 to \$49,999 per year, and 13% earned \$50,000 or more per year.

■ Only 26% of freelance respondents reported freelancing 40 hours a week or more. Most (58%) spent between 10 and 39 hours per week freelancing.

■ As might be expected, the majority of both full-time (FT) and part-time (PT) freelancers' time was spent on reporting/writing (75% each).

■ The two types of assignments that made up the bulk of freelancers' income during the last two years were trade or society publications (cited by 45% of freelancers) and national or international consumer magazines (40%). The most common methods of payment for these assignments were per word or per assignment for trade and society publications (40% and 41%, respectively), and per word for national or international magazines (68%).

■ When considering dollars per word as the method of payment for the most common types of assignments, full-time freelancers earned an average of \$1.25 per word for national or international consumer publications, \$1.20 per word for news section of sci-

entific journals, \$1.00 per word for trade and society publications, and \$0.50 per word for new media (e.g., blogs, Twitter, webinars).

■ When considering dollars per hour as the method of payment for the most common types of assignments, full-time freelancers earned an average

of \$75.00 per hour for trade and society publications, \$75.00 per hour for news section of scientific journals, \$40.00 per hour for national or international consumer publications, and \$40.00 per hour for new media (e.g., blogs, Twitter, webinars).

■ While median per word pay rates for different types of assignments varied significantly, there was not a great deal of variation between the rates earned by gender. The same was true of median dollar per hour rates.

■ The vast majority of freelancers used a sole proprietor organizational structure (88%) and worked from home office space (94%).

■ Most (70%) freelancers were covered by health insurance. Forty-six percent (46%) of these individuals were covered through a partner's employer, while 29% purchased an individual plan and 11% were covered through an employer.

continued on page 7

*Survey respondents
were almost evenly
split between...*

*...freelance writers
and/or editors
and those holding
a staff position.*



A Memorable Fall Meeting Awaits

The city of Columbus and The Ohio State University are preparing to welcome you to

ScienceWriters2014, Oct. 17-21. There's a lot to look forward to: NASW workshops, awards reception, annual NASW business meeting, lunch with a scientist, CASW's New Horizons in Science briefings, and after-meeting field trips and tours. OSU's top scientists are eager to share their work on climate change, stress and immunity, and the links between media violence and real-life violence.

Tours being considered will allow participants to see ice cores holding thousands of years of climate history, visit the lab that designed the world's fastest electric car, and view a 52-acre wetland research park on the edge of campus.

You'll be staying in the city's Short North neighborhood, which the *New York Times* states is "challenging all precon-

ceived notions of what passes for cool in the Midwest."

ScienceWriters2014 local host committee members include: Emily Caldwell, Pam Gorder, Jeff Grabmeier, Kim Knight, and Amy Scott.

NASW WORKSHOPS

Topics for the NASW workshops (Oct. 18) include: media law, statistics, writing for kids, writing for local publications, PIO blogging, increasing diversity in science writing, and a session on "passion projects."

Attendees can also sit in on lunchtime conversations focused on one of three topics: writing for blog networks, writing in post-retirement, and a contracts boot camp. Extra added attraction is a Friday afternoon hands-on workshops on data visualization and podcasting for people arriving early for the meeting.

This year's hard-working program committee members are Haley Bridger, Clinton Colmenares, Jennifer Weston Cox, Virginia Gewin, Laura Helmuth, Robin Henig (chair), Michael Newman, Jeffrey Perkel, Erin Podolak, Kathleen Raven, and Jill Sakai.

SCIENCE IN SOCIETY

Awards committee volunteers are also busy, screening through 300+ Science in Society Journalism Award entries to find the year's best science writing. Amber Dance

and Dennis Meredith are award committee co-chairs. Venue for the awards reception is the Columbus Center of Science and Industry (cosi.org).

NEW HORIZONS

What are gravitational waves telling us about the earliest moments of the universe? What new research and therapies will genome-editing tools enable? What's the significance of the thriving coyote population in the Chicago Loop? How does marital unhappiness affect health?

If these questions whet your appetite, stay after the NASW workshops to hear the latest on these topics and more at New Horizons in Science, a two-day science feast (Oct. 19-20) organized by the Council for the Advancement of Science Writing.

New Horizons presenters will focus on new findings that haven't yet been covered, brewing controversies in their fields, and emerging research topics worth watching in coming years. One of this year's headliners will be anthropologist Don Johanson, who discovered the hominid Lucy 40 years ago this fall. Johanson will talk about what fossil and genomic evidence now reveal about human origins.

The full New Horizons lineup available in August. Meanwhile, CASW welcomes questions questions and program suggestions. Contact Rosalind Reid at ros@casw.org. ■

*Keep an eye on
ScienceWriters2014.org
and follow Twitter at #sciwr14
for the latest information.*



COMPENSATION SURVEY

continued from page 5

■ Approximately one-half (48%) of freelancers contributed to a retirement plan during the last two years.

Staff Positions

■ The majority (76%) of survey respondents working in staff positions worked 40 hours a week or more, with 62% working 40 to 49 hours and 14% working 50 hours or more.

■ Most staff who worked 30 hours a week or more (82%) had an annual salary of \$50,000 or higher, with the greatest percentage (38%) earning \$50,000 to \$74,999.

■ Staff who worked less than 30 hours a week earned less: 40% earned less than \$25,000 per year, 36% earned \$25,000 to \$49,999 per year, and 24% earned \$50,000 or more per year.

■ The most common type of organization at which staff respondents worked was academic, medical, or research; this type of organization was cited by 44% of these respondents.

■ For full-time staff, much of their time was spent on reporting/writing (30%) and substantive or developmental editing (20%).

■ Fifty-three percent (53%) of staff respondents worked in organizations with fewer than 1,000 employees.

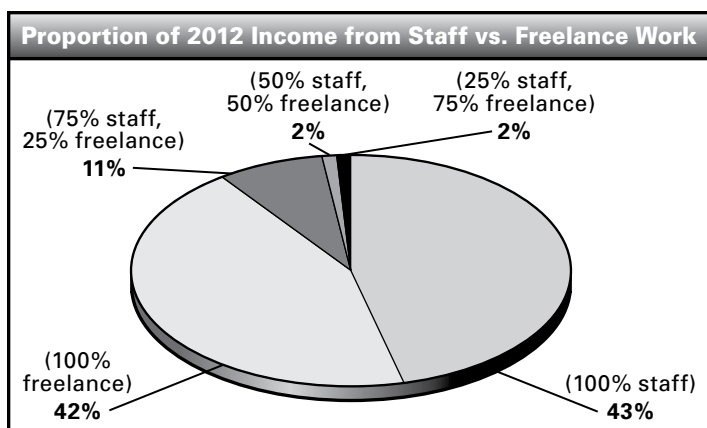
■ The vast majority (92%) of staff respondents received benefits from their employer, with the most common being paid vacation (88%), personal or sick days (86%), health insurance (83%), and/or a retirement plan (83%).

■ ■ ■

Survey: A Freelance Committee Initiative

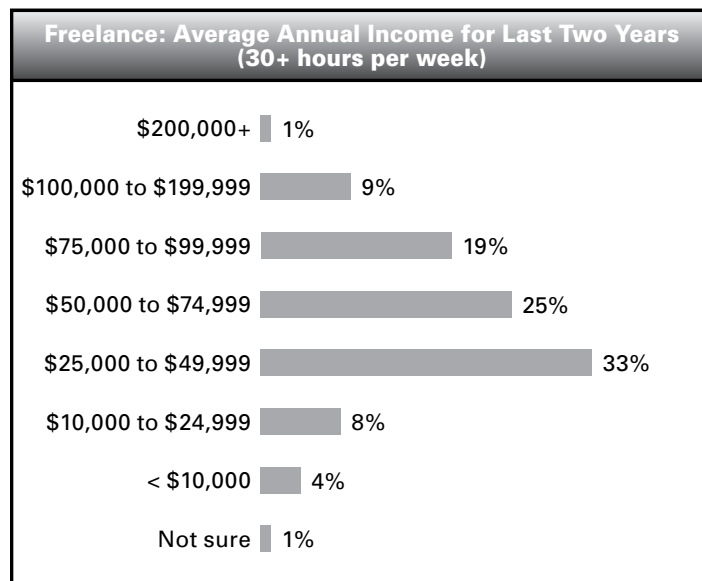
The Science Writers Compensation Survey is a project of the NASW freelance committee. The following committee members spent more than a year conceiving, budgeting, and executing the survey: Siri Carpenter, Jennie Dusheck, Jeanne Erdmann, Jeff Perkel, Kendall Powell, Robin Meadows, and Catherine Dold, with help from Jill Sakai on the PIO committee. Budget for the survey was \$8,000 that came from NASW general funds.

Going forward, the freelance committee hopes to repeat the survey process every two years in order to track trends in rates and compensation. ■



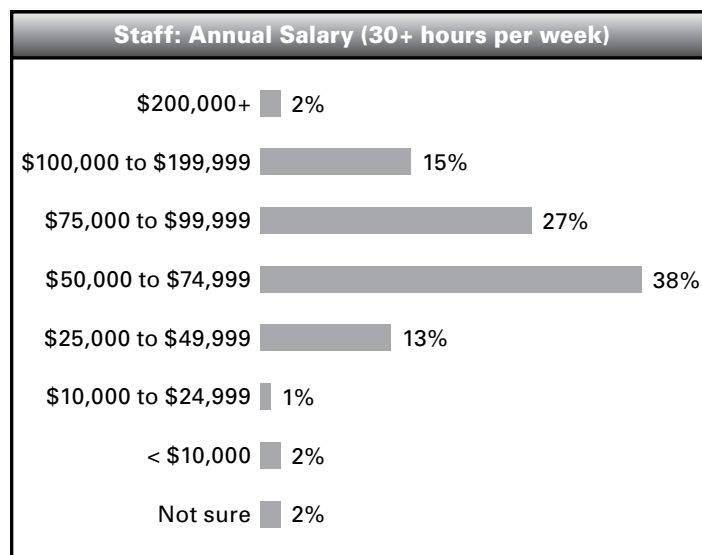
Science Writers Compensation Survey Report, page 8

▼ **Average Gross Annual Income**—For the purposes of this report, individuals who worked 30 or more hours per week are also referred to as “full-time” employees. When salaries of full-time freelancers are compared against those of full-time staff, staff salaries were higher. Those individuals who characterized their source of 2012 income as being 100% freelance were much more likely to have an annual income of \$25,000 or more.



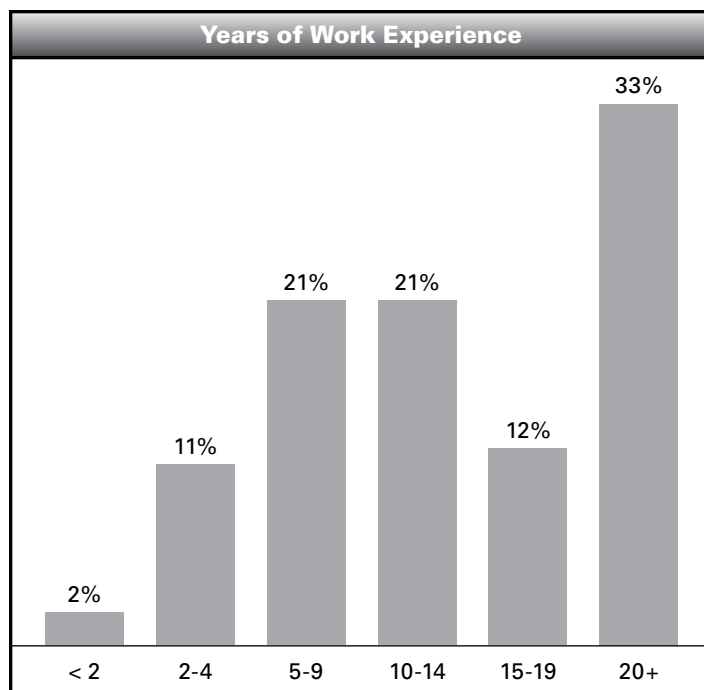
Science Writers Compensation Survey Report, page 10

▼ **2012 Salary**—Individuals who worked 30 or more hours per week are also referred to as full-time (FT), while those who worked less than 30 hours per week are also referred to as part-time (PT). Individuals who characterized their source of 2012 income as being 100% staff were much more likely to have an annual income of \$50,000 or more.

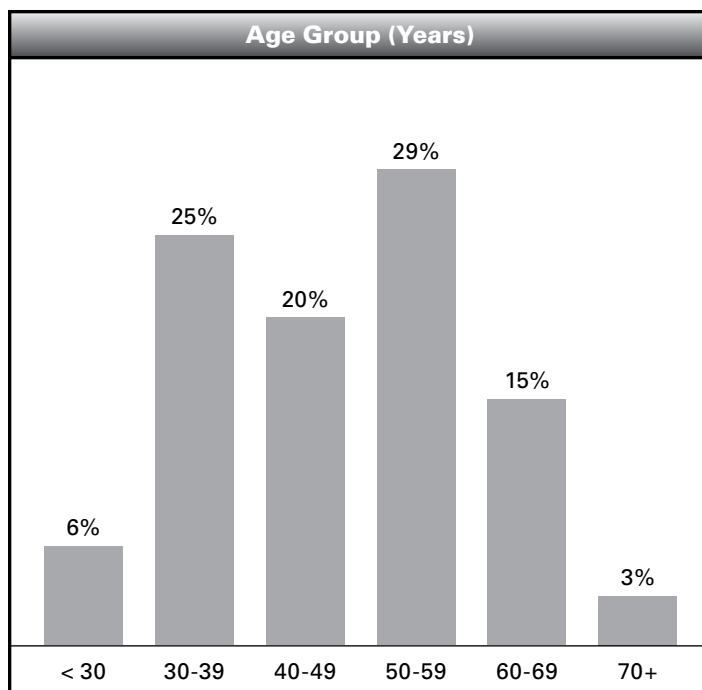


Science Writers Compensation Survey Report, page 30

◀ **Source of Income: Staff vs. Freelance**—In general, as age and years of work experience increased, so did the likelihood that individuals would obtain more of their 2012 income through freelance work.



Science Writers Compensation Survey Report, page 36



Science Writers Compensation Survey Report, page 36

▼ **Average Pay Rate by Assignment**—In general, full-time freelancers charged higher pay rates than part-time freelancers. The fee freelancers charge for any given type of assignment may vary significantly from client to client based on deadlines, past experience with that client, payment history, and other factors. As a result, the rates shown should be used only as a guide to “going rates.”

Freelance Pay Rates by Type of Assignment (Dollars per Word)						
Type of Assignment **	30+ Hours per Week			<30 Hours per Week		
	Median \$ per Word	N *	Range	Median \$ per Word	N *	Range
Trade and society publications	\$1.00	52	\$0.50 - \$2.00	\$1.00	51	\$0.10 - \$2.00
National or international consumer magazines	\$1.25	79	\$0.25 - \$3.00	\$1.00	46	\$0.10 - \$3.00
New media (e.g., blogs, Twitter, webinars)	\$0.50	17	\$0.10 - \$2.00	\$0.50	11	\$0.10 - \$1.10
News section of scientific journals	\$1.20	53	\$0.50 - \$2.00	\$1.06	28	\$0.30 - \$2.00
University or alumni publications	\$1.00	37	\$0.50 - \$2.00	\$1.00	36	\$0.50 - \$2.00
Technical documents	\$1.00	5	\$0.80 - \$2.00	\$0.20	5	\$0.10 - \$0.50
Non-fiction books	\$0.50	17	\$0.25 - \$3.00	\$0.75	9	\$0.20 - \$2.00
Corporate publications	\$1.50	7	\$1.00 - \$3.00	\$1.00	13	\$0.40 - \$3.00
Press releases	\$1.10	12	\$0.50 - \$2.50	\$1.00	10	\$0.85 - \$1.00
Regional or local magazines	\$0.90	16	\$0.30 - \$2.00	\$0.65	17	\$0.13 - \$1.00
Government publications	\$1.00	7	\$1.00 - \$1.50	\$1.25	7	\$1.00 - \$2.00
National newspapers	\$0.90	25	\$0.25 - \$2.00	\$0.75	5	\$0.50 - \$2.00
Textbooks and educational/assessment materials	\$0.50	3	\$0.50 - \$2.00	\$0.88	2	\$0.25 - \$1.50
Continuing education curricula	\$0.70	4	\$0.40 - \$1.00	\$2.00	1	
Regional newspapers	\$0.30	11	\$0.10 - \$3.00	\$0.40	8	\$0.15 - \$1.00
Television or other video	\$1.50	2	\$1.00 - \$2.00		0	
Radio or podcasts	\$1.00	3	\$0.50 - \$1.15	\$0.50	1	

Science Writers Compensation Survey Report, page 17

*N represents the number of respondents providing each figure.

**Type of Assignment is in descending order of the top assignments that made up the bulk of freelance income during the last two years. (See “Freelance: Top 10...”)

Freelance: Top 10 Assignments That Made Up the Bulk of Income During Last Two Years	
Trade and society publications	45%
National or international consumer magazines	40%
New media (e.g., blogs, Twitter, webinars)	31%
News section of scientific journals	28%
University or alumni publications	26%
Technical documents	24%
Non-fiction books	23%
Corporate publications	15%
Press releases	14%
Regional or local magazines	10%

Science Writers Compensation Survey Report, page 12

◀ Top Five Assignments That Made Up Bulk of Income

—Survey respondents were allowed to choose more than one response to this question; therefore the responses total more than 100%. Males were more likely to work on new media, non-fiction books, and corporate publications, while females were more likely to work on trade or society publications and technical documents.

■ ■ ■

*The complete Science Writers
Compensation Survey Report
is posted in the members-only section at
nasw.org/compensationsurvey*

▼ **Average Pay Rate by Assignment: Dollars per Word (Male vs. Female)**—Rates noted in **bold font** indicate higher pay rates by gender. Cells with no data indicate that there were not responses for this category. While the median pay rates (in dollars per word) for males and females did differ for many types of assignments, in general one gender's pay rate was not consistently higher than the other's rate.

Freelance Pay Rates by Type of Assignment (Dollars per Word, Male vs. Female)								
Type of Assignment **	30+ Hours per Week				<30 Hours per Week			
	Male		Female		Male		Female	
	Median \$ per Word	N*	Median \$ per Word	N*	Median \$ per Word	N*	Median \$ per Word	N*
Trade and society publications	\$1.00	18	\$1.00	34	\$0.75	13	\$1.00	37
National or international consumer magazines	\$1.25	27	\$1.50	53	\$1.00	15	\$1.15	29
New media (e.g., blogs, Twitter, webinars)	\$0.50	9	\$0.75	7	\$0.75	1	\$0.50	10
News section of scientific journals	\$1.20	19	\$1.25	33	\$1.00	7	\$1.12	21
University or alumni publications	\$1.00	10	\$1.00	28	\$1.00	7	\$1.00	29
Technical documents	\$0.90	4	\$1.50	2	\$0.25	2	\$0.12	3
Non-fiction books	\$1.00	7	\$0.40	10	\$1.50	4	\$0.50	5
Corporate publications	\$1.25	4	\$1.50	3	\$1.00	5	\$1.60	7
Press releases	\$1.25	3	\$1.10	10	\$1.00	3	\$1.00	7
Regional or local magazines	\$0.60	5	\$1.00	10	\$0.70	4	\$0.50	13
Government publications	\$1.00	4	\$1.50	3	\$1.13	2	\$1.25	6
National newspapers	\$0.90	13	\$0.88	12	\$1.38	2	\$0.65	3
Textbooks and educational/assessment materials		0	\$0.50	3		0	\$0.88	2
Continuing education curricula	\$0.90	1	\$0.50	3		0	\$2.00	1
Regional newspapers	\$0.30	4	\$0.50	6	\$0.50	4	\$0.20	4
Television or other video	\$1.50	2		0		0		0
Radio or podcasts	\$1.08	2	\$0.50	1		0	\$0.50	1

Science Writers Compensation Survey Report, page 19

*N represents the number of respondents providing each figure.

**Type of Assignment is in descending order of the top assignments that made up the bulk of freelance income during the last two years. (See "Freelance: Top 10...")

Four Science Journalists on the Evolution or Revolution of Science Journalism

BY DAVID LEVINE



Panelists for the Engaging with Journalists session (left to right): David Baron, Robert Lee Hotz, Paula Apsell, Carl Zimmer and moderator Cornelia Dean at the podium.

For over 20 years, (Stephen) Hawking has been at the media's frontier, helping to define how scientists present themselves to the public and are represented by others. And just three weeks ago, at age 72, Hawking once again did something new. ..."

Carl Zimmer—one of four science journalists in the Engaging with Journalists session at the American Association for the Advancement of Science (AAAS) annual meeting—began the story he would use to illustrate dramatic changes that have taken place in science since they won the prestigious Kalvi Science Journalism Award.

Zimmer, an independent science journalist in Connecticut and author of the popular *National Geographic* blog *The Loom*, was joined by Robert Lee Hotz, science reporter for the *Wall Street Journal* in New York; David Baron, Health & Science editor for Public Radio International in Boulder, Colo.; and Paula Apsell, senior executive producer for Nova and Director of the Science Unit of WGBH in Boston.

Cornelia Dean, science writer on environmental issues at the *New York Times* and author of *Am I Making Myself Clear? A Scientist's Guide to Talking to the Public*, was the moderator. The panelists were asked to

speak about changes in science journalism and communication during the time they won their awards and beyond.

■ ■ ■



CARL ZIMMER:
"a drastically new way for scientists to reach the public"

Zimmer continued his story of renowned physicist Stephen Hawking.

What Hawking did for the first time was to upload the paper "Information Preservation and Weather Forecasting for Black Holes" to the pre-print site arXiv. Two days later *Nature* and *New Scientist* did pieces on it.

"These stories swiftly got a lot of attention on sites such as Digg and Facebook, driving hordes of readers their way," Zimmer said.

"To me, this episode epitomizes the huge changes in our field," he said. "I'm not saying the individual elements of this story are new. Physicists have given talks for centuries. ArXiv has been around for 23 years. By the early 2000s, people were blogging regularly about science. But recently these elements have crossed two thresholds—of scale and connection—and the result is a drastically new way for scientists to reach the public."

"What do these changes mean for people like the four of us on the panel—the journalists? A lot," he concluded..

It makes science journalism more fun. You don't have to sit dutifully by your computer, waiting for some journal to deign to let you know about a new paper. You can go hunting. You can turn up a new paper that's just sitting quietly in a pre-print archive, and share it with the world.

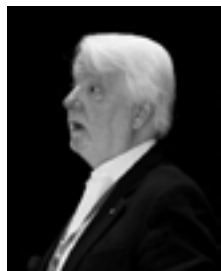
But it also presents new risks that we journalists should be mindful of. The scientist who tweets the most may not be the wisest expert on a particular topic. If you

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come across a preprint, you have to ask, "Does its mere existence constitute news?" Or is that preprint just a flakey idea that will never make it into a serious journal?

Should journalists wait for the journals to give these papers their seal of approval? Is that what journals are for now—to designate important science. I honestly don't have answers to those questions. But Stephen Hawking has made it clear to me that I need to find some.

■ ■ ■



ROBERT LEE HOTZ:

"A media survivor"

Hotz said he was there to offer "the perspective of a media survivor." Hotz, who won his first Kavli Award in 1977, said, "I have been transformed from an ink-stained wretch into a hard copy, online, iPad, blogging, podcasting, selfie-snapping, tweeting science journalist."

"Technology has not changed the science we report on, but has changed the time spent on packaging it and, as a side effect, our ability to make a living, which in turn has affected the quality and reliability of science journalism," he said.

One result has been that the number of weekly science sections in U.S. newspapers has plummeted from a high of 95 in the 1970s to 19 today, resulting in fewer science journalists covering fewer subjects.

And although there is more access to science news, there is less good reporting. He said 40 percent of news is devoted to sports, weather, and traffic leaving little room for science stories. And when science is featured in the news, it's often covered by people who are not science journalists.

Once in a while, however, science goes viral with the public, thanks to social media. He mentioned the 2012 landing of NASA's Curiosity rover on Mars, which sparked 1.2 billion Twitter messages, 17.4 million Facebook hits, and 36.4 million webcast streams.

■ ■ ■



PAULA APSE:

"The new reality" of Nova

Apse said that Nova is on 400 PBS networks and gets good ratings but that the show has changed.

"I cringe when I watch the old shows," she said. "The stories are so slow compared to today's shows. Our viewers want stories that move quickly and are visually exciting."

Apse also noted that the online and television audiences are different. The online viewers tend to be younger.

"Our story on genetically modified foods drew huge online ratings, but I knew it would tank for our traditional TV audience," she said. "The new reality calls for us to ... tailor the way we tell stories to our different audiences."

For example, the online edition of Nova has podcasts and features such as Nova ScienceNOW, which has shorter stories and more videos. Other online features include the Making More Stuff Quiz and ScienceNOW, hosted by *New York Times* tech reporter David Pogue.

■ ■ ■



DAVID BARON:

Telling the story behind the science

Baron said the biggest change he has witnessed is the shift from science reporting to storytelling:

"Traditionally, science news on NPR was very straight forward. We would report on a journal study and perhaps have a short interview with a scientist. Today, the news is not presented in a linear fashion."

As an example of the new model, he cited RadioLab, broadcast on NPR, which bills itself as a show about curiosity "where sound illuminates ideas, and the boundaries blur between science, philosophy, and human experience."

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.pcst-2014.org

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

June 8-12, 2015 • World Conference of Science Journalists (WCSJ 2015), Seoul, South Korea.

Baron, who is not part of the show, explained that "science stories today are not linear. The story is upfront and often personal. The science is part of the story, not the lead."

He gave an example of the new emphasis on narrative by telling the story of a reporter who set out to write about two American brothers and their desire to bring renewable energy to people in remote communities in Nicaragua. "The brothers envisioned the electricity generated by windmills would be used by children to study at night in schools and by entrepreneurs to be more profitable," Baron said. "Instead they bought televisions. The brothers were both discouraged and depressed by the experience."

The story became what the brothers learned from this experience.

They learned that they went about this project wrong. They didn't ask the villagers what they wanted. They thought the answer was the technology. But to the villagers, electricity was not their first priority. They wanted clean water because their children were getting sick. They wanted better roads to get their goods to market. And that was the story. ■

Source: Elsevier Connect, "4 science journalists on the (r)evolution of science journalism," March 11, 2014, elsevierconnect.com.

■ ■ ■

Watch the Video at Elsevier Connect
elsevier.com/connect/4-science-journalists-on-the-evolution-or-revolution-of-science-journalism

And The Truth Shall Set Most of You Free

BY JULIAN BLOCK



On a cold and gray morning in 1933, Franklin Delano Roosevelt was inaugurated for the first time as president of the United States. Heavy winter clouds hung over the Capitol as FDR spoke these memorable words: “Let me assert my firm belief that the only thing we have to fear is fear itself—nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance.”

Obviously, FDR was never audited by the IRS.

Regrettably, the IRS is an agency that knows all too well that nothing causes Americans to experience plain old, garden variety, stomach-churning fear like receiving an audit notice.

How do I know this? My tax career included a decade with the IRS, starting in Chicago as a revenue officer (agency lingo for staffers who collect overdue taxes). Some of my more memorable moments were at stores and restaurants, where I opened cash registers and scooped out the contents—a drastic tactic that I employed only after I first dropped by and engaged in casual chatting, thereby minimizing the chances of being fatally mistaken for a robber. Later, I became an IRS special agent. These sleuths, popularly known as T-Men, investigate criminal violations of the tax laws.

But, what’s in store for writers required to defend their write-offs? They should expect examiners to focus on red flags like expenses claimed for home offices and costs incurred to attend professional conferences. Fortunately, most persons singled out for audits soon see lights at the ends of their tunnels. For an unfortunate few, though, those lights signal oncoming trains.

I can report that most audits conducted at IRS offices take about two

to four hours and are completed in just one session. Auditors typically limit their inquiries to just a few items. The ordeal is soon over, provided writers are able to furnish adequate verification for the disputed deductions. (For advice on record keeping, see “IRS Simplifies Rules for Home Offices,” *SW*, winter 2013-14; and “Deductions for NASW Conferences,” *SW*, spring 2013).

IRS employees have long had a reputation as being ill-mannered. It was a problem so pervasive that the agency acknowledges it ought to increase the sensitivity of employees who deal directly with taxpayers. In fact, in the words of a former IRS Commissioner, some staffers “need more training on how to be courteous.”

The commissioner’s candid assessment is right on the money, as I can personally affirm.

HAVE A TAX QUESTION

Have a federal tax issue pertaining to writing?

If so, submit your question(s) to tax expert Julian Block at julianblock@yahoo.com.

Questions deemed of interest to most members will be answered in future columns. Block will not answer members directly. Do not send sensitive information or financial details.

Consider my stint as a special agent when JFK was president. One of my supervisors held me captive for chats during which his eyes misted while expounding his revisionist theories on how the West, in general, and the United States, in particular, misunderstood the Fuehrer. In retrospect, my boss was eerily evocative of deranged ex-Nazi Franz Liebkind (whose name is German for “Frank Lovechild”), the “Springtime for Hitler” playwright in Mel Brooks’s “The Producers.” ■

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.

Two NASW Authors Among Book Prize Finalists

EDITED BY LYNNE LAMBERG

NASW members Virginia Morell and Annalee Newitz, learned in February that their books are finalists in the science and technology category of this year's Los Angeles Times Book Prize competition.

Since 1980, the *Los Angeles Times* has awarded annual book prizes in categories ranging from biography, current interest, fiction, first fiction, history, mystery/thriller, poetry, young adult fiction, and science and technology (this category added in 1989).

Past NASW winners include:

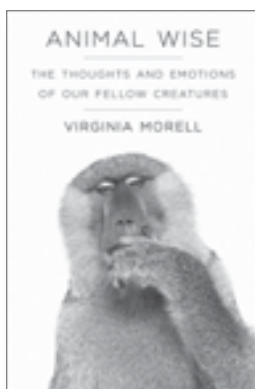
- *Breasts: A Natural and Unnatural History* by Florence Williams (2012)
- *Protecting America's Health: The FDA, Business, and One Hundred Years of Regulation* by Philip J. Hilts (2003)
- *Blood: An Epic History of Medicine and Commerce* by Douglas Starr (1998)
- *The Beak of the Finch: A Story of Evolution in Our Time* by Jonathan Weiner (1994)

Animal Wise: How We Know Animals Think and Feel, by Virginia Morell (NASW), Crown

Most of us have probably wondered what it is like to be a fish, a bird, a dolphin—or as Thomas Nagel did, a bat. Do they have thoughts that are similar to ours, or feelings of joy, love, and grief? Can such questions ever be answered? Nagel says, “No.” But that hasn't stopped the pioneering animal behaviorists readers meet in *Animal Wise*.

Animal Wise takes readers on an odyssey into the labs and out to the field sites of researchers studying the animal mind around the world. They've dispensed with the view of strict behaviorists who once denied animals, other than humans, any thought or emotion, aside from anger or fear. Instead, following in Charles Darwin's footsteps, they frame their questions in evolutionary terms to explain why animals behave as they do.

Animal Wise probes the moral and ethical dilemmas of recognizing that even “lesser animals” have cognitive abilities such as memory, feelings, personality, and self-awareness—traits that many in the twentieth century felt were unique to humans.



My book grew out of my article *Minds of Their Own* in the March 2008 issue of *National Geographic*.

If I could change one thing, I would change the subtitle on the 2013 hardcover edition—*The Thoughts and Emotions of Our Fellow Creatures*—to the one I'm using on the 2014 paperback: *How We Know Animals Think and Feel*. The new subtitle

more accurately captures the essence of the book, which is not an encyclopedia of scientific discovery, but rather a narrative about how scientists decide to ask questions.

By the end of the book, readers have (hopefully) experienced a bit of the life of an animal behaviorist, and understand what drives these researchers, and why their questions are important. *Animal Wise* paints portraits of both the scientists and their study animals, and reflects on what it means to be a human animal in the midst of the world's many other animal minds.

—Virginia Morell

Contact Morell at 541-488-5957, Vmorell49@gmail.com. Her publicist is Rachel Rokicki, 212-782-8455,

rrokicki@randomhouse.com, and her agent is Gillian MacKenzie, gmackenzie@gillianmackenzieagency.com. Book website is facebook.com/animalwisebook.

■ ■ ■

Scatter, Adapt and Remember: How Humans Will Survive a Mass Extinction, by Annalee Newitz (NASW), Doubleday

This is a book about how humanity might survive the worst disaster that could ever befall our planet. Mass extinctions have happened at least five times before in Earth's history, and they are generally associated with climate change—which is why many scientists believe we may be in the early stages of one right now.

What we know for sure is that mass extinctions are inevitable, regardless of whether we cause one or it comes in the form of a flaming ball of rock from space. Is there anything we do now to make

sure that *Homo sapiens* is one of the species that survives? I talked to scientists, futurists, engineers, philosophers, and city planners about what it would take for us make it through this terrifying disaster.

I developed the idea because I've always been fascinated by disaster movies, and I wanted to write about a realistic scenario in which disaster isn't just inevitable

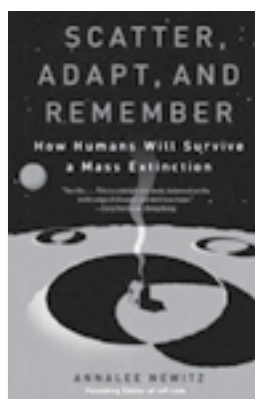
but plausible. About halfway through researching the book, I realized that humans actually have a chance of surviving this kind of catastrophe. And that was when I decided that I wanted to focus on survival.

I wish I'd come up with a better strategy for storing my research notes before I started. At first, I wasn't tracking all the sources I was reading, and it was a nightmare when I went to do my endnotes.

Luckily, I did come up with a system about a quarter of the way through the project: For each chapter, I kept a running file of all the sources I consulted and everyone I interviewed. Then, when I was finished, it was relatively easy to convert that file into endnotes.

—Annalee Newitz

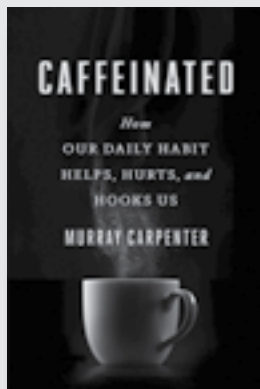
Contact Newitz at annalee@gmail.com. Her website is annaleenewitz.com. Her publicist is Alex Houstoun, 212-572-2882, Ahoustoun@randomhouse.com, and agent is Laurie Fox, 510-435-3635, Laurie@LindaChester.com. The book website is scatteradaptandremember.com. ■



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 a proposal, found an agent and publisher, conducted research, and put the book together. Some share what they wish they had known before they began the project or done differently.

Caffeinated: How Our Daily Habit Helps, Hurts and Hooks Us, by Murray Carpenter (NASW), Hudson Street Press

Caffeinated is an investigation of the production, marketing, science, and regulation of caffeine in America: a big-picture view of modern caffeine culture.

The book came about incrementally. In 1984, as a psychology major at the University of Colorado, I wrote a paper about caffeine. Reporting a story from a coffee farm in 2008 rekindled my interest in the subject. And as controversies grew over energy drinks, it seemed like a good time for a book.

I wrote a proposal in early 2010 and started focusing some of my freelance work on caffeine. That fall, I attended with great interest the excellent book panels at the NASW conference in New Haven. After a long search, I was lucky to find agent Lynn Johnston, who immediately understood the project and was very helpful in refining the proposal. She sold the book to Hudson Street Press, where the manuscript has received the sort of care that many people say has vanished from the publishing industry.

My reporting took me to coffee farms in Guatemala, cacao groves in Mexico, and the world's largest tea market in Beijing. I ate military grade caffeinated beef sticks, sampled the caffeinated gels formulated for athletes, and drank an energy drink fresh off a canning line. I followed the controversies over caffeinated alcohol and FDA's decision to investigate the new generation of products with added caffeine.

Along the way, I realized that we consistently underestimate caffeine. We underestimate the benefits of using it well. We underestimate the costs of using it unwisely. We underestimate its influence on our daily activities. And we dramatically underestimate its commercial importance. I hope the book helps caffeine get the respect it deserves.

—Murray Carpenter

Contact Carpenter at 207-299-0131, murrcarpenter@gmail.com, murraycarpenter.com, Twitter @Murray_journo. Agent is Lynn Johnston, lynnjohnstonlit@gmail.com,

and publicist is Courtney Nobile, 212-366-2230, Courtney.Nobile@us.penguingroup.com

■ ■ ■

The Soil Will Save Us: How Scientists, Farmers, and Foodies Are Healing the Soil to Save the Planet, by Kristin Ohlson (NASW), Rodale

I had written an article about a Cleveland chef for *Gourmet* magazine, and stayed in touch with him over the years. He was a locavore pioneer, very active among farmers and ranchers, and a great source of article ideas for me.

One day he told me that many farmers were now paying attention to healthy soil, and monitoring the growing amount of carbon there, and even making the connection between increased soil carbon and decreased atmospheric carbon. I was interested.

I wrote an article for *Discover* magazine about the scientists involved in building soil carbon through more careful land use, then wrote a book proposal with the help of Jennifer Lawler, who does a class on this through the Freelance Success website. I already had an agent, and she was great about helping me whip the proposal into better shape.

Three publishers were interested. Rodale made the winning offer. I had a pretty tight schedule for turning the book around. Much of the research was done through phone interviews, but there was some travel to interview and observe in Vermont, North Dakota, Zimbabwe, and Australia.

When it came time to actually write the book, the material veered away from the outline in the proposal more than slightly. I think that has to happen because some things turn out to be not as interesting as you think early on, and you discover so many new things as you work. I had to work quickly, and am grateful that Rodale has a vigorous team of fact checkers.

—Kristin Ohlson

Contact Ohlson at 216-926-9665, kristin.ohlson@gmail.com, kristinohlson.com. Her agent is Kirsten Neuhaus, 212-601-9322, kneuhaus@foundrymedia.com, and her

publicist is Susan Turner at susan.turner@rodale.com, phone 212-573-0272.

■ ■ ■

Permanent Makeup, by Terra Ziporyn (NASW), Palta Books

Even though I've spent most of my professional life as a medical writer and historian, my true love has always been writing fiction.

Over the years, too, I have discovered that science and medical ideas creep into the fiction I write. This is certainly true of my fourth novel *Permanent Makeup*, which picks up on themes about women's health, both mental and physical.

Based in Annapolis, Md., it's a story told jointly by Maxine, an aging skin-care specialist, and her grown daughter, a social worker who works in a women's shelter. Maxine, a proud member of the Society of Permanent Cosmetic Professionals, left South Africa in the 1990s, and is, as she puts it, "one opinionated broad." Dodie has plenty of opinions too—mostly polar opposites to those of her mother.

When Maxine discovers that Dodie has hidden Shelley, a victim of domestic violence, in her Annapolis salon, the two find themselves using their respective skills to shelter Shelley and disguise her, to protect her from her abusive politician boyfriend.

As Maxine and Dodie work to help Shelley, and also reach out to Dodie's runaway teenage daughter, Dodie tells Maxine the reason she fled to the United States from Capetown as a teenager, a truth that changes their understanding of themselves and their relationship.

Permanent Makeup addresses truth, reconciliation, and the bittersweet interdependence of generations, particularly of mothers and daughters, by asking who we are, what we can make of ourselves, and whether we can escape our origins.

—Terra Ziporyn

Contact Ziporyn at 410-975-9759, ziporyn@aya.yale.edu. Her website is terraziporyn.com.

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Citizen Canine: Our Evolving Relationship with Cats and Dogs, by David Grimm (NASW), PublicAffairs

Cats and dogs were once wild animals. Today, they are family members and surrogate children. A century ago, pets didn't warrant the meager legal status of "property." Now, they have more rights and protections than any other animal in the United States. Some say they're even on the verge of becoming legal persons.

For *Citizen Canine: Our Evolving Relationship*

with *Cats and Dogs*, I traveled across the United States to trace the social evolution of pets from wild animals to quasi-citizens.

I began thinking about writing this book when my wife and I rushed our 5-month-old kitten, Jasper, to the pet emergency clinic. He was suffering from massive kidney failure, and we would eventually spend more than \$3,000 to save him. The fact that we were able, and willing, to shell out so much on an animal we barely knew—and the fact that most people didn't think we were crazy for doing it—got me thinking about our society's relationship with cats and dogs. I also began wondering about the end point of this relationship: What are the good, bad, and bizarre consequences of turning pets into people?

I spent a few months researching the topic, and submitted my proposal to an agent who had worked on another pet book. With guidance from my agent, I spent another six months writing and rewriting my proposal. When we started shopping the book around, we found most publishers wanted a *Marley and Me*-type pet book. Fortunately, PublicAffairs was interested in a more serious pet book, and we struck a deal. I spent about two-and-a-half years researching and writing the book.

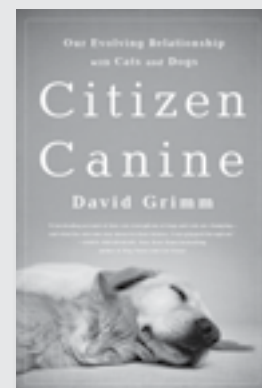
The one thing I wish I had known before I started is the importance of the sample chapter in the book proposal. I didn't spend as much time on it as I should have, and I think that hurt my chances with some publishers.

—David Grimm

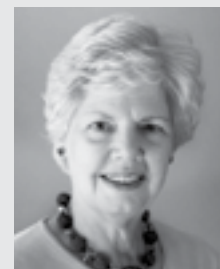
Reach Grimm at 410-728-4246, dgrimm@aaaas.org, davidhgrimm.com. His publicist is Emily Lavelle, 212-340-8179, emily.lavelle@publicaffairsbooks.com. His agent is Jim Hornfischer, 512-771-5510, jh@hornfischerlit.com.

■ ■ ■

See page 13 for NASW members who are finalists in the L.A. Times Book Prize competition.



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



Lynne Lamberg
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**NASW President
Ron Winslow**
Wall Street Journal
RONWINSLOW@NASW.ORG

President's Letter

SPEND FIVE MINUTES WITH A SCIENCE WRITER

THESE DAYS AND YOU MIGHT END UP DISCUSSING THE FUTURE OF SCIENCE JOURNALISM. FOR INSTANCE, IS THERE ONE?

For the anxiety-prone, the disclosure of a recent practice at the *Washington Post* raised concern. As part of its weekly science news report, the paper was publishing study stories that weren't *Post* stories at all. They were excerpts from press releases.

No reporter had done independent reporting to challenge or interpret the information in the press releases, according to Paul Raeburn, who revealed the *Post*'s practice recently on the Knight Science Journalism Tracker.

The paper had advised readers that the stories were prepared "by researchers and their institutions," and identified the institution that produced the release. But to run press releases verbatim in the news pages is startling to say the least, especially at a paper of the *Washington Post*'s stature.

Noting that the *Post* website groups the Health & Science Section under national news, Paul wondered: "Would the *Post*, with its history as an aggressive government watchdog, turn over its pages to press releases from the government?"

Four days after Paul's Tracker post ran, the paper sent him a note saying he had "raised good questions" and it was stopping the practice. You can get more details at bit.ly/1d45ByZ. Nice work, Paul.

As a counterweight to this episode, consider: I'm writing this a day after astrophysicists announced the discovery of 14-billion-years-old signals emanating the birth of the universe that bolster the big bang theory of its creation. A steady stream of recent news on genomics and immunotherapy chronicles promising progress against cancer. Measles outbreaks in New York and elsewhere illustrate the consequences of the anti-science, anti-vaccination movement. A bitterly cold winter in much of the U.S. amid one of the warmest Earth Januaries on record prompts inevitable questions about climate change.

In short, so many science stories, so little time.

All of this provided timely context for a symposium I attended in February in Chicago on the future of science journalism. It was sponsored by the Kavli Foundation and organized by the World Federation of Science Journalists.

NASW was well represented. Past presidents Lee Hotz and

Mariette DiChristina and board member Rosie Mestel along with Ivan Oransky and Phil Hiltz were on the organizing committee.

Other accomplished science writers among organizers and attendees hailed from Europe, Africa, the Middle East, Asia and Latin America in addition to the United States and Canada, reflecting global challenges and opportunities for science journalism. Damien Chalaud, the new executive director of the world federation, his predecessor, Jean-Marc Fleury, and the Kavli Foundation's Jim Cohen played key roles.

One task of the conference was to develop a definition of science journalism. What differentiates science journalists from other journalists and from other science communicators such as PIOs and scientist-writers? What are our core values and competencies?

One upshot of the discussion was to affirm the independence of science journalists in the role of reporting and verifying news of science and seeking disinterested sources to help explain and interpret scientific developments.

While our commitment to our beats reflects a fundamental belief in science and its value to society and culture, our loyalty to readers, listeners, and viewers means we interrogate and investigate and not cheerlead for or promote the topics we write about.

Another breakout theme featured presentations from the Pulitzer Prize winning InsideClimate News, Matter, and Retraction Watch on new science journalism models that have not only carved out new terrain, but have accomplished that with impact. They offer optimism for new entrepreneurial ideas for publication and distribution of science journalism. Exactly how economically sustainable such initiatives are, though, and how broad a community of readers and viewers they serve remains uncertain and part of the challenge facing the entire field.

Conversations around these and other issues that began at the symposium are ongoing, with the aim of developing a document to serve as the basis for wider discussion and perhaps a blueprint for securing a sustainable future for science journalists.

It was a privilege to be part of the discussions. What NASW seeks to accomplish through workshops, website, idea grants, and other programs is in synch with this broader global initiative.

The experience prompted me to re-read NASW's mission statement in the opening lines of our constitution: To "foster the dissemination of accurate information regarding science and technology through all media normally devoted to informing the public," to "foster the interpretation of science and its meaning to society in keeping with highest standards of journalism," and to "foster and promote the professional interests of science writers."

NASW is a large tent. Members are journalists, PIOs, educators, scientists, and students. Depending on our lot, some of our first loyalties may differ. But those lines, the essence of which were written 80 years ago, describe a common purpose and serve as true guideposts as we define our future amid the explosion of advances in science and the global changes buffeting our profession. ■



Cybrarian
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Cyberbeat

WHEN WAS THE LAST TIME
YOU BOUGHT AN "AUTEL MAXISCAN MS300
CAN DIAGNOSTIC SCAN TOOL FOR OBDII
VEHICLES?" OR AN "OXO GOOD GRIPS TUB
STOPPER?"

Those are just two of the items that somebody (we don't know who) purchased last year from Amazon.com via the NASW ScienceWriters bookstore, which gives a commission on each sale to help fund NASW programs. (For the record, NASW got \$1.01 for the scan tool and 58 cents for the stopper.)

Amazon's business practices and their effects on independent booksellers and authors are, of course, a topic of much debate in publishing circles. There are plenty of NASW members who won't buy from Amazon on principle.

But if you are going to buy from Amazon anyway, here's how to make sure NASW gets a share of the profits.

Just go to nasw.org/amazon and you'll be magically transferred to the doorstep of Earth's Biggest Store with a special NASW code embedded in your browser. Anything you buy (with a few exceptions) during your subsequent browsing session will earn some vigorish for Earth's Biggest Science Writers Organization.

You can also make money for NASW by browsing the ScienceWriters bookstore at nasw.org/publications/bookstore or using the search box in the right sidebar on that page. Either way, the key step is to stop by nasw.org before heading to Amazon.

NASW-FREELANCE

Is it OK for a federal grants manager to start a side business writing grant applications?

NASW-Freelance subscriber Mike Wofsey of Golden, Colo., posed that question in late February.

"My day job is managing about \$100 million worth of grants for a federal agency. I set up the funding opportunities,

Dispatches

FROM THE Director



Tinsley Davis
Executive Director
DIRECTOR@NASW.ORG

Blooming Benefits

Recently, cybrarian/web guru Russ Clemings and I have been working to retool navigation on NASW's homepage in order to make it easier to locate and utilize a growing number of member-only online databases. Many of these new online resources were conceived and are curated by members. Here's a small sampling and ways in which you can contribute to keep them vibrant.

Peruse Contract Terms

The Fine Print is the most recent addition to NASW's online offerings. The initiative came out of the freelance committee with members T. DeLene Beeland and Jennie Dusheck leading the charge in its creation. This database offers members a means to share and learn from each other's writing contracts. Together DeLene and Jennie, with help from Jill Adams, Ricki Lewis, and Jennifer Wettlaufer, combed through submitted contracts, working hand-in-hand with legal counsel and Russ to develop a searchable database and glossary of common terms. Beth Geiger contributed the winning name. More contracts mean a more powerful database, so visit nasw.org/contracts_db and share one of yours.

Find Funding

A few years ago, as part of her guest web editor stint, Madeline Bodin proposed building a database of searchable funding sources. Thanks to her creativity and hard work, members can instantly access over 200 fellowships and programs for journalists at nasw.org/funding_sources. Russ built the database with prompts to fellowship administrators for annual updates, keeping things fresh. If you know of a fellowship or are part of an organization that offers one, drop a note to cybrarian@nasw.org to add it to the mix.

Have a resource idea?
Email Tinsley or the
relevant committee chair.
(See NASW Contacts, page 24)

Get the Skinny

Words' Worth, focuses on members' experiences with clients: scope of assignment, negotiated fees, and how the writer-client interaction went. Volunteer Charlotte Huff curates the database. A long history of entries makes for a powerful tool. Return the favor and pay it forward by outlining your experiences at nasw.org/words-worth. ■

help organize reviews, negotiate with the recipients, monitor their compliance ... I've compiled a lot of mental notes on the process of winning and losing. Therefore, my big idea is to write up a little one-page letter, send it out to physics and engineering departments, pitch the idea that I have a pretty solid idea of how to navigate the grant-application and negotiation process (avoiding the obvious conflict of interest with my day job) and charge a fair rate."

Several list members advised caution.

"The first thing I'd do is check with your federal agency, and err on the side of getting explicit and detailed clearance high up the food chain," wrote Washington, D.C., freelancer Bob Roehr. "Regardless of how tight money is now, it would be even tighter if your proposal writing got you fired. So first make sure you don't threaten that stream of income."

"I am a professional grant writer and I agree with Bob," wrote Philadelphia medical writer Caroline Leopold. "Your proposed work is almost definitely a conflict of interest and would get you fired by your federal agency."

Others questioned whether Wofsey's proposed sideline would be as lucrative as he seemed to think.

"I have been doing exactly what you describe for over 10 years," wrote New Albany, Ohio, biomedical writer/editor Rashmi Nemade. "It's not so straightforward—working with academicians in the way you describe is a good starting place, but money is always tight for paying a grant writer and there are other markets for what you do and your incredible experience."

"Mike, another problem is that grant funding usually contains nothing that allows the grantee to hire writers or editors, and the hiring of 'consultants' is often carefully monitored by the institution for which the grantee works," wrote San Diego-based writer and editor Merry Maisel. "Check all the grants you've ever given out and check your own reaction to seeing a line item proposed for such a frivolity—wouldn't you imagine it to be some sort of fiddle through which the grantee's second cousin would be draining money?"

For more, search the NASW-Freelance archives for the thread "Grant writing for fun and profit."

NASW-BOOKS

It's not uncommon for authors to recycle parts of their books for magazine articles or other publications, but how do publishers feel about that? Alexander Hellemans, a Belgian writer, asked for advice in early February.

"I submitted a one-page book idea to a literary agent, and he asked me to prepare a complete proposal. Part of the proposal would be a sample chapter. As some of the planned chapters could also, with some modifications, serve as magazine articles, would it be a good idea to publish such an article ahead of the publication of the book? Would it promote sales, as some argue? Are publishers happy with such articles?"

It depends on the timing, replied Lexington, Mass., author Deborah Halber: "In my experience, if you've already placed a piece related to your book topic that generated a lot of attention, that's a good thing. But once you start drafting the book itself, a publisher would not be happy about some of the material appearing before the book. For one thing, they would own the copyright. And they would want to be able to place excerpts themselves right around pub date."

Auburndale, Mass., freelancer Jeff Hecht provided some

details from his experience with "fairly specialized books on laser or fiber-optic technology or history."

"For many of my books, I have retained 'first serial rights,' which basically means the right to publish excerpts in magazines. In some cases, the book publisher has imposed limits, such as no more than 10 or 20 percent of the book may appear in any magazine. Done properly, this can be a win-win, where I get paid for the excerpt and also promote the book, making the publisher happy."

And Vermont author Mark Pendergrast addressed books on general-market topics.

"I think it's a good idea to get an article published on your subject, at least if it is in a prestigious national outlet. That should help you get a contract for the subsequent book. It is unlikely that this 'chapter' would end up exactly the same in the book anyway. There are also plenty of examples of articles in *The New Yorker* that subsequently were expanded to become books. I doubt anyone complained about identical whole paragraphs or even articles."

For more, search the NASW-Books archives for the thread "Publishing material from a book before publication." ■



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Regional Groups

BOSTON

The day's stem cell story tallied more views than celebrity gossip on Boston.com. #meeteditors

The Tuesday Science Times is many people's favorite section of the New York Times. #meeteditors

Popular Science pays \$2 a word and uses lots of freelance writers. #meeteditors

These were some of the tweeted tidings tagged from the January meet-the-editors gathering of New England Science Writers, one of the most popular events in recent years for Boston-area science, medical, and health journalists. Encouraging news about a hungry market for science journalism greeted more than 100 writers and editors, who braved the cold to hear from, and talk with editors from the *Boston Globe* (Gideon Gil), *Christian Science Monitor* (Scott Armstrong), *New Scientist* (Michael Reilly), *New York Times* (David Corcoran), NOVA Next (Tim De Chant), *Popular Science* (Susannah Locke), and *Scientific American* (Mark Fiscetti). Carey Goldberg of WBUR's CommonHealth moderated the energetic panel discussion ranging from query letters to freelance rates and contract terms. Several freelances were surprised to learn that editors received relatively few freelance queries, but were overwhelmed by press releases and public relations pitches.

Editors also encouraged follow-up emails from free-lances awaiting a response to an article idea. Pitches that worked (and why) were shared together with examples of what not to pitch. A lengthy reception followed, giving writers, panelists, and other editors in the audience an opportunity to schmooze and build professional relationships. The event was hosted by Northeastern University and organized by Angela Herring, Noelle Swan, Deborah Halber, and Carol Cruzan Morton.



SWINY board member and master of ceremonies Alan Brown showing off a "squeeze me tight" T-shirt at the February meeting. This door prize inspired by "scientist of the month" sex researcher Havelock Ellis.

CHICAGO

More than 500 science writers attend the Chicago Science Writers reception on Feb. 15, held in conjunction with the AAAS annual meeting. From the 80th floor of the Aon Center, the views were spectacular of downtown skyscrapers and the lights of Chicago. Generous support of sponsors made possible drink tickets and a wonderful buffet including carved ham and turkey and a pasta bar. The DJ provided excellent music. Many guests stayed the entire evening and then some; after the music stopped more than 100 writers lingered another half hour enjoying each others' company. Chicago science writers thanks the following sponsors: (Gold) American Chemical Society, Johnson & Johnson, Northwestern University, Novartis, University of Chicago; (Silver) Argonne National Laboratory, Chicago Council on Science and Technology; (Others) AAAS/Science, Chicago Science Writers, Fermilab, Illinois Science & Technology Coalition, The JAMA Network, National Association of Science Writers, Newswise.

NEW YORK

SWINY members gathered in February at Pete's Tavern, the oldest continuously operating bar and restaurant in NYC. That month's featured scientist was Havelock Ellis, M.D., born Feb. 2, 1859. This innovative Brit pioneered the modern approach to studying human sexuality; quite the antithesis of the Victorian era in which he lived. "Sex lies at the root of life, and we can never learn to reverence life until we know how to understand sex," according to Dr. Ellis. The theme made for some fun favors and door prizes! For example, everyone received a lovely container of Before-and-After-Sex Mints. Prizes included: Eat Me granola bars, Pink Freud pill box, *Besos y Abrazos* mug and t-shirt, Shut Up and Kiss Me mug, Squeeze Me t-shirt...and more.

NORTHERN CALIFORNIA

In December, the NCSWA holiday dinner featured science journalist Alex Witze, whose new book, *Island on Fire*, is the story of the toxic 18th century eruption of the Icelandic volcano Laki that darkened Europe and killed thousands of people. The book sets forth both the disaster and the geology that fed it. A contingent in town for the annual AGU meeting joined local area science writers in the discussion. The dinner, at campy Buca di Beppo, included an annual science-trivia quiz with largely

useless but suitably science-y prizes.

NORTHWEST

In December, Northwest Science Writers (NWSA) met for a discussion by Eric Swenson, communications and outreach director for the Global Ocean Health Program, on the topic of ocean acidification. Attendees found the talk sobering, educational, and helpful. NWSA began 2014 with a schmooz-and-

mingle party in which nearly 100 members and friends proved that science writers know how to have a good time. In addition to celebrating the group's accomplishments the previous year, a science joke or two was shared. Q: "What did the fly say when it entered the bar?" A: "Is that stool taken?" Good times were had by all. February took a more serious turn with a panel on science writing for children. Moderated by David George Gordon, the panel included Eric Chudler, Emily Krieger, and Beth Geiger, who provided many helpful insights into the pluses and minuses of communicating science to younger audiences. In addition to the challenges of finding the appropriate voice for this type of writing, members also learned from the panel the necessity of making their portrayal of science accurate *and* engaging. ■



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Our Gang

2014 is the International Year of Crystallography, and **Cele Abad-Zapatero**, adjunct professor of pharmaceutical biotechnology at the University of Illinois at Chicago, has started a new blog on the topic. The United Nations declared the year-long observance to commemorate "not only the centennial of X-ray diffraction, which allowed the detailed study of crystalline material, but also the 400th anniversary of Kepler's observation of the symmetrical form of ice crystals, which began the wider study of the role of symmetry in matter." To contribute to Abad-Zapatero's blog at crystaledges.com, email him at xtalp1@aol.com and tell him what crystallography means to you.

Ivan Amato has been "happily cavorting with the more theoretical and mathematical minded among scientists" as a journalist-in-residence at the Kavli Institute for Theoretical Physics, at the University of California, Santa Barbara. In early April, he expects to run what could be the institute's first

science cafe in downtown Santa Barbara. Cavort with Amato at ivanamato61@gmail.com.

Three members were lauded by the American Society of Journalists and Authors (ASJA) annual writing awards. **Laura Beil** won the Reporting on a Significant Topic category for “Who Killed Chris Kyle?” an excerpt from the *Men’s Health* e-book *The Enemy Within*, which tells the story of an Iraq war veteran and PTSD patient charged with killing two soldiers in 2013. **Robin Marantz Henig** received an honorable mention in the same category for “A Life or Death Situation,” a story of a bioethicist who fought for people’s right to assisted suicide—and struggled with her work after her husband was badly injured in an accident. That story appeared in the *New York Times Magazine*. And **Rachael Moeller Gorman** won the Service category for her piece, “What are Food Labels You Can Trust?” which ran on EatingWell.com. All three were invited to attend the ASJA Awards Gala in April at the Roosevelt Hotel, in New York. Toast them at laura@laurabeil.com, robinhenig@nasw.org, and rachael.gorman@gmail.com.

Jacob Berkowitz is spending 2014 as the first writer-in-residence at the University of Ottawa’s Institute of Science, Society and Policy, where he says he’s “learned the phrase ‘policy-based evidence making,’ in contrast to the much longed for ‘evidence-based decision making.’” He’s also completed the working draft of his play *Entangled*, an exploration of the 25-year complex and fascinating friendship between psychologist Carl Jung and quantum physicist Wolfgang Pauli. “I’m now looking for workshop opportunities and a venue to premiere the piece. All offers/suggestions much appreciated,” he says. Volunteer your local theater at jb@jacobberkowitz.com.

SciLogs.com Community Blog Manager **Paige Brown** and Louisiana State University (LSU) graduate student Zeynep Altinay have received a grant from LSU’s Coastal Sustainability Studio to start the first-ever Coastal Environmental Science Communication course in the university’s Manship School of Mass Communication. Write Brown at pbrow11@tigers.lsu.edu to see if you can audit the class.

Two members have updates from the *High Country News*, which reports on “the West’s natural resources, public lands, and changing communities.” **Cally Carswell** is leaving her position as an in-house editor at the headquarters of the bi-weekly newspaper in western Colorado to become a contributing editor based out of Santa Fe, N. Mex. There, Carswell will freelance for other publications and public radio stations, too. And in January, **Sarah Jane Keller** became a correspondent for the paper. She will freelance from lovely Bozeman, Mont. Drop them each a line at callyc@hcn.org and sjanekeller@gmail.com.

Freelancer **Julie Corliss** started a regular gig as executive editor of the *Harvard Heart Letter*. She’s enjoying working with her associate editor, **Stephanie Slon**, who shares the brainstorming and writing duties—and is joining NASW. Congratulate Corliss at julie.corliss@gmail.com and welcome Slon at slon@easystreet.net.

Wilson da Silva, former editor in chief of *Cosmos Magazine* and current freelancer, won a 2014 Kavli Prize Scholarship, which will enable him to attend the awarding of the Kavli Prizes in September in Oslo, Norway. There, he will meet and interact with prize winners in astrophysics, nanoscience, and neuroscience. The World Federation of Science Journalists oversees the

scholarships, which are funded by the Norwegian Academy of Science and Letters. Congratulate da Silva at wdas@nasw.org.

In January, **Stuart Mason Dambrot** started a new job as contributing author for the American Chemical Society’s *ChemMatters* magazine, where he pens articles for high school educational curricula. And since last June, he’s been a contributing author for *H+*, a magazine from Humanity+, a nonprofit that promotes the ethical use of technology to extend human capabilities. Write to him at stuart@dambrot.com.

In April 2013, **Lisa Drew** started a job as a writer/editor with the Alaska Satellite Facility, part of the Geophysical Institute at the University of Alaska Fairbanks. This is her second stint living in the Land of the Midnight Sun. Drew emailed to say that she’s happy to help journalists with any questions about Alaska, adding, “I am attaching a photo of someone walking a reindeer, just because I can.” Write to her at lldrew@alaska.edu just because you can.

The Bulletin of the Atomic Scientists has a new associate editor: freelancer and book author **Dan Drollette**, who adds that he “finally got together my LinkedIn page, which has all the details.” Link in at [linkedin.com/in/dandrollette/](https://www.linkedin.com/in/dandrollette/) or dandrollette@hotmail.com.

Andrew Fraknoi of Foothill College, Los Altos Hills, Calif., was elected vice president of the new Lick Observatory Council, a nonprofit organization established to support and save the observatory from the University of California budget cutters’ axe. Watch a video of his interview with the “father of the scientific search for extra-terrestrial intelligence,” Frank Drake, at bit.ly/1i5yPxx, and write to him at fraknoiandrew@fhda.edu.

After 18 years as a freelance science writer for various environmental organizations (Union of Concerned Scientists, NOAA’s National Climatic Data Center, Earth Institute at Columbia, etc.), **Jennifer Freeman** has taken a staff writing job at the Environmental Defense Fund (EDF). “The areas I cover include EDF’s Smart Power program, which aims to lower the carbon footprint of the U.S. power sector, and its corporate partnerships program, whose many projects show the businesses value of sustainability,” she writes. “Let me know if you need story ideas!” Send requests to jfreeman@edf.org.

Lynne Friedmann has accepted a one-year, part-time position as senior writer at the San Diego Supercomputer Center. She’ll be plugged into computers capable of performing trillions of calculations per second. This means that when you congratulate her, the email just might arrive before you send it. Write to her at lfriedmann@nasw.org to find out what you already said.

April Gocha loves her new job as associate editor at The American Ceramic Society. Since February, she’s been writing and editing stories on materials science and technology for the society’s online blog, Ceramic Tech Today, and for the monthly print magazine, *The Bulletin*. She also continues to freelance for the company Fresh Eyes Editing, which helps researchers boost the quality and clarity of manuscripts, grant applications, and presentations. Drop her a line at april.sandy.gocha@gmail.com.

Following her success with the National Geographic Society book *Tigers Forever*, **Sharon Guynup** is now writing regularly for the Society’s blog Cat Watch. She and co-author Steve Winter also co-produced two related videos, which they shot in India in December 2013. Read one of Guynup’s blog entries here: bit.ly/1fulFJw, and check out her Wild Tigers Forever videos on YouTube. Send rave reviews to sharonguynup@me.com.

Freelancer **Sandra Katzman** reports that she has an academic paper in press with Kansai University's journal *English Language Education and Research*. She tested whether light-up graphics would help students of English comprehend a radio story. The results contradicted her expectations: The graphics were a distraction to all but the most English-fluent students. Her conclusion: "No experiment is a failure." She also confirms that her blog Go Yonder launched in March. Write to Katzman at s.katzman@stanfordalumni.org and navigate to goyonder504.wordpress.com for her first-person true story of health care in Japan.

Three members won accolades in the 2013 Association of Health Care Journalists Awards, which recognize the best health reporting in 12 categories, including public health, business and health policy. Laura Helmuth won third place in the public health category (large) for her piece, "Two Lives: Why Are You Not Dead Yet?" which appeared in *Slate*. Two *Nature Medicine* stories dominated the trade category, with **Roxanne Khamisi** taking first place for "Rethinking the Formula," and **Jeanne Erdmann** capturing second place with "Telltale Hearts." The awards were presented in March at the association's annual conference, Health Journalism 2014, in Denver. Write to the winners at helmuth@nasw.org, r.khamisi@us.nature.com, and erdmannj@nasw.org.

Kathiann M. Kowalski has joined the team of contributors for PLOS's new climate change blog, 2050. Find out more at kowalskikm@yahoo.com.

Charlotte Libov, who was writing freelance for Newsmax, is now a fulltime employee there, where she writes for several of the company's health products, including newsletters, magazine articles, and the Newsmax Health website. She is also working on a book entitled *The Cancer Survival Guide*, which Humanix Books is scheduled to publish this spring. Write to her at char@libov.com.

After writing five books for educational publisher Chelsea House and tutoring high school and college students in physics and chemistry, freelancer **Phillip Manning** has decided that many students would benefit from early exposure to the "nuts and bolts" of science: SI units, significant figures, scientific notation, unit conversion methods, and dimensional analysis. His newly self-published *Head Start in Science* booklet series aims to provide that exposure. Find out how to get your own copies at pvmanning@mindspring.com.

Linda Marsa was selected to attend the 2014 North Carolina Institute for Journalism & Natural Resources, in March. The all-expenses-paid learning expedition covered issues in natural resources, economics, and human health from the research triangle of Raleigh, Durham and Chapel Hill to North Carolina's Outer Banks. Hear more about her experience at lmarsa@sbcglobal.net.

Yoshiko Miwa is having a busy year! In 2013, she published three books and partnered with the National Institute of Informatics for a fourth, due out in September 2014; she received a fellowship from the Japan branch of the World Federation for Mental Health to attend the 2013 World Mental Health Congress in Buenos Aires; and she's beginning her doctoral project at Ritsumeikan University, where she'll conduct "a historical study of public assistance in the method of mathematical psychology." Also, she'll soon start a job as correspondent for Yahoo! News Japan. "I'm so busy, but I am so happy," she says. Congratulate

Miwa on her many accomplishments at waruiko.miwa@gmail.com.

John Moir won First Place for Literature in the 2014 Eco Arts Awards. He received the \$1,000 prize for his article, "Nature's Blinded Visionaries: John Muir, E. O. Wilson, and the Sixth Extinction," which appeared in the new quarterly magazine *Catamaran Literary Reader*. Moir is an environmental writer based in Santa Cruz, Calif. Write to him through his website jmoir.com.

Author **Virginia Morell**'s book *Animal Wise: How We Know Animals Think and Feel* has been named a Kirkus Reviews' "Best Book of 2013," an American Library Association "Notable Book for 2014" and a L.A. Times Book Prize finalist. (More on the latter, on page 13). Share your wisdom with Morell at vmorell49@gmail.com.

Freelancer **Brittany Moya del Pino** won a Jack Meyers Scholarship from the Highlights Foundation to attend Writing About Science Retreat 2014. The foundation offers the annual week-long workshop, which teaches techniques of powerful science writing for children, from its headquarters in Honesdale, Penn. Congratulate Moya del Pino at bmoyadelpino@gmail.com.

Rachel Nuwer is now a columnist at *BBC Future*. Called "Last Place on Earth," the column offers "a grand tour of our planet's last outposts... the last remaining places, people, technologies, and resources of their kind." Send suggestions for "last places" to rachelnuwer@gmail.com.

Crystal Phend is now Pulmonology Bureau Chief at *MedPage Today*. Phend specialized in writing about medicine as a freelancer before she joined *MedPage Today* in 2006. Her byline has appeared in publications including *The Medical Post*, *Oncology Times*, *Doctor's Guide*, and the journal *IDrugs*. She holds a dual bachelor's degree in physical science and journalism from Cal Poly, San Luis Obispo, and is based in San Francisco. Send greetings to c.phend@gmail.com.

Patricia Quigley and her Rowan University communications team won a bronze CUPPIE from CUPRAP, the Association of Communicators in Education, for the university's "Brace for Impact" PR campaign. She'll receive the CUPPIE at the 2014 CUPRAP Professional Conference in Hershey, Penn. The same PR campaign previously won a Ladle at the Philadelphia PRSA Pepperpot Awards in fall of 2013. Send a matching serving platter to quigley@rowan.edu.

University of Washington science writer **Elizabeth Sharpe** received three awards in the Council for Advancement and Support of Education District 8 competition: Bronze Awards for two articles, "The Fish We Eat" and "A Living Building," published in the UW Department of Environmental & Occupational Health Sciences newsletter; and a Gold Award for the department's 2014 calendar, which she edited. Meanwhile, the department's 2009-2011 Biennial Report received "Best in Show" from the Puget Sound Chapter of the Society for Technical Communication. Congratulate her at ebsharpe@hotmail.com.

Ed Sylvester is director of the new Walter Cronkite Program in Science and Medical Journalism at Arizona State University and now professor emeritus in the Cronkite School of Journalism and Mass Communication. He also edits and co-authors the blog *Breeding Bio Security*, with Dr. Lynn Klotz. They have published articles on the subject in *Bulletin of the Atomic Scientists* and *The Scientist*, and co-wrote the book *Breeding Bio Insecurity: How U.S. Biodefense Is Exporting Fear, Globalizing Risk, and Making Us All Less Secure*, published by The University of Chicago Press. Send secure

emails to ed.sylvester@asu.edu.

Ret Talbot has been traveling to speak about his book *Banggai Cardinalfish*, in which he delves into the natural history, biology, and conservation status of an endangered coral reef fish from Indonesia. Following a move from southern California to Maine, he's expanded his beat to include New England fisheries. He'll continue to cover Hawaii fisheries, including the current debates surrounding the state's data-based adaptive fishery management. Lastly, he and his wife, scientific illustrator Karen Talbot, are launching a new book project focused on almost 400 years of ecological changes that have happened in an important mid-coast Maine watershed. Write to him at rettalbot@hotmail.com.

Environmental nonprofit Mongabay.org has awarded freelancer **Amy West** a reporting prize under its Special Reporting Initiative (SRI) program. West will produce a series of stories on locally managed coral reef fisheries in Fiji, with a project titled *Beneath the ripples of local fisheries management: Is this marine protection plan working for Fiji?*. Specifically, she will explore how OUR GANG continued on page 25

In Memoriam

Elise LeQuire

Author, editor, science writer, poet

Elise LeQuire, 65, died Dec. 9, 2013, in Maryville, Tenn. She had been an NASW member since 1997.

LeQuire was an author, editor, science writer, poet, and life-long lover of animals. A native of Blount County, Tenn., LeQuire was raised in the foothills of the Smoky Mountains, where her father introduced her to nature observation through wildflower walks in the mountains and bird watching in the back yard.

She attended high school in Knoxville and went on to earn degrees from Emory University (B.A., French and humanities), Vanderbilt University (Ph.D., French), and the University of Tennessee (M.S., journalism).

LeQuire taught French language and literature at the college level, went riding to hounds in Virginia and Tennessee, and for a time lived and worked in Paris and southern France.

In the 1990s, she began a career as
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Denny Densford



Jeanette Kazmierczak



Joshua Sokol



Annie Tague

Taylor-Blakeslee Fellowships Announced

Four writers who have helped readers discover science in topics from basketball to curly fries have been chosen by the Council for the Advancement of Science Writing to receive Taylor/Blakeslee University Fellowships supporting graduate study in science writing. Each will receive a \$5,000 award for the 2014-15 academic year. Chosen from among 32 applicants were:

Denny Densford of Lexington, Ky. Densford studied journalism and psychology at the University of Kentucky, where it can be hard for any news to compete with basketball. "Fink" Densford's writing in the student newspaper adroitly leveraged sports analogies to pull readers into science stories. He'll pursue a master's degree in science communication at Boston University.

Jeanette Kazmierczak of Newnan, Ga. While earning her bachelor's in journalism at the University of Georgia, Kazmierczak has been inspired by internships with WGBH/NOVA and the U.S. Centers for Disease Control and Prevention. Her weekly column for the student paper, "She Blinded Me with Science," answers such reader questions as "Can your face really get stuck like that?" She will attend the master's program in specialized journalism at the University of Southern California's Annenberg School.

Joshua Sokol of Baltimore, Md. After graduating from Swarthmore with degrees in astronomy and English literature, Sokol joined the Space Telescope Science Institute as a research and instrument analyst. He conquered a fear of writing when STScI

gave him the opportunity to write captions explaining the science behind Hubble Telescope images. Accepted by four programs, he had not finalized his choice of institution at press time.

Annie Tague of Pilot Point, Tx. Tague has done extensive fieldwork in environmental conservation, agriculture, and public health while following her intellectual curiosity across the sciences. A Haverford English literature graduate, she will join the MIT graduate science writing program. She hopes through science writing to "infuse daily conversation with discovery."

CASW's fellowship award process was accelerated this year so that recipients could be notified ahead of the decision date for graduate admissions. Henceforth, applications are due in March. The fellowships honor the late Rennie Taylor and Alton Blakeslee, science writer and science editor respectively for the Associated Press. Fellows program underwritten by a grant from Chicago-based Brinson Foundation. More information available at casw.org/casw/graduate-school-fellowships. ■
(source: CASW)

NASW Code of Ethics Ad Hoc Committee Established

Board member A'ndrea Messer is leading an ad hoc committee to explore expanding NASW's current Code of Ethics to encompass a broader panel of professional standards to include harassment and other professional issues.

Committee members are **Lynne Friedmann, Erika Jonietz, Nancy McGuire, A'ndrea Messer** (chair), **Larry Miller, Michael Newman, and Kelli Burton Whitlock**. The committee will prepare recommendations by late September that will be considered by the NASW board at its October meeting in Columbus, Ohio. ■



Back row, L to R: Joshua Sheetz, Kaine Korzekwa, Sarah Frazier, Kelsey Kennedy, and Jesse Mixson. Front row, L to R: Kati Moore, Emily Maier, Laurel Hamers, and Jinjin (Jane) Zhang.

2014 AAAS Travel Fellows

Nine talented juniors and seniors from the East Coast to the West Coast, and as far north as Montreal, gathered in Chicago, in February, to report on the 2014 American Association for the Advancement of Science (AAAS) meeting. These travel fellows were selected by the NASW education committee from a competitive set of applicants:

Sarah Frazier, physics, Rice University

Laurel Hamers, biology, Williams College

Kelsey Kennedy, economics, Oregon State University

Yoo Jung Kim, biology, Dartmouth College

Kaine Korzekwa, biology and journalism, University of Texas at Austin

Emily Maier, neuroscience and psychology, University of Pittsburgh

Jesse Mixson, journalism, University of Florida

Kati Moore, biology, University of North Carolina, Chapel Hill

Joshua Sheetz, chemistry, University of North Carolina, Chapel Hill


Jinjin (Jane) Zhang, sustainability science and society, McGill University

The education committee organized an orientation for the travel fellows and assigned them mentors from among NASW's more seasoned members. Each student chose a scientific session at AAAS to cover for publication on the NASW website. For most of the fellows, this represents their first national-level clip.

Fellows also had the opportunity to meet editors from top publications and research institutions during the NASW internship fair, which attracted 65 students in all, and 16 recruiters from outlets such as *Nature*, *New Scientist*, *Science News*, Brookhaven National Laboratory, Okinawa Institute of Science and Technology, and Yale School of Medicine.

The NASW Travel Fellows' dispatches from The Windy City are posted at bit.ly/1h6naeV.

Special thanks to the education committee and co-chairs Czerne Reid and Ashley Yeager for coordinating the fellowship program and to internship fair coordinator Jenny Curtraro for organizing the event. Without these volunteers and others giving generously of their time, these important activities couldn't happen. ■



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(*student)

OUR GANG

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local Fijians interact with conservation organizations to set up marine management plans. The SRI program enables “high-quality, detailed, and potentially investigative reporting” on environmental issues that may be otherwise overlooked by the media. Find out more about Amy’s project at amyewest@gmail.com. ■

IN MEMORIAM

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feature writer for a number of scientific journals as well as editing others. Among her employers was the Argonne National Laboratory. She was the editor and managing editor for *Forum for Applied Research and Public Policy* and the recipient of awards for various journals she edited. She was also an award-winning poet.

At the end of her career she wrote for the federal Joint Fire Science Program, where she brought her great talent and enthusiasm to tackle issues related to forest science. In recent years, she published articles on endangered fish in Tennessee, the habits of the black bear, and air quality in Great Smoky Mountains National Park.

On her small farm in Wildwood, Tenn., she raised rare goats indigenous to Tennessee, known as fainting goats, or myotonics.

She was the author of *Silver Tongue: A Tale of Two Birds*, a fictional account of a year in the life of a pair of song sparrows whose peaceful existence is disturbed during the summer nesting season. The story seamlessly weaves the natural history of the song sparrow into a tale aimed at children, young adults, and grownups curious about affairs of the heart in the natural world.

LeQuire attended many NASW conferences and was a constant contributor to the NASW listservs, offering thought-provoking comments. ■
(source: The Daily Times, Maryville, Tenn.)

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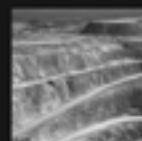
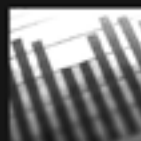
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