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# ScienceWriters™

National Association  
of Science Writers, Inc.

Winter  
2013-14

SCIENCEWRITERS2013  
**RECAP**

XX SESSION  
RAISES VOICES FOR  
**GENDER  
EQUALITY**  
AND RESPECT

WORK-BALANCE  
SURVEY  
**RESULTS**  
AND COPING ADVICE

IRS SIMPLIFIES  
**HOME  
OFFICE**  
DEDUCTION RULES

NEW DATABASE  
GIVES THE  
**LOWDOWN**  
ON CONTRACTS

CASW HOSTS  
INAUGURAL PATRUSKY  
**LECTURE**



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# FROM THE EDITOR

**craft** (kraft) *n.* an activity involving skill

**culture** (kul-chūr) *n.* the attitudes and behavior characteristic of a particular social group

Lately, I have been thinking quite a bit about the intersection of craft and culture when it comes to science writing.

The word pairing landed on my radar while reading tributes to recently retired CASW Executive Director Ben Patrusky. The man of the hour at a surprise event (featured on pages 6-7) at the Gainesville meeting saluting his decades of leadership and service, Ben was described as embodying “science writing as a craft and culture.”

Elsewhere in this issue, the intersection of craft and culture can be found in ScienceWriters2013 workshop recaps on topics ranging from freelance ethics (page 3) to libel law and social media (page 4), the results of a work-life balance survey (page 8), and NASW members helping fellow writers through “The Fine Print” contracts database (page 9). And, take a gander to the NASW treasurer’s report (page 15) for proof positive that you are part of an organization willing to invest in its members.

NASW is also willing to take a hard look at the professional landscape when issues that affect colleagues affect us all (page 1).

Doing so says volumes about science writing as a culture. ■



Lynne Friedmann

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The XX Question workshop session was organized and moderated by Deborah Blum (standing). Seated (l to r) are panelists Emily Willingham, Florence Williams, Kathleen Raven, Christie Aschwanden, and Maryn McKenna.

*Multiple events that came to light in late 2013 revealed that the science-writing community is not immune to professional issues of sexual harassment that affect our entire society. Because the ScienceWriters2013 meeting fell on the heels of many of these revelations, a session titled The XX Question served as a pivotal forum for a broad range of issues related to professional status and recognition for women in the field including sexual harassment. The following is commentary from “LadyBits” blogger Rose Eveleth on issues raised in the session.*

# Women in Science Journalism

## *Seven Ways Forward for Equity and Respect*

BY ROSE EVELETH

The past few months have not been easy for the science journalism world. Revelations of sexual harassment have resulted in a high-profile editor leaving his job and have spurred many conversations about harassment, privilege, and support in the community. So when the National Association of Science Writers decided to turn an already-scheduled session into a plenary session about women in science journalism, the room was packed. The panelists discussed everything from well known professional issues such as the huge gap in how many awards are given to women compared with men, to lesser-discussed topics like the day-to-day harassment that most women experience.

In the weeks following the panel, there has been a lot of good discussion about privilege, power, and race. But there has also been a sense of fatigue. People seem to want to go back to the “good old days” when people didn’t have to face the dark reality of everyday harassment every time they logged on to Twitter or Facebook.

In the interest of not returning to our regularly scheduled program of turning a blind eye to harassment and sexism, I caught up with a few of the panelists to talk about what they’d like to see happen next. Here’s what they told me:

### 1. Readiness to fight the daily battle

We are entering a trickier stage than what our sisters before us had to put up with. Not harder—to be clear, I’m not comparing. But a stage that will require women to stand up and say “Actually, you cannot compliment me that way because even if your inten-

tions are good, it makes me feel uncomfortable.” And it will require men to say, “Okay, I will not do that anymore,” and to follow through with supporting actions. This next battle against sexual harassment is so much finer-grained. Some women who were part of the earlier battles may hear our complaints and think, “You’re getting jobs, you’re able to do things that I could never do, so what’s the big deal about a man saying you look nice.” But speaking up is part of getting to the end of all this. We’ve conquered a lot of the blatant sexual harassment, but if we don’t conquer the subtler versions, it can become a problem. That is going to require daily bravery rather than occasional court cases.—*Kathleen Raven*

### 2. Teaching our boys

As a parent, I feel like it’s my responsibility to raise my children to be responsible about these issues. We have to learn how to raise our sons to be better men and teach our daughters how to be assertive and confident and avoid the barrage of media cues that they get about their looks being the most important thing about them. Yes, it’s something we confront as professionals, but it also gets at how we raise the next generation. As a parent, I find that particularly motivating and incredibly important.—*Florence Williams*

### 3. More inclusive newsrooms

We need more women in positions of power where they’re making important decisions and calling shots at magazines and other publications. We need women in the “big idea” jobs where they’re branding a magazine, making decisions, and getting credited for their ideas.

Writing is one profession where your talent is out there. It’s not like in other jobs where no one knows what you’re doing. Your

ROSE EVELETH IS A PRODUCER, DESIGNER, AND WRITER BASED IN BROOKLYN.

work is public and can be judged by your peers. But you can't get your work out there if you aren't given the assignments that allow your voice and your talent to be seen. There's a lot of coddling and support and mentoring and that goes to men who crack the inner circles. It's really hard to get a big feature at these magazines and they tend to go to the same group of guys. It's not that they're more talented. Lots of people have the talent; it's just that some get the extra opportunities to develop it. Women deserve a chance too.

It will take some deliberate effort for magazines to reach out and become more inclusive, especially if they've created an atmosphere where women don't feel welcome. Sometimes editors say, "oh women aren't pitching us." In some cases, they're not pitching you because you've created a hostile place. Moving forward will require an awareness about the issue. If your publication doesn't have women in the feature well and isn't writing about anyone but men, chances are you have become an insular place. Reach out and find some new voices. Not just women, but people who didn't go to your prep school, people who look different than you.—*Christie Aschwanden*

#### 4. Better sexual harassment training

I have an analogy. Take Delta airlines: Like everybody else, they have the safety video that everybody used to ignore because it was so boring and awful. The flight attendants stood there and showed you where to find the seat belt. But then Delta revamped the video. The company inserted humor and real life situations and real people into this safety video that they show upon takeoff and it's fascinating. I actually watch it. I watch it pretty much every time. That made me think about the sexual harassment training. It can no longer be this boring video that we watch on our first day of orientation. Companies with training need to show sexual harassment videos that were not made in the 1980s. Videos and training need to show real life examples of sexual harassment. We need an update in policy that makes sexual harassment examples clearer and compelling.—*Kathleen Raven*

#### 5. Talking about diversity

I think we also need to include a diversity component to this conversation. We were just a bunch of white women on that panel, and that's not right. Diversity issues are also really important. Sometimes they overlap with the harassment issues and sometimes they don't, but they do raise issues of equitability and access. And we want to include more people in the next level of discussion.—*Florence Williams*

#### 6. A culture shift

Changing the status quo will take people in power saying, "No, we won't tolerate this behavior." We need to stop brushing aside harassment and gender bias and start calling it out when we see it. Someone at our panel stood up and said that he was no longer going to remain silent when students complained to him that they'd been harassed. That's exactly what needs to happen if we're going to solve this problem, and I commend his pledge. But at the same time, I was shocked to hear that upstanding men like him had previously felt it was okay to look the other way. His comment was a sign of progress, but also a marker of how far we still have to go. A well-respected man once made a horrible comment to me in front of two other men, who brushed it off. Their behavior said that it was okay to treat me like that. Perhaps it was easier to let it

go than to call out a friend. But every time this happens, it reinforces the status quo. It says it's okay to make a woman feel uncomfortable, just don't do that to a bro. It's time to change the culture of our community, and that change can only come from within.—*Christie Aschwanden*

#### 7. The continuation of this conversation

I think there's a sense that it would be great to devote some more time and resources to more discussions. So we'd like to try to get funding for a meeting just on this topic. It would include things such as bringing in an expert to talk about ways to both prevent harassment—what is it and how do you train people—and also how do you respond to it and how do you react to it. Another thing that I've been encouraging is looking at mentoring programs for more experienced women to help with younger women navigate these new professional worlds they find themselves in. I'd also like have some sort of forum or committee so we can hear grievances or recommend actions, or just be a listening board. Because it can be a very sort of isolating and lonely experience for a woman to feel like she's being harassed. Especially if it's a freelancer who doesn't have the benefit of an institution or official human resources office backing her up. So it would be great to have a listening committee that could help women understand what their options are.—*Florence Williams* ■

*"Defining A New 'Business As Usual' In Sci Comm," LadyBits blog (Popular Science), Nov. 27, 2013.*

■ ■ ■

## The Next Steps for NASW

**N**ASW leadership spent significant time during its Gainesville board meeting and in numerous thoughtful email discussions on how best to discourage any form of harassment among science writers and how to support members who find themselves targets of such behavior. Given the importance of these professional issues, the board has established a new committee—chaired by A'ndrea Messer—to look into expanding NASW's Code of Ethics to include harassment issues. Also, NASW Vice President Robin Henig will chair a revived grievance committee to consider ways in which the organization might support members on issues of harassment. Members interested in joining either committee should contact Messer (aem1@psu.edu), Henig (robinhenig@nasw.org), or Tinsley Davis (director@nasw.org). ■

### Watch the Video

The XX Question session is posted in its entirety at [nasw.org/sciencewriters2013xxquestion](http://nasw.org/sciencewriters2013xxquestion) for those who were unable to attend or wish to refer back and share in the discussion. The views expressed reflect those of the speakers, commenters, and audience members and not those of their employers or NASW. Thank you to all who participated thoughtfully and to all who continue to carry on this important discussion.

—*Tinsley Davis*





# NASW Workshops Recap

In November, the University of Florida and the City of Gainesville welcomed 419 science writers to ScienceWriters2013—the NASW/CASW annual professional development workshops and scientific presentations. The meeting took place Nov. 1 to 5. Workshop, awards, and field trip photos featured on pages 26-27. The following are select workshop reports.

## Freelancer Ethics: Navigating the Changing Media Landscape

BY KENDALL POWELL

Like most freelancers, Alla Katsnelson and Amy Maxmen struggle with blurry lines. “It’s not clear how hard and fast are the rules” of freelancer ethics, Katsnelson opened. “How and when do you disclose conflicts of interest when pitching?” Often each situation is a judgment call and may be handled by editors and publications in different ways. The panel probed the opinions of three editors—Robin Lloyd, news editor at *Scientific American*, Apoorva Mandavilli, executive editor of *SFARI.org*, and Adam Rogers, articles editor of *WIRED*—and freelance writers Anne Sasso and Daniel Grushkin.

The session put each of the panelists in the hot seat to explain what position they would take for one of eight different ethical dilemmas that often crop up in freelancing. Audience members also cast votes tallied and presented by Maxmen at the end of the session.

In one example, Rogers pondered whether a reporter should accept a ride from the airport, a pen, a hat, and/or a chicken lunch from sources for a story on organic farming. “If you are working for my magazine, you’d want to do all this stuff. That airport ride may be your lede. It’s a way to get at what the person is like.” Color, in other words.

“Yeah, if it’s for *WIRED*,” conceded Lloyd, but not for her online publication which needs far less color reporting. “Especially if it could indicate some bias accepting that material.”

Grushkin cautioned that usefulness to the story shouldn’t “rule the day” because “it might be useful for your story to do something [completely] unethical.” But Rogers reiterated that for the purposes of immersion in the story, eating lunch with organic farmers would serve the story best. Mandavilli pointed out that it might actually be important to sample the food produced by an organic farm. Especially if the chicken sucks.

Another scenario involved a reporter hired to cover a scientific conference and write a summary. One of the speakers has interesting data. But can the freelancer pitch that idea to a news outlet?

Mandavilli took a hard-line “no” because simply the perception of a conflict of interest (COI) is enough to turn her off. “If you are doing journalism, being unbiased is number one for me. What I’m putting on my site is neutral and unbiased and my readers have to be able to trust that,” she said.

Sasso countered: “I’m all about writers making a living wage.” She asked if editors were going compensate writers for drawing lines around topics that writers absolutely cannot write about for them.

Grushkin offered transparency as the solution, disclosing potential COIs and letting readers decide on biases for themselves. Sasso flipped it around, asking the editors if it was more acceptable for freelancers to partition their journalistic beats away

from topics they might cover as public relations consultants. For example, a writer doing PR for the pharmaceutical industry while reporting on engineered grass seeds. Rogers was stumped.

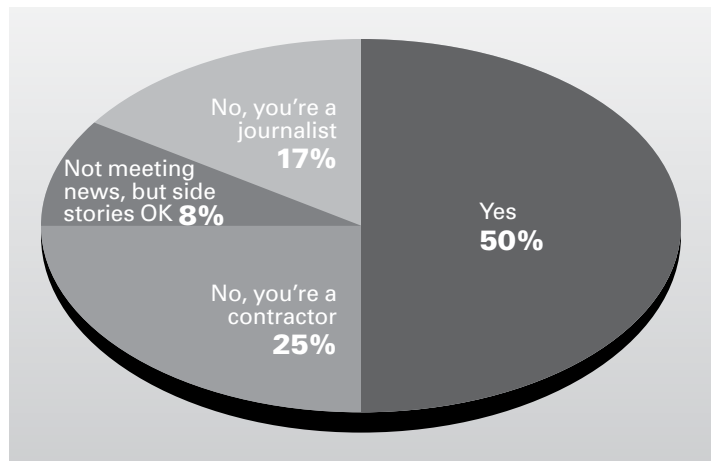
“I honestly don’t know. I’ve never had a writer say that to me. But my instinct is that it’s a problem,” Rogers said. “I’ve always thought there should be a bright line between journalists and publicists, but I’m also aware that rates haven’t gone up in 15 years.”

Lloyd acknowledges that most freelancers take on non-



NASW President Ron Winslow welcomes attendees to ScienceWriters2013.

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**Pitch News from Conference Gig?** The session put each of the panelists in the hot seat to explain what position they would take for one of eight different ethical dilemmas that often crop up in freelancing. Audience members cast votes that were tallied and presented at the end of the session.

journalistic work. “I would love for us all to have stuck to the principles we learned in journalism school, but it seems that’s become impractical.” She suggested self-imposed limits that follow the simple test: Can you sleep at night?

Also see: *Storified tweets from this session* ([bit.ly/1ad1Aoo](http://bit.ly/1ad1Aoo)).

■ ■ ■

## Social Media Law: How Just 140 Characters Can Get You In Trouble

BY PETER SMITH

What does Courtney Love have to do with science writing? Well, she’s the poster child for the perils of defamatory speech on social media: She recently settled for \$430,000 after a series of online slurs appeared in her Twitter feed.

At a session on social media and the law, the panel’s take-home message was simple: No matter how short the story, you’re not exempt from legal challenge. Clay Calvert, a law professor at University of Florida, said: “Defamation can go on just as easily on Twitter and Instagram as [at a] newspaper or traditional magazine.”

Defamation is a false statement of fact that damages an individual’s or organization’s reputation. To qualify as defamatory speech—slander (oral) or libel (written)—it must be published. Even if your message goes out to an audience of one, even if the defamatory statement is not your own, you are not relieved of liability. Under the law, in other words, a direct message or a retweet qualifies. “That’s all you need for publication,” Calvert said. “It’s very easily satisfied.” When you start quoting sources who have an ax to grind, he said, the law essentially says you’re repeating what they are saying. A retraction does not legally clear you of defamation, though, it may limit the damages.

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You do not need to name the person: If you describe a person anonymously but others can figure out who that person is, it can still be defamatory. Jennifer Mansfield, a Florida lawyer, described a recent case where Gawker Media republished an altered high school yearbook photo of a student lifting up her dress at graduation. The site did so knowing that the image was false—which, Mansfield said, “is a bad thing to do in defamation law.” Even though they didn’t use her name, if you were in her class, she would have been identifiable and that was enough of identification under the law.

When it comes to online comments, which the Communications Decency Act treats as a kind of electronic bulletin board, the panel said publishers and bloggers are usually protected—unless substantial edits are made to those comments or in cases when a website knowingly solicited its users to violate the law.

Social media is not going away and, in short, the principles of good journalism still apply.

For additional information, the panel highlight the following resources:

- Media Law Resource Center: [medialaw.org](http://medialaw.org)
- Reporter’s Committee for Freedom of the Press: [rcfp.org](http://rcfp.org)
- Digital Media Law Project: [cyber.law.harvard.edu/research/dmlp](http://cyber.law.harvard.edu/research/dmlp)

■ ■ ■

## Mastering Your Workflow

BY KAREN BLUM

There is no magic secret for writers when it comes to organizing your materials and time but there are a number of tools that could help, said panelists at NASW’s session on Online and Offline Tools for Mastering Your Workflow.

Keep it simple and figure out how you work best when it comes to exploring options to manage your workflow, said Christie Aschwanden, a freelance journalist and managing editor of The Open Notebook. Organization tools can become procrastination tools if you spend too much time tinkering with them, she said.

Aschwanden said her favorite work tools include a timer and a Planner Pad organizer ([plannerpads.com](http://plannerpads.com)). She uses the timer to set specific chunks of time for email, social media, or writing. Using the Planner Pad, Aschwanden organizes her to-do lists by priority and can view a week’s schedule at a time. Don’t try to schedule too much, she advised, and make sure to set aside time for pleasure reading or other activities you enjoy.

There are several computerized tools available to help writers, said Seth Mnookin, author, freelance journalist, and co-director of the MIT Graduate Program in Science Writing; and Maryn McKenna, author, contributing editor to *Scientific American*, and blogger at [wired.com](http://wired.com). They recommended a range of tools, some of which are for Mac computers but have PC equivalents, including:

- Divvy (Mac application)—a tool to divvy your screen into exact portions to view different applications without having to toggle between windows.
- Path Finder (Mac application)—a tool to access and manage files.
- BusyCal (Mac application)—a customizable calendar that incorporates to-do lists.

KAREN BLUM IS A FREELANCE MEDICAL/SCIENCE WRITER WHO RESIDES IN OWINGS MILLS, MD.



- Call Recorder for Skype (Mac application)—an add-on tool for Skype that records conversations and can replay them as movies or sound files.
- Pear Note (Mac application)—a note-taking utility for Mac that records audio, video, and slides while you take notes.
- ReadCube and Sente—academic reference tools to organize PDF files and other documents.
- Scrivener—a word-processing program for authors that provides a management system for notes, documents, and data.
- OmniOutliner—Mac software allowing the creation of comprehensive outlines.
- DEVONThink and Evernote—applications to organize and archive assorted documents, video, and sound files.
- FileMaker—software that can be used to build spreadsheets or chronologies.
- Aeon Timeline—a Mac/Windows timeline app.

Although we all want something for free, Mnookin and McKenna said good software is worth the investment. And, for a small fee, Skype can be used to call landlines, avoiding the dance of exchanging Skype IDs with your interviewees.

But don't become too reliant on technology, said Robert Lee Hotz, science writer at the *Wall Street Journal* and distinguished writer in residence at New York University. With rapid evolution, you may or may not be able to read digital files a decade from now, or even sooner, he said, citing the progression of data storage tools from punch cards to floppy disks to flash drives and clouds. And, he added, "We have not mastered our clutter simply because we have made it digital." Out of sight means out of mind, and it may be difficult to retrieve your stored notes later, out of forgetfulness or incompatible technology.

Writers have to create their own paper trails, said Hotz, who, in addition to storing information digitally, prints out anything crucial to his stories after finishing them and puts it into file folders. It's easy to re-visit information in paper files, he said, and that often spurs new story ideas.

As evidence, Hotz closed with a slide of one of the oldest pieces of science writing: The Edwin Smith papyrus, an ancient Egyptian medical document dating to 1500 BCE that provided a rational, scientific approach to the treatment of wounds and traumas: "It's 3,500 years old, and we can still read it." ■

Also see: *Storified tweets from this session* ([bit.ly/KAepuW](http://bit.ly/KAepuW)).

## New Initiatives At New Horizons

BY ROSALIND REID

An experimental "student newsroom" and sessions crafted to enhance participation by online audiences were among the innovations that marked the 51st New Horizons in Science briefings, held as part of ScienceWriters2013.

During the conference, a group of University of Florida student journalists worked with experienced mentors and editors under the direction of CASW officer Charlie Petit in the newsroom, producing stories featured on the New Horizons Newsroom page ([casw.org/new-horizons/newsroom](http://casw.org/new-horizons/newsroom)) and published elsewhere. The student writers, some of whom were covering science for the first time, produced short pieces after choosing topics and speakers from the New Horizons program.

In an effort to broaden the impact of the New Horizons program, CASW President Alan Boyle collaborated with Fraser Cain of Universe Today and "Bald Astronomer" Scott Lewis of Know the Cosmos to present Virgin Galactic CEO George T. Whitesides' session on the future of spaceflight to an international audience as a Google hangout.

Whitesides' presentation was followed by 30 minutes of lively give-and-take with ScienceWriters2013 attendees and online audience; the entire session is archived at [bit.ly/11NjCzr](http://bit.ly/11NjCzr). Amanda Mascarelli, a CASW travel fellow, captured some of the chatter during the session in a Storify curation ([bit.ly/1koFaqP](http://bit.ly/1koFaqP)).

Finally, CASW recorded an experimental session designed to meld content and craft. During the session, veteran science writer Maryn McKenna of *Wired Science* interviewed two scientists from the University of Florida's Emerging Pathogens Institute. The scientists, J. Glenn Morris, Jr. and Gregory Gray, discussed current crises and the challenges of working with governments to head off the threat of pandemic. A video of that session can be found at [bit.ly/1cyIKHZ](http://bit.ly/1cyIKHZ). ■



## ScienceWriters2014

Mark your calendar and plan to attend ScienceWriters2014. Professional development workshops, briefings on the latest scientific research, extensive networking opportunities, field trips to explore the region's unique setting, and much more await you.

**October 17-21, 2014**  
**The Ohio State University**  
**Columbus, Ohio**

Become involved by submitting a workshop proposal. Workshops can be targeted at a specific group—a master class or newbies, staff writers, freelancers, editors, PIOs, educators, students, authors, editors—or creatively crafted in such a way as to be applicable to the larger mission and themes of NASW. Email [workshops@nasw.org](mailto:workshops@nasw.org) with subject line "Workshop Proposal 2014." Include the following in the text of the email:

- Name and affiliation of organizer
- Email address
- Telephone
- Description of the proposed workshop and format (maximum 300 words)

**Proposal deadline: March 1**

ROSALIND REID IS CASW EXECUTIVE DIRECTOR.



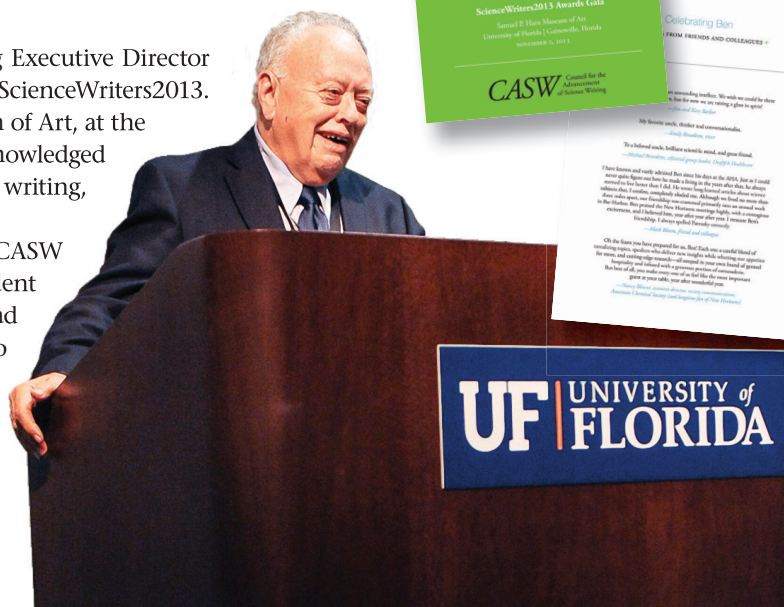
# CASW Salutes Ben Patrusky

*In Recognition of His Extraordinary Leadership and Vision as Longtime CASW Executive Director and New Horizons in Science Program Director*

Retiring Council for the Advancement of Science Writing Executive Director Ben Patrusky was honored during a surprise event during ScienceWriters2013. Patrusky was hailed during a celebration at the Harn Museum of Art, at the University of Florida, and presented with a citation that acknowledged his “decades of brilliant contributions to the council, to science writing, and to the public understanding of science and technology.”

Tributes came in the form of words, music, and a new CASW fund named in his honor. Immediate Past CASW President Cristine Russell announced that friends and colleagues had already donated more than \$35,000 to the Patrusky Fund to carry on his work and support an annual Patrusky Lecture—featuring a renowned senior scientist and vivid interpreter of science—delivered at the New Horizons meeting.

Ben Patrusky served as CASW executive director for 25 years (1988 to 2013) and for 30 years (1975 to 2004) he organized the annual New Horizons in Science briefings. The CASW board of directors has conferred upon him the title Executive Director Emeritus. ■



(right) The festivities began to strains of Rachmaninoff's *Rhapsodies on a Theme of Paganini*. Emcee Rick Borchelt, a former CASW board member, said the last time he heard the work, Ben was “fooling around” with Variation 18 during a New Horizons conference. “The more you ask about Ben, the more facets—rhapsodies—he represents,” Borchelt said. “Few of us have been privileged to see all these variations and facets of Ben’s life and career.”



(below) Ben Patrusky received a sustained standing ovation from an auditorium packed with science writers.



(right) Cristine Russell, Ben Patrusky, Alan Boyle, and Joann Rodgers. Patrusky was presented with the crystal prism to commemorate the establishment of the Patrusky Lectureship.



## INAUGURAL PATRUSKY LECTURE

Harvard University chemist and materials scientist George M. Whitesides (shown at left with Ben) presented the inaugural Patrusky Lecture, titled “Simplicity, Surprise, Science,” on Nov. 3.

A video of the Patrusky Lecture 2013 can be found at [casw.org](http://casw.org) and on [YouTube](https://www.youtube.com).



(left) Professor Whitesides, CASW President Alan Boyle, and CASW Executive Director Ros Reid.

For more information or to donate to the Patrusky Fund, visit [casw.org/casw/announcement/patrusky-fund](http://casw.org/casw/announcement/patrusky-fund).



## *Celebrating Ben*

### *Tributes from Friends and Colleagues*

*To call someone a “gentleman and a scholar” is usually just a cliché, but in Ben’s case, it’s the perfect descriptive phrase. May his style, his smile, and his scientific acumen continue to inspire CASW for years and years to come.*

Alan Boyle, CASW president

*Sigma Xi identified Ben as a luminary in science communication and conferred upon him the distinction of honorary member. But it is he who ennobled us. He has been a beacon of illumination to the world community, and he has held high a bright light for the public understanding of science.*

Linda Meadows, president, Sigma Xi

*For nearly my entire professional life, Ben has been a role model, inspiring science writer, and friend. He is the Daniel Boone of science communicators, an intrepid scout who has led generations of journalists to new vistas of delightful research. I have so deeply enjoyed and appreciated his inimitable personal warmth, humor, and wisdom.*

Dennis Meredith, acolyte

*Ben has always been ahead of his time. He was succeeding as a freelance science journalist long before the rest of us were forced to join him. Smart, knowledgeable, and engaged in the niche he covers, I consider him the preeminent role model for those of us who are committed to “carrying the fire” in sharing the wonder, promise and peril of science.*

Miles O’Brien, CASW board member

*For more than three decades, Ben Patrusky has been the single most important person in science journalism. As CASW’s leader and organizer of the New Horizons symposia, Ben served as a one-man bridge between the brightest scientists at the cutting edge of research and the science journalism community. He showed us what science journalism could and should be. Because of Ben, science journalism in our era was vastly better than it otherwise would have been.*

Tom Siegfried, CASW treasurer

*Oh the feasts you have prepared for us, Ben! Each one a careful blend of tantalizing topics, speakers who deliver new insights while whetting our appetites for more, and cutting-edge research—all steeped in your own brand of genteel hospitality and infused with a generous portion of camaraderie.*

Nancy Blount, American Chemical Society

*No one has been more dedicated to the pursuit of excellence in science writing than Ben; no one has been more congenial or, to tell the truth, more influential in pursuing that goal. Like no one else, Ben embodies science writing as a craft and culture. On a personal basis, I’ve been privileged to call Ben my friend but I would know and admire him from any station in the universe.*

John Galbraith Simmons, friend since 1996

*Additional tributes at [casw.org/casw/tributes-ben-patrusky](http://casw.org/casw/tributes-ben-patrusky)*

# IRS Simplifies Home Office Rules

BY JULIAN BLOCK

**T**he IRS wants to help freelance writers and other owners of home-based businesses who take deductions for home offices. An accommodating agency announced that freelancers have the option to use new, simpler rules based on the size of their offices, starting with returns for calendar year 2013 that are filed in 2014. Under the revised rules, freelancers can more easily calculate their deductions and reduce their recordkeeping and paperwork requirements. But the streamlining left unchanged the strict eligibility requirements that must be satisfied by freelancers who claim such money-saving deductions. They must use their office spaces exclusively and regularly as their principal place of business.

Here are some reminders for work-at-home writers on the pluses and minuses of switching from the actual expense method to the new, simplified method.

Writers can use the actual expense method only if they complete Form 8829 (Expenses for Business Use of Your Home), an intimidating form with 43 lines. To accomplish that chore, you must make complicated calculations when, for example, expenses benefit both the business and personal parts of your home—such as rent, or depreciation if you own your home, and insurance premiums and utility bills. The allowable deduction then goes on Schedule C (Profit or Loss From Business).

Form 8829 and Schedule C must accompany Form 1040 and are available at [irs.gov](http://irs.gov). While you’re at the site, also download Publication 587, *Business Use of Your Home*, for a detailed explanation of the home-office deduction and its requirements.

The new reprieve for writers is that they are no longer stuck with slogging through all the calculations on Form 8829. Instead, says the IRS, they can shift to the simplified method and complete a new, “significantly simplified” form. Writers who are able to answer “yes” to a series of straightforward questions then just multiply their home office’s square footage by a prescribed rate and place the allowable deduction on Schedule C.

The rate is \$5 for every square foot of home-office space, up to a maximum of 300 square feet. Hence, the simplified method sets a ceiling of \$1,500 on each year’s deduction.

A top deduction of \$1,500 is chump change for freelancers in expensive housing markets like the metropolitan areas of Boston and San Francisco. Writers with write-offs that greatly exceed \$1,500 or offices much larger than 300 square feet ought to stick with the actual expense method.

Writers running the numbers to see which method is more

*IRS RULES continued on page 29*

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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](http://JULIANBLOCKTAXEXPERT.COM).

# No One Has It All

## Work-Life Balance Survey from The Science Writers' Handbook Blog

BY HANNAH HOAG

Recently, our readers (pitchpublish prosper.com) took a survey that asked science writers—both employed and freelance—about their work-life balance.

Career-related surveys often focus on how much money freelance science writers haul in—and that's important information for understanding if freelancing is a sustainable career. But what about staffers? And what about everything else that goes with being a science writer?

We were curious to know how staffers and freelancers managed their work-life balance—each job style has rewards and drawbacks. How happy were people with their jobs? Were freelancers any better off than staffers?

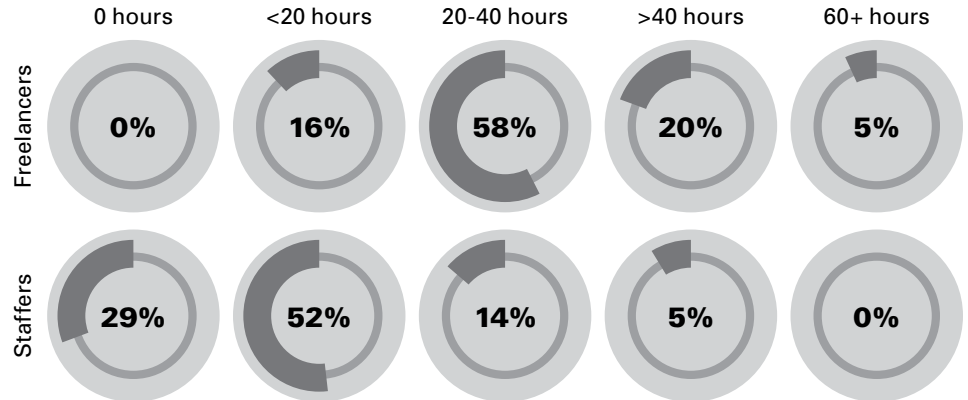
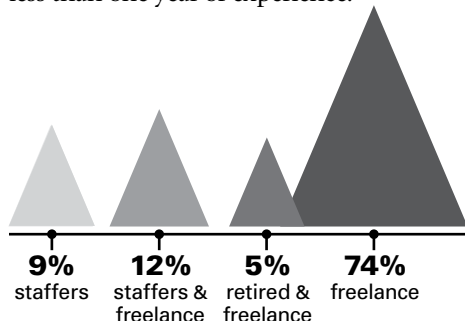
Keep in mind that this survey is totally unscientific: Respondents are not representative of science writers at large, but those who read this blog and follow us on Twitter—and their friends. And we didn't do any fancy statistics.

Instead, consider this to be a glimpse of life on the other side of the masthead.

### Who answered the survey anyway?

Mostly freelancers, but we had a decent number of staffers too. In all, 128 started the survey and 96 finished it. On average, the respondents had 6 to 10 years of science writing experience.

But there were some outliers: Two staffers and eight freelancers had been working as science writers for more than 20 years, and one staffer and four freelancers had less than one year of experience.



### Just how many freelance hours are we putting in each week?

This is where things got a little more interesting on the work-life balance front—and started to challenge some of our assumptions.

Freelancers are working a pretty average work week. Although we didn't ask for specifics on income, it's interesting to note that freelancers aren't piling in as many hours as they can to boost their income. Many of those who put in fewer hours considered themselves retired.

Staffers are devoting a good number of their weekly hours to freelancing. Spoiler alert: Half of those staffers who aren't freelancing worked weekends 50 to 100 percent of the time over the past 12 months.

### Are we happy with our work-life balance?

Even when freelancers feel their work bleeds into their home life, it's often because they want it to. They may work odd hours or on the weekends so they can hang out with their kids after school, operate a small farm, or exercise midday.

Freelancers are awfully good at taking vacations. Nearly 41 percent of freelancers take more than four weeks of vacation annually compared with 14 percent of staffers.

Freelancers are also less likely to work during their vacations—and when they do,

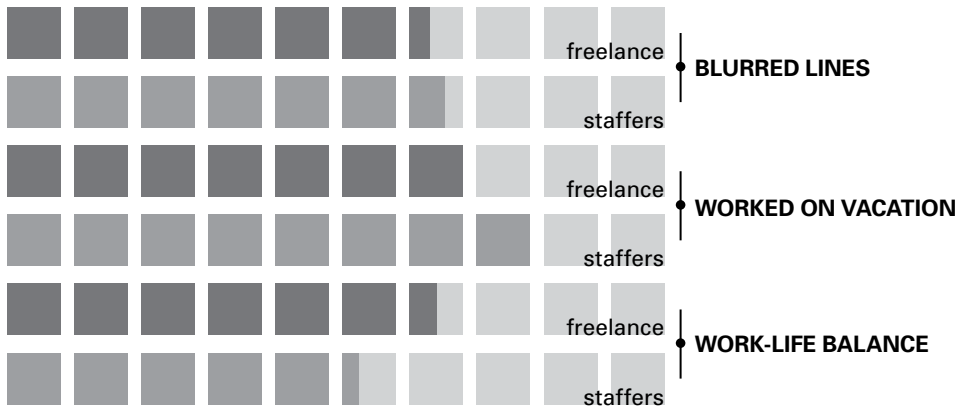
it's often because they've managed to combine a story or a fellowship with the vacation to offset the costs.

Staffers, on the other hand, find themselves responding to their emails, updating social media, participating in meetings, and even doing edits and rewrites while their friends and families hang out at the beach.



HANNAH HOAG WRITES ABOUT SCIENCE, MEDICINE AND THE ENVIRONMENT FROM HER HOME IN TORONTO, CANADA. HER WORK HAS APPEARED IN NEWSPAPERS AND A WIDE RANGE OF MAGAZINES, INCLUDING NATURE, WIRED, NEW SCIENTIST, READER'S DIGEST (CANADA) AND CANADIAN GEOGRAPHIC.

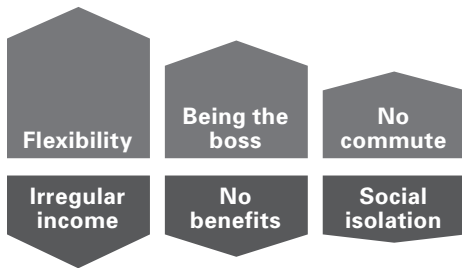




On the whole, freelancers feel a little more balanced than staffers.

### The best of the best and the worst of the worst

No surprises here, really. Freelancers love flexibility, being the boss, and avoiding long commutes. But they dislike irregular income, lack of benefits, and the social isolation that can come with freelancing. Some of the other perks? Comfy



work clothes and naps!

When we asked about the best perk of working in an office or a co-working space, you said it was the chance to interact with colleagues. Freelancers take note: There are co-working spaces and office shares out there ready to release you from your isolation. (But they can't help with the irregular income, sorry.)

### Big plans

Finally, we wondered how you were going to improve your work-life balance in 2014. Several of you said you weren't going to change a thing: work was coming in, life was being enjoyed, and everything was hunky-dory. But roughly 10 percent issued a call for help: You knew something had to change, but you weren't sure where to start. Here are some ideas that came out of the survey.

### Lead a more structured day and set limits

- Keep the work office for work only
- Create manageable to-do lists
- Don't check emails in the evening or on weekends
- Wake up earlier so that mundane tasks can be tackled first
- Take more regular breaks

### Break a sweat and be social

- Exercise during the workday
- Have lunch with friends during the week
- Plan visits to museums and other adventures
- Book more social activities to balance out the solitary work hours

### Find better work and better paying work

- Shorten commutes by working at home more often or switching jobs
- Spend more time pitching for higher quality work
- Say 'no' to high-paying, but low-interest jobs
- Limit volunteering or other non-paying jobs
- Find a full-time job ■

*"No one has it all: Work-life balance survey results," The Science Writers' Handbook blog (pitchpublishprosper.com), Nov. 13, 2013.*

## "The Fine Print" Goes Live!

NASW is pleased to offer members a new benefit that it hopes will help writers navigate the labyrinthine world of contracts. "The Fine Print" is a database of legal contracts submitted by members for members—to read, compare, and cite. Members can search the database by type of work, by medium, and by client category. They can also search for specific clauses dealing with copyright, warranties, deliverables, indemnity clauses, payment terms, and other provisions. Check it out at [nasw.org/contracts\\_db](http://nasw.org/contracts_db).

Some NASW members may regret the information we redacted from the contracts. But we are striving to protect the anonymity of donors. To do that, we left out names and addresses, titles of articles, specific due dates, and fees. After consulting with outside counsel, we also decided to leave out the names of publishers and other clients. This is something we hope to revisit, however. A few publishers have indicated they are proud of their contracts and we hope that perhaps next year we can supply blank contracts from a group of publishers willing to be identified. Even without names, you can learn a lot by looking at what goes into different kinds of contracts. Consider The Fine Print a beta version. We hope to improve and expand it in the future.

We also included a short glossary that's been vetted by outside counsel.

The name The Fine Print was submitted to the database naming contest by writer Beth Geiger. The freelance committee chose it from nearly 100 entries. For her creativity, Beth won a free year of NASW membership. Thank you, Beth!

We appreciate how patient everyone has been with such a long process, and also how generous writers have been about submitting contracts. Keep them coming! After you've sifted through the contracts, please consider how your submission of a contract may benefit your fellow freelancers. Send contracts to T. DeLene Beeland ([delene@nasw.org](mailto:delene@nasw.org)).

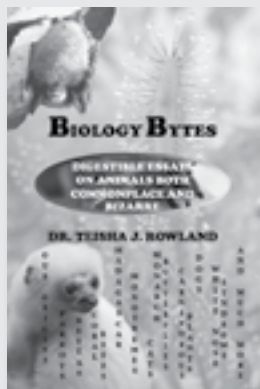
Those who have worked on the database include Jennie Dusheck, T. DeLene Beeland, Jill Adams, Ricki Lewis, Jennifer Wettlauer, and Russell Clemings.

Thanks to NASW for supporting this project. ■

# Advance Copy

Backstories on books by NASW members

BY LYNNE LAMBERG



## **Biology Bytes: Digestible Essays on Animals Both Commonplace and Bizarre**

and

## **Biology Bytes: Digestible Essays on Stem Cells and Modern Medicine,**

by Teisha J. Rowland, Ph.D., Lulu, self-published

I've always had a passion for biology, from large mammals to tiny stem cells. While completing my Ph.D. at the University of California, Santa Barbara, I shared that passion through a weekly column, "Biology Bytes," in the *Santa Barbara Independent*.

I was so excited about stem cells and their potential that after working with them all day, I'd go home to learn more, often about types completely unrelated to my thesis project.

The more I discovered, the more I wanted to share my interest with other people. This is how several "Biology Bytes" essays came to explore stem cells. I also wrote about other biology topics, including extinct megafauna, the history of pets, carnivorous plants, our evolutionary origins, and lots more. I also explored the more troubling biology-related stories of our time, such as the decline of honeybees, bats, coral reefs, and amphibians.

Because the column caught the interest of many who enjoyed reading about science, I decided to self-publish the articles as a completely updated and revised series in two separate books.

*Biology Bytes: Digestible Essays on Animals Both Commonplace and Bizarre* addresses the critters all around us. These range from ones close to us, such as our pets, or pesky snails we encounter in our gardens, to more distant considerations, like insects that make our silk fabrics, the evolution of our species, the Neanderthals (with whom our ancestors bred as recently as 37,000 years ago), or unfamiliar amphibians facing extinction. I tried to break down complex science into key points, explain jargon, provide pictures of amazing creatures throughout, and where applicable, tell readers how to take action.

*Biology Bytes: Digestible Essays on Stem Cells and Modern Medicine* covers the latest research on

stem cells, their promise and controversy, as well as related topics in medical science, such as *in vitro* fertilization, how and why GMOs are made, the creation of vaccines to fight cancer, and fascinating food science behind delectable drinks such as beer, wine, and tea. It's a collection of lay-language essays, with illustrations, diagrams, and recommendations for further reading.

—Teisha J. Rowland

Contact Rowland at 303-859-4367, [teisha42@gmail.com](mailto:teisha42@gmail.com). Book website is [biology-bytes.com/book](http://biology-bytes.com/book).

■ ■ ■

## **A History in Sum: 150 Years of Mathematics at Harvard (1825-1975),**

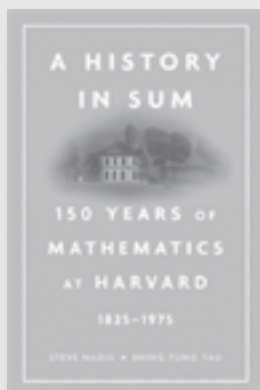
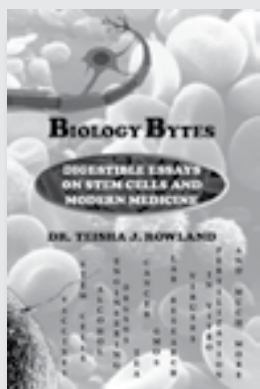
by Steve Nadis (NASW) and Shing-Tung Yau, Harvard University Press

*A History in Sum* grew out of my previous book, *The Shape of Inner Space* (Basic Books, 2010), which I also wrote with Harvard mathematician Shing-Tung Yau.

By the time the former book was complete Yau had become chair of the Harvard mathematics department and asked me if I'd be interested in writing a book about the history of mathematics at Harvard. I said yes right away, even though I did not yet appreciate the richness of the subject.

I quickly discovered, in the course of my research, that the mathematicians from Harvard who'd made the biggest contributions to their respective fields (and in some cases inventing their fields)—people like Benjamin Peirce, George David Birkhoff, Lars Ahlfors, and Oscar Zariski—were fascinating individuals with compelling life stories. I also learned that the history of mathematics at Harvard, the nation's oldest university, constituted a vital part of the history of mathematics in the United States and beyond.

Something else became apparent while writing this book that I probably should have known at the outset: Describing 20th century mathematics to nonprofessionals—including topics like algebraic geometry, complex analysis, category theory, and representation theory—is extraordinarily difficult. A mathematician friend told me in the early going that I was crazy to





attempt it. I was relieved afterwards, when he reported that I just might have pulled it off.

Although I'm quite proud of this book, I realize that it may not be for everyone. Another friend I know through coaching youth soccer couldn't quite grasp the notion of the history of mathematics. "Two plus two equals four," he said. "And that's never going to change."

— Steve Nadis

Contact Nadis at 617-876-7143, [stevenadis@comcast.net](mailto:stevenadis@comcast.net). Book publicist is Margaux Leonard, 617-495-4714, [margaux\\_leonard@harvard.edu](mailto:margaux_leonard@harvard.edu). Book website is [hup.harvard.edu/catalog.php?isbn=9780674725003](http://hup.harvard.edu/catalog.php?isbn=9780674725003).



**Sardis and Stamm**, by Matthew P. Bettelheim (NASW), illustrated by Nicole M. Wong, published by the Friends of the San Pablo Bay National Wildlife Refuge

This children's story began two years ago, when the president of a local nonprofit approached me to write a children's book about the Lange's metalmark butterfly, an endangered species on the brink of extinction found solely on a 55-acre national wildlife refuge along the banks of the San Joaquin River, in Antioch, Calif.

I had last explored these dunes in a 2005 freelance article for *Bay Nature* magazine. I found the idea of revisiting the dunes five years later through a children's book hard to refuse.

The first challenge was to secure an illustrator. After reviewing online portfolios of recent science illustration program graduates, one student—Nicole M. Wong—stood out to us. After exchanging emails, we met her at the refuge in a seemingly abandoned lot located in a sketchy industrial neighborhood along the waterfront. Not knowing us from Adam, Wong brought along her mom.

I was charged with telling the life history of the butterfly, the natural history of the dunes, and the checkered history of the refuge, all bundled in verse that wouldn't intimidate young readers. We vetted the verse with local school teachers and children alike.

I combed through species descriptions and digitized natural history collections to nail down the particulars of each species. Be it the flower visited by a passing or the metamorphosis of a butterfly from larvae to imago, every word was chosen purposefully with technical accuracy and readability in mind (not much rhymes with "metamorphosis").

Early drafts of the story were enough to begin storyboarding. Wong prepared several sketches before we plotted the layout page-by-page through illustrated cartoon panels. Finally came full-page sketches and color spreads, which allowed

us to see the story play out for the first time.

A proportion of the books from the first print run will be donated to community libraries and schools to ignite interest in this dwindling butterfly species.

And, the plight of the Lange's is dire: In 1999, the peak butterfly count numbered 2,342 in a single day; the 2012 peak was 32 individual butterflies.

— Matthew P. Bettelheim

Contact Bettelheim at 925-451-1719; [blackfish@nasw.org](mailto:blackfish@nasw.org). His blog is at [bioaccumulation.wordpress.com](http://bioaccumulation.wordpress.com). Book website is [sardisandstamm.wordpress.com](http://sardisandstamm.wordpress.com).



**A Nation in Pain: Healing Our Biggest Health Problem**, Judy Foreman (NASW), Oxford University Press (co-publisher: International Association for the Study of Pain)

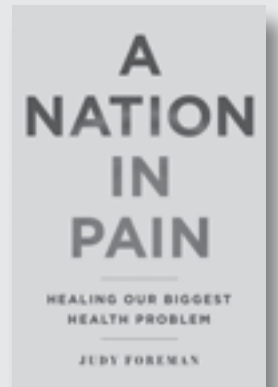
I got into this the hard way, with excruciating neck pain that came on, seemingly out of the blue, a few years ago. I never knew this kind of pain existed, which turned out to be an important insight: If you haven't actually felt severe, unrelenting pain yourself, it's easy to minimize or even scoff at other people's pain, and to assume that pain patients who need opioids are just drug seekers.

Medically, the issue was a long-lurking arthritic problem probably exacerbated by too many hours spent hunching over a new laptop. On a subjective scale of zero to 10 (there is no simple objective test for pain), even the slightest wrong move—turning my head too fast or picking up a pen from the floor—would send my pain zooming from a zero to a gasping 10.

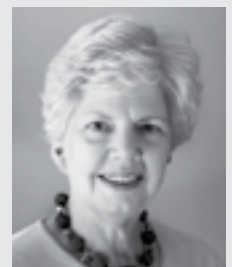
I was stunned by how little help most doctors were. As the *Boston Globe's* "Health Sense" columnist, I figured I had the best address book in town, filled with the names of hundreds of eminent doctors. But a funny thing happens when you become a powerless patient, not an on-top-of-things journalist. The medical system I encountered as a person with pain was shockingly different from the one I thought I knew. And it was almost completely unprepared to help. That's because, I discovered, doctors get almost no education about pain in medical school.

So, naturally, I wrote about my experience in my "Health Sense" column for the *Globe*—and got a huge response from readers, which inspired me to write the book.

I approached the book like any other medical story: I read widely and talked to more than 200 scientists. I interviewed three agents and picked one. I wound up with two co-publishers because two were interested and I figured that would double the marketing power. The lead publisher  
*ADVANCE COPY continued on page 29*



Advance Copy welcomes new book announcements. Find submission guidelines and image requirements at [nasw.org/advance-copy-submission-guidelines](http://nasw.org/advance-copy-submission-guidelines).



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## President's Letter

**"WHEN I WAS YOUNG, PLUTO WAS A PLANET,"**  
SAYS ALAN BOYLE, WHOSE BOOK *THE CASE FOR PLUTO* GREW OUT OF HIS REPORTING WHEN THE FORMER MEMBER OF OUR SOLAR SYSTEM WAS DOWNGRADED TO A DWARF PLANET IN 2006.

Alan, science editor at NBC News Digital and a "spacer," is also the recently installed president of the Council for the Advancement of Science Writing, NASW's partner in producing our annual ScienceWriters meeting. I bring this up because he and executive director Ros Reid are the new CASW leaders, and it would be good for NASW members to get to know them better and hear their thoughts for the meeting going forward.

But first, I'm pleased to report that early returns from Gainesville indicate ScienceWriters2013 was a big success. Final registration came in at 419. Reviews from the 30 percent of attendees who responded to the post-meeting survey indicate the vast majority were rewarded with the combination of good company, good career insights, and good science that has become the hallmark of the gatherings.

"Overall, I think it was an excellent meeting with great opportunities to network and to learn about the latest in science and science writing," one attendee said.

Each meeting has its own unique flavor and our University of Florida hosts led by Joe Kays drew raves for, among other things, a Feathr app that put meeting details on a smartphone and a terrific name tag against which badges of future meetings will be measured. Those who attended the New Horizons briefing went home draped with buttons featuring designs tailored to the topic of each session—another big hit.

From the NASW side, many of the Saturday workshops were standing-room-only. The biggest complaint was people couldn't attend all of the sessions they wanted.

Hats off to Robin Marantz Henig, NASW vice president, and members of the meetings committee who vetted more than 60 proposals to produce the slate of 16 sessions. Robin also led a last-minute effort to make "The XX Question" panel on the status of women in science writing a plenary session, reflecting the topic's significance amid reports of sexual harassment in the science writing community that arose shortly before the conference began.

And kudos to our executive director, Tinsley Davis, who seems to have gotten the task of making the five-day meeting come together down to, well, a science.

That said, the leadership of both NASW and CASW is committed to make the meeting even more relevant to science writers amid the ongoing transformation of our profession and the breakneck pace of advances in the areas of science we cover.

The program committee is now meeting year-round to develop workshops not only for ScienceWriters, but for webinars and other venues throughout the year. Another focus: Expand workshop offerings at the annual meeting.

Recent survey results, as well as findings from a questionnaire sent out with membership renewals, will guide further improvements. We welcome further suggestions from members.

Meantime, here are Ros's and Alan's takes on the path forward.

Ros first got hooked on science writing covering physics as a PIO at N.C. State in the mid-1980s. A 15-year gig as editor-in-chief of *American Scientist* magazine plus posts managing computational science initiatives at Harvard set her up for her CASW job, which began Sept. 1, and which includes putting together the speakers program for the New Horizons briefing.

The ScienceWriters meeting, she says, "is a unique mashup of craft, content, and (most important) contact." She welcomes "ideas about formats and activities" that promote contact among science writers and also between scientists and writers. And she's open to nominations for provocative speakers "eager to mix it up with science writers" and ready to offer "something fresh and relevant" about findings and controversies that will emerge at the time of the meeting. "I want to give senior writers as well as students and newbies a reason to get excited about their beat all over again," she says.

Alan's science journalism has been honored by such organizations as AAAS and NASW and he was a contributor to *A Field Guide for Science Writers*. Making CASW and New Horizons better, he says, "means adapting the seminar to the needs of a new generation of science writers and...extending the brand to other venues online and offline."

"CASW was created by NASW to help science writers deepen their understanding of the topics they were covering (and the topics they weren't) so they could deal with the rapidly shifting frontiers that were opening up," he says. Now an even more rapid "pace of discovery and innovation" means "there's a crying need to bridge the gaps between scientists and science communicators" he says. "We want to help build the bridges and get the traffic flowing."

Alan, by the way, will get to update his Pluto story when the first spacecraft from Earth visits the former planet's region in 2015. The flyby will be performed by a probe called, yup, New Horizons. You can look it up. ■



Cybrarian  
Russell Clemings  
CYBRARIAN@NASW.ORG

## Cyberbeat

THERE'S A NEW TOOL ON THE SCIENCEWRITERS (NASW.ORG) WEBSITE FOR NASW MEMBERS WHO NEED HELP NAVIGATING THE CONFUSING WORLD OF CONTRACTS.

The Fine Print is NASW's new contracts database, unveiled in mid-November and created by a team of freelance committee members led by the indefatigable Jennie Dusheck and T. DeLene Beeland.

To get access to the database, you'll need to be a current NASW member and login to the website using your member account. Then just use the "members area" link at the top of any page to reach the "Members-only features and content" page. Once there, you'll see a link to "The Fine Print."

The database contains PDF copies of actual contracts—more than 30 at this time—with confidential information such as names and pay rates concealed. It's searchable by type of work, medium, and various common contract clauses. There's also a glossary of contract terms that includes some advice on what's acceptable and what's not.

Used in conjunction with the website's well-established Words' Worth market database, The Fine Print can give both writers and editors a head start on avoiding trouble when negotiating for the use of their work.

## NASW-TALK

Here's a thoroughly modern social etiquette problem, brought up in late October by John Gever, senior editor at MedPage Today: "How do you deal with LinkedIn invitations from people whose names you don't recognize? Do you routinely ignore them (my policy up to now, but I'm rethinking it), routinely accept them, or investigate them individually before deciding?"

Judging from the responses Gever received, the rules in this area are still

# Dispatches

## FROM THE Director



Tinsley Davis  
Executive Director  
DIRECTOR@NASW.ORG

*At the end of each year, colleges and universities send out financial appeals. This takes the form of alumni magazines containing a roll call of donors. This is done in an effort to show appreciation—and to inspire additional donations. Here at NASW, the only money we hit you up for is once a year in the form of low-cost dues. Instead, we hit our members up for their time. And scores of you give of it freely. In this issue, we say thanks to all of the volunteers who this past year have put in everything from one hour to hundreds of hours in order to build programs and expand services for members.*

One of the more intensive NASW volunteer jobs is serving on the board. It's a two-year commitment which sounds like a long time, but to me it seems that just as officers and board members are really hitting their stride in terms of governance and committee leadership, the election cycle has rolled around again.

Yes, elections are coming up this summer, and it's not too early to start thinking about becoming a candidate yourself for a board seat or officer position. You can read up or refresh your memory on the responsibilities of board members at [nasw.org/about/candidateinfo](http://nasw.org/about/candidateinfo). The constitution, found in the website's "About" section, is another good resource. I promise that what it lacks in narrative, it makes up for in dry detail.

Keep an eye on [nasw.org](http://nasw.org) this spring for the call for nominations. NASW President Ron Winslow will head the nominating committee. You are encouraged to contact him if you are interested in running for the board. ■

High-impact  
volunteers benefit  
NASW members.

A Chance to Serve



under development.

Summit, N.J., freelancer Don Monroe, for example, opts for a highly selection approach: "I usually look at their profile, but in almost all cases proceed to ignore them. I reserve LinkedIn for people I already have a real relationship with, or in rare cases would like to have a real relationship with."

University of Texas journalism grad student Paepin Goff, on the other hand, accepts practically all applicants: "I typically look at the person's profile to see how we are connected. If we are in the same organization, university, or academic group I'll accept. If I can't find an inherent connection, I'll ignore it and wait for a message from them. If I'm unsure, I'll send them a message. I try not to reject invites unless I know it's spam or if I'm sure it's a connection I don't want."

The discussion also included tips on how to stop LinkedIn from keeping track of the profiles you view and comments on how its usability could be improved.

To see the entire thread, search the NASW-Talk archives for "Accepting LinkedIn invites" or go to [bit.ly/19ce7EB](http://bit.ly/19ce7EB).

## MULTIPLE LISTS

An NASW Today post titled "The battle for Wikipedia's soul" set off discussions on three discussion lists in mid-November.

Here's the post, one of the daily news bulletins published on the front page of the ScienceWriters ([nasw.org](http://nasw.org)) website and posted to the discussion lists, Twitter, Google+, and Facebook:

It's been a rough few weeks for the online encyclopedia. First came the revelation that an army of "sockpuppets"—basically, people who were paid to write and edit articles for various sponsors—had been uncovered and banned. Then *Technology Review* called Wikipedia 'a crushing bureaucracy with an often abrasive atmosphere that deters newcomers,' an assertion borne out by this exchange over the Scholarly Kitchen.

The website post linked to an exchange between a Scholarly Kitchen (SK) site manager, apparently then-Editor-in-Chief Kent Anderson, and a series of Wikipedia editors, who were arguing over the online encyclopedia's rules.

On NASW-Freelance, New York freelancer Norman Bauman stood up for the rules.

"It looks like the Scholarly Kitchen was blocked because the account clearly violated several specific Wikipedia rules, and when other editors tried to explain it to him, he didn't understand the explanations," he wrote. "Wikipedia has guidelines, which amount to a style sheet. If you submitted a manuscript to a publication that didn't meet their guidelines and style sheet, they wouldn't print it. And if you insisted their style sheet was wrong and they should do it your way, you wouldn't convince them. That's what the Scholarly Kitchen did."

Norwalk, Conn., freelancer Kim Krieger replied that although Bauman's description of Wikipedia's editing process was correct, its application in the Scholarly Kitchen case was illogical: "What seemed to disturb the Wikipedia editors was that SK was linking to SK openly. Wikipedia considers that 'self-promotion.' SK considers that 'transparency.'"

A parallel discussion on NASW-Talk addressed the other aspect of the ScienceWriters post, "sockpuppetry," and the threat it poses to Wikipedia's reputation.

"Last spring, I checked in to read the Wikipedia entry on aspartame," wrote Santa Cruz, Calif., freelancer Jennie Dusheck.

"I noticed that the entry was missing some information on aspartame's effects on sugar metabolism and added, I think, a single sentence about a study that was suggestive. I also did some light copyediting to clarify what was already there (and which favored industry). My sentence or two, with citations, was removed the same day, within an hour or two I think. So, too, the copyediting. And the explanation I had added to the Talk section was dismissed by a group of page editors who were extremely aggressive with me..."

"I went back this morning to see if these editors had lost their accounts. And there's no sign that I was ever there. Not only were my page edits removed, but the discussion about the edits is gone and I cannot even find anything in the history of edits on either the entry or the talk pages. Now maybe I don't know how to search the history correctly, but I can definitely see that the aspartame Talk page has been bowdlerized."

See more by searching the NASW-Talk, NASW-Freelance, and NASW-PIO archives for "The battle for Wikipedia's soul" or go to [bit.ly/IDciu9](http://bit.ly/IDciu9). ■



**NASW Treasurer**  
**Beryl Benderly**  
*Freelance*  
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## Treasurer's Report

I AM PLEASED TO REPORT THAT NASW'S FINANCIAL HEALTH REMAINS ROBUST, INCLUDING A RECENT SUCCESSFUL FY 2012-13 AUDIT BY OUR AUDITORS AT CK&CO., SACRAMENTO, CALIF., AND CONTINUED STRONG INCOME FROM THE AUTHORS COALITION. This income stream is not predictable from year to year because of the nature of royalty income from reprographic rights, but it has provided on average \$150,000 a year. We have spent this money of such initiatives as travel fellowships, career grants, idea grants, travel fellowships, and more. Because the amount we receive from Authors Coalition each year is unpredictable, we do not budget or spend these moneys until the year after we receive them.

Our outstandingly efficient and dedicated finance committee, which meets monthly by phone and in person when possible (as it was in Gainesville), continues to work on clarifying and strengthening NASW's financial procedures and controls. In the past year, in addition to developing the NASW annual budget and providing regular oversight of the organization's finances, the committee has developed a plan for systematically building up a reserve fund to protect NASW in case of unforeseen financial distress. The committee recommended, and the board approved, building up a fund of \$121,000, a carefully considered amount intended to cover basic programming and expenses for six months. Currently, the organization is almost two thirds of

# NASW Budget Report

	Fiscal Year 2011-12 July-June Proposed	Fiscal Year 2011-12 July-June Audited Actual	Fiscal Year 2012-13 July-June Proposed	Fiscal Year 2012-13 July-June Audited Actual	Fiscal Year 2013-14 July-June Proposed
<b>Revenue</b>					
Dues	\$ 175,000	\$ 191,487	\$ 175,000	\$ 192,856	\$ 180,000
Workshops	55,000	56,695	63,000	65,269	55,000
Mailing List	12,500	11,100	10,000	6,500	3,500
Ads/Online & Magazine	27,500	37,945	27,500	33,670	25,000
Authors Coalition (AC)	7,500	211,136	0	384,166	0
CASW Grant	1,500	1,500	1,500	1,500	1,500
Dividends Interest	2,000	1,553	1,800	1,373	1,500
Unrealized Gains (Loss)	5,000	-645	5,000	10,001	5,000
Miscellaneous Income	0	6,016	0	183	0
SW Field Guide	1,200	1,690	1,000	1,538	675
AC Admin Allowance		28,285	23,150	25,105	34,170 <sup>1</sup>
<b>TOTAL REVENUES</b>	<b>\$ 286,700</b>	<b>\$ 546,762</b>	<b>\$ 307,950</b>	<b>\$ 722,161</b>	<b>\$ 306,350</b>
AC Funds Released from Restriction (less admin allowance)	\$ 324,800	\$ 282,850	\$ 231,500	\$ 245,317	\$ 341,750 <sup>2</sup>
Operating Surplus Used			11,000	5,000	17,500 <sup>3</sup>
<b>TOTAL INCOME</b>	<b>\$ 611,500</b>	<b>\$ 829,612</b>	<b>\$ 550,450</b>	<b>\$ 972,478</b>	<b>\$ 665,600</b>

<b>Expenses</b>					
Salaries	\$ 80,000	\$ 80,000	\$ 82,400	\$ 82,400	\$ 84,625
Payroll Taxes and Benefits	17,400	15,274	17,680	14,246	17,800
Website Support and Maintenance	30,000	37,804	27,500	33,292	27,500
Website Editor and Content	21,800	15,123	22,000	13,734	20,000
Magazine Publication	60,000	49,470	60,000	59,075	60,000
Magazine Editor and Content	26,000	25,543	26,000	28,062	26,000
Awards	16,350	18,318	18,500	17,861	21,500
Membership Data Prep	3,500	72	2,000	6,832	2,000
Fellowships and Grants	182,500	147,394	102,500	131,714	172,500 <sup>4</sup>
Annual Workshops	70,000	90,875	81,500	82,005	88,000
Outreach and Education	7,000	9,126	17,000	18,182	37,371
Special Projects	12,000	2,014	35,300	26,256	22,700 <sup>5</sup>
Supplies and Expenses	3,450	1,812	3,450	1,301	2,500
Internet and Telephone Service	2,000	1,986	2,000	2,039	2,000
Postage	4,500	5,237	4,500	5,838	4,300 <sup>6</sup>
Printing	1,500	1,590	2,000	1,164	1,500
Dues and Subscriptions	1,000	426	1,000	499	500
Insurance	3,000	4,042	3,000	2,679	3,000
Bad Debt (Recovery)	500	621	500	(150)	500
Bank Charges (e.g. merchant services fees)	8,000	10,648	8,000	11,437	10,000
Accounting Fees	20,000	16,005	15,000	15,847	15,500
Legal Fees	10,000	1,316	5,000	3,646	5,000
Check and Payroll Services	1,500	1,273	1,500	1,354	1,300
Board Expenses	17,500	11,195	12,000	11,324	12,500
Staff Travel	3,500	3,753	3,500	2,786	3,500
Corporate Taxes	8,500	8,600	8,500	8,570	8,500
Contingency					10,000
Amortization Expense		13,156		13,156	5,000
<b>TOTAL EXPENSES</b>	<b>\$ 611,500</b>	<b>\$ 572,673</b>	<b>\$ 562,330</b>	<b>\$ 595,149</b>	<b>\$ 665,596</b>
<b>NET</b>	<b>\$ 0</b>	<b>\$ 256,939</b>	<b>\$ (11,880)</b>	<b>\$ 377,329</b>	<b>\$ 4</b>

## Footnotes:

1. Distributed on 6/30 as 10% of total AC funds used during fiscal year (FY)
2. AC money less 10% admin
3. Special projects: Drupal upgrade carryover and Responsive Web
4. Some current FY disbursements fund grants selected in previous FY
5. Database \$2,200; survey \$8,000; Responsive Web \$7,500, Drupal remainder 5,000
6. Member card mailing optional
7. May include portions of other line items (e.g. a portion of legal fee if it represents documents specific to AC projects)

<b>Authors Coalition Breakdown</b>					
Workshops	\$ 70,000		\$ 74,000	\$ 72,923	\$ 88,000
Fellowships and Grants	182,500		102,500	130,562	172,500
Content and Design	21,800		33,000	17,821	23,000
Outreach and Education	20,500		22,000	24,011	58,250
Administrative Allowance (10% of Annual Disbursement)	30,000		23,150	25,105	34,175
<b>TOTAL AC Funds Released from Restriction</b>	<b>\$ 324,800</b>	<b>\$ 0</b>	<b>\$ 254,650</b>	<b>\$ 270,422</b>	<b>\$ 375,925</b>

the way to that goal, and will add to the fund each year until we reach the full reserve. Under the policy, the total amount recommended for reserve will be evaluated for appropriateness every three years and will thus be looked at again in 2016. In addition, under its responsibility to oversee personnel matters and address any financial responsibility for accumulated paid time off, the committee has developed an employee leave policy, which the board has approved.

Once again, I thank and salute the committee's continuing members—Rick Bogren, Rob Frederick, Mari Jensen, and NASW President Ron Winslow (ex officio)—and our newest member, Jessie Haynes, who joined us at the annual meeting in October, for their astuteness, good judgment, and hard work. Also joining our latest conference call, via Jessie's line, was our very newest participant, honorary committee member Sarah, age 3. (We believe in developing talent early.) ■



**NASW Secretary  
Deborah Franklin**  
Freelance

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## NASW Annual Business Meeting Minutes

**RON WINSLOW CALLED THE MEETING TO ORDER AT 8:00 A.M., SATURDAY, NOV. 2, 2013, AND WELCOMED MEMBERS TO GAINESVILLE, FLA.**

Treasurer Beryl Loeff Benderly reported that NASW “got an unqualified approval rating from the auditor of our budget and books” in the issued opinion letter—the best news possible from an auditor. Members can find budget details online at [nasw.org](http://nasw.org). She encourages any members with a gift for balancing budgets to join the finance committee. Contact Benderly ([blbink@aol.com](mailto:blbink@aol.com)) or Tinsley Davis ([director@nasw.org](mailto:director@nasw.org)) to learn how, and to hear more about the time commitment.

President Winslow presented the 2013 Diane McGurgan Service Award to Michael Newman. Winslow praised Newman for, among other things, his organization of the meet-and-greet sessions at the NASW annual meeting—an opportunity for new members to get to know more experienced science writers and gain a foothold in the community. Newman has also contributed mightily to the planning of NASW workshops.

Freelance committee member Kendall Powell gave a brief update on the compensation survey of NASW members. This online survey had been completed by 470 members as of early November. Details will be published in

spring 2014 (preliminary data was presented during the Show Me The Money workshop, in Gainesville). Early results suggest that most freelancers in the group make a living writing and editing for (in this order) trade publications, national and international magazines, science journals, and nonfiction books.

Robin Lloyd briefed members on the ongoing efforts of the grants committee as it continues to make financial awards for various projects. Since its inception, NASW has given away about \$250,000 in Idea Grants, including partial funding for a Cross-Border Science Journalism Workshop, in San Diego; Open Studio; DCSWA's annual convention; and several of the Science Online conferences. Lloyd notes that these funds are meant to be seed money to help new projects get started. There is still more grant money available. Anyone curious about how to write a successful proposal can take a look at [nasw.org/how-win-idea-grant](http://nasw.org/how-win-idea-grant). Or contact Lloyd ([robinmllloyd@gmail.com](mailto:robinmllloyd@gmail.com)) or Tinsley Davis directly for more information.

Ron Winslow noted that under its new leadership—with committee chairs Czerne Reid and Ashley Yeager—the education committee is continuing to put on a great internship fair at the AAAS Meeting each winter, with a number of students gaining internships directly via conversations and mentoring at the meeting. NASW members attending the February 2014 AAAS meeting are urged to check with Reid ([czreid@nasw.org](mailto:czreid@nasw.org)) or Yeager ([ashley.yeager@duke.edu](mailto:ashley.yeager@duke.edu)) to find out how you can help.

Sexual harassment in the community of science writers made headlines two weeks prior to the 2013 annual meeting. Winslow reported that, as a result, the NASW leadership spent quite a bit of time during its onsite board meeting (and previously via email) discussing how best to discourage any form of harassment among science writers and how to support members who find themselves targets of harassment. The board thinks this issue is very important, Winslow said, and one that requires deliberate thought and action. With that in mind, the board has established a new committee—chaired by A'ndrea Messer (and seeking members)—that will look into expanding the NASW Code of Ethics to include, though not be limited to, harassment issues. NASW Vice President Robin Henig will chair a second committee—a revived grievance committee—that will look for ways to support members who feel they have become targets of harassment. The board also agreed it would be great to include a session during the 2014 NASW workshops on the “dynamics of power relationships”—a panel that might include research sociologists and/or psychologists studying the issue. Overall, Winslow said, the impetus is on individual NASW members to respect each other and to help create a respectful environment

for all. Members interested in joining either of the two new committees should contact Tinsley Davis, A'ndrea Messer, or Robin Henig directly.

President Winslow and the board next fielded questions from the membership.

In response to a question about Authors Coalition money, Benderly explained that funds are generated from royalties paid in Europe to reproduce stories reprinted from books, magazines, and newspapers. For the

### 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. [pcst2014.org](http://pcst2014.org)

**June 21-26, 2014 • 7th ESOF (EuroScience Open Forum), Copenhagen, Denmark.** [esof.eu](http://esof.eu)



past several years, NASW has received significant funding through the coalition (with monies allocated based on members' survey responses each year on publishing activities in which they are engaged). Receipt of such money is never guaranteed and can vary significantly from year to year. "The amounts in a couple of recent years have been unusually large," Benderly noted. NASW uses the money to fund a number of initiatives, including travel grants and idea grants. These uses have varied somewhat from year to year, depending on needs and conditions.

Robin Lloyd explained that the amount of a typical idea grant is between \$15,000 and \$20,000, though smaller grants are also made. Any grant under \$2,500 can be authorized solely by the program/grants committee; larger amounts require NASW board approval. The board requests that regional groups submit grant applications. It is best if such proposals can include funding for an online presence as well (even if archived for posting later on the NASW website) to permit the broadest participation. More information on how to apply can be found at [nasw.org/awards](http://nasw.org/awards). NOTE: To more accurately reflect its work, this committee has been renamed the grants committee.

Robin Henig gave a shout out to the fabulously hardworking 2013 workshop committee for their work on the Gainesville meeting. The committee had to winnow a list of 63 very good sessions proposed by members down to only 16, and regretted that so many worthy sessions couldn't be included this year. In order to pursue more of these great ideas—perhaps at midyear regional meetings as webinars or through a greater presence at AAAS—the workshop committee will, effective immediately, become a standing committee, in order to review options throughout the year. Also, to reduce confusion (at least in the long run) and to reflect its new commitment to multi-platform, year-round work, the committee will be renamed the meetings committee. New members are welcome! Please contact Henig ([robinhenig@nasw.org](mailto:robinhenig@nasw.org)) or Tinsley Davis ([director@nasw.org](mailto:director@nasw.org)) if you'd like to contribute.

Ron Winslow thanked Joe Kays and his University of Florida team for a wonderful meeting, and also offered special thanks to NASW's Executive Director Tinsley Davis for her excellent leadership.

With no further questions or other business, NASW's 2013 annual business meeting was adjourned by President Ron Winslow at 8:39 a.m. ■



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## Regional Groups

### NEW YORK

On Sept. 10, Science Writers in New York (SWINY) members were treated to An Evening With the Max Planck Florida Institute for Neuroscience (MPFI), held at the Pierre Hotel, in NYC. Max Planck luminaries from both Germany and Florida teamed up to discuss issues and progress and take audience questions. The panel's moderator: Ron Winslow, *Wall Street Journal* medical writer/editor and NASW president. Topics: New Technologies for Neural Communications and the Developing Brain and Mapping Brain Circuits. Among the speakers: Peter Gruss, Ph.D., president, Max Planck Society, Munich, Germany; David Fitzpatrick, Ph.D., scientific director & CEO, MPFI; and Bert Sakmann, M.D., Nobel laureate and group leader, MPFI.

On Nov. 18, the American Federation for Aging Research (AFAR) and SWINY presented Can We Delay Aging?, which gave SWINY member the opportunity to spend an evening with two of the world's leading researchers on the biology of aging and a leading geriatrician. Moderator: Kevin Lee, Ph.D., executive director of the Ellison Medical Foundation. Panelists: Nir Barzilai, M.D., director of the Nathan Shock Center of Excellence in the Basic Biology of Aging and the Glenn Center for the Biology of Human Aging, Albert Einstein College of Medicine; Ana Maria Cuervo, M.D., Ph.D., co-director, Einstein Institute for Aging Research, Albert Einstein College of Medicine; and Caroline S. Blaum, M.D., M.S., director, Division of Geriatrics, NYU School of Medicine as well as deputy medical officer of AFAR.

### NEW ENGLAND

Like Icarus, Comet ISON flew too close to the sun, vanishing shortly after its Thanksgiving Day closest encounter and failing



An Evening with the Max Planck Florida Institute for Neuroscience. Left to right, Tobias Bonhoeffer, Ph.D., Nils Brose, Ph.D., Ryohei Yasuda, Ph.D., David Fitzpatrick, Ph.D., Ron Winslow, Peter Gruss, Ph.D., David Levine, Bert Sakmann, M.D., and Moritz Helmstaedter, Ph.D.

to achieve the “comet of the century” status many had hoped for after its discovery a year ago. New England Science Writers (NESW) learned about ISON and comets in general during an Oct. 16 talk by Dan Green of Harvard’s Earth and Planetary Sciences Department. Green noted that comets are notoriously hard to predict, and ISON was no different. The meeting included a post-talk tour of Harvard’s 3D lab. NESW members saw a 3D model of the comet’s orbit approaching the Earth and a surprise bonus—a 3D tour of the Giza pyramid region in Egypt, rendered as it looked just after completion.

Members got a taste of computer coding on Oct. 29 at a Python for Journalists workshop, a combined event of NESW and Hacks/Hackers Boston led by science writer John Bohannon and hosted by Harvard’s School of Engineering and Applied Sciences. Python is a popular programming language increasingly used by journalists. Bohannon used Python in reporting for his recent story in *Science*, “Who’s Afraid of Peer Review?” in which he submitted fake scientific papers to 304 journals garnering a 60 percent acceptance rate. About 50 attendees practiced simple exercises that mimicked various aspects of his project. The exercises are available at his website ([johnbohannon.org/python\\_for\\_journalists/](http://johnbohannon.org/python_for_journalists/)). Ian Stokes-Rees of Continuum Analytics introduced Wakari ([wakari.io](http://wakari.io)), a web-based Python data analysis tool.

NESW member Tom Ulrich has re-energized our Twitter feed. Follow @NEsciWriters on Twitter for the latest regional tidbits, including events, grant and fellowship deadlines, job leads, and the brilliant work of our members. #Thanks, Tom!

To usher in the holiday season, NESW members gathered at Johnny D’s Restaurant, in Somerville, on Dec. 3, for our annual dinner and year-end celebration.

## NORTHERN CALIFORNIA

The Wired Pier Project was the focus of a Northern California Science Writers Association (NCSWA) September visit to the Exploratorium’s new home on the San Francisco waterfront. At the event, NCSWAns explored exhibits ranging from real-time physics experiments to tricks of perception, and the ecology of Coastal California and the San Francisco Bay. Wired Pier researchers explained how and why they collect and archive data on the effects of incoming tides. Visitors got an insider’s look at how weather impacts air quality and how human behavior and seasonal patterns affect atmospheric carbon dioxide levels and bay waters. When they took a break from the science, NCSWAns took in Mediterranean fare and waterside views of the city and the Bay Bridge lights.

## NORTHWEST

What more could science writers want to explore than fraud, fish, and funding? That’s what writers in the northwest have focused on at monthly meetings over the past three months. First, the group heard from Ferric Fang, University of Washington microbiologist, on the topic of fraudulent research. His exploration of research misconduct was illuminating and a bit depressing and ultimately a warning to science writers to be careful in what they hear about the latest discoveries. Next, writers headed out to the USGS Western Fisheries Research Center for an evening of short talks by scientists who study everything from lampreys to immunological effects of aquatic

contaminants to models that will help mitigate the effects of climate change. Special thanks go to the speakers, who gave their talks only a few days after the government shut down. And finally, Sara McCaslin, an editor and visual journalist at The Seattle Globalist, and Robert McClure, (executive director of InvestigateWest); two journalists who have raised money for in-depth reporting projects, shared their fundraising know-how on grants and crowdsource funding.

## WASHINGTON, D.C.

The D.C. Science Writers Association (DCSWA) enjoyed an active fall season, starting in September, with a Day on the Bay hosted by The Chesapeake Bay Foundation. Members learned from top bay researchers about the challenges the Chesapeake Bay is facing and how the conservation community is responding. They toured the foundation’s oyster restoration center, followed by a boat trip that featured hands-on water quality testing.

DCSWA’s Science Café offered three events, open to the public at no cost. Joseph Amato, emeritus professor of history at Southwest Minnesota State University, led an eclectic discussion about the presence and role of surfaces in our lives. Next, best-selling author and science writer Sam Kean filled the house as he discussed lost-and-found tales about the human condition hidden in the genetic code. Finally, Defense Advanced Research Projects Agency Director Arati Prabhakar engaged participants in a discussion about DARPA projects, her new role there, and lessons she has learned as a technology leader in both government and private sectors.

The NASA Goddard Space Flight Center hosted DCSWA for a visit centered on the largest satellite ever built there. The GPM (Global Precipitation Measurement) spacecraft—a joint project with the Japanese Space Agency—will be launched from Japan early in 2014. GPM is undergoing final tests in a (very) clean room at Goddard, which DCSWA members viewed.

DCSWA’s fledgling freelancers forum held its first meeting, at which members shared tips and contacts. They decided that the main function of the group will be to workshop each others’ writing. ■



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## Our Gang

**Alison Bass**, author of *Side Effects: A Prosecutor, a Whistleblower, and a Bestselling Antidepressant on Trial*, is working on her next nonfiction book which takes an in-depth look at prostitution in the United States and explores why current U.S. laws criminalizing prostitution are a failed and dangerous strategy. The book weaves the true stories of sex workers together with a policy argument for why adult consensual prostitution should be decriminalized from a public health and safety perspective. The

book will be published by the University Press of New England, in 2015. Write to her at [Alison.Bass@mail.wvu.edu](mailto:Alison.Bass@mail.wvu.edu).

2013 was an intense year for **Trudy E. Bell**. She was tapped by the Union of Concerned Scientists to edit four reports concerning nuclear power and hydraulic fracturing; engineering magazine *The Bent* published a primer she wrote on hydraulic fracturing; and she took part in the Kalamazoo River Institute through a fellowship of the Institutes for Journalism and Natural Resources. At first, she worried that she lacked the necessary expertise in biology and ecology. Her epiphany: "The sheer number of environmental stories that demand strong engineering understanding." Meanwhile, her blog, *Our National Calamity: The Great Easter 1913 Flood*, garnered her celebrity status as she was interviewed for centennial stories in newspapers, radio, and TV, and became keynote speaker at half a dozen major conferences and public gatherings. No wonder she traded in her house in Lakewood, Ohio, for an 800 sq. ft. cottage on Lake Erie. Ask if you can crash on her couch at [trudy\\_e\\_bell@sbcglobal.net](mailto:trudy_e_bell@sbcglobal.net).

**Rebecca Boyle** has left the news blog at *Popular Science* after three years, aiming to branch out as a freelancer. She's since been writing for several science magazines and websites, including *Popular Mechanics*, *Discover*, *Ask: Science for Kids*, and others. But she did not stray too far—in October, she joined *Popular Science's* newly launched blog network, with a blog called "Eek Squad." It focuses on the science and conservation of bats, spiders, snakes, and other traditionally "scary" animals, as well as the researchers who work with them. Check it out at [popsci.com/blog-network/eek-squad](http://popsci.com/blog-network/eek-squad), and send congrats to [beckyw31@gmail.com](mailto:beckyw31@gmail.com).

After six years as the associate director of Brown University's Environmental Change Initiative, **Martha Downs** is moving to The Nature Conservancy, where she'll be the associate director of science communications. She'll run the Science Impact Project, helping some of the conservancy's best scientists develop their public voices, and write for the blog "Cool Green Science" [blog.nature.org/science](http://blog.nature.org/science). She'll work from home in Mansfield, Mass., and hopes to see some of the NASW crowd occasionally. Say hello at [mdowns@tnc.org](mailto:mdowns@tnc.org).

At the beginning of July, **Wayt Gibbs** stepped away from his job as executive editor at Intellectual Ventures and editor-in-chief of The Cooking Lab to begin a 14-month leave of absence to work on a couple of science books of his own. The first will be an interactive, illustrated digital book. He's also begun freelancing as a writer, editor, podcaster, and publishing consultant. "With gigs so far editing for *Scientific American* and contributing to its podcasts, I'm excited to return full-time to the world of science and technology journalism," he says. Write to him at [wayt@waytgibbs.com](mailto:wayt@waytgibbs.com).

Freelance medical writer **Debra Gordon** has been named editor-at-large for healthcare reform and patient engagement at *Prevention* magazine, and the subject matter expert for the healthcare reform section of My Blue Community, a social network for Blue Cross members in eight states. Read her "Musings on Medicare and the Health Care System" at [blog.debragordon.com](http://blog.debragordon.com) and congratulate her at [debra@debragordon.com](mailto:debra@debragordon.com).

In December 2012, **Martha J. Heil** started as a science communicator for the Maryland NanoCenter, which is a collection of three labs located at the University of Maryland, College Park. Her role is twofold: to publicize the NanoCenter to the public

and the university and to create community among the current NanoCenter members. She describes her activities as a "one-person band" publicizing events, scoping out recently published papers for news value to media and center members, writing-producing-shooting-assembling video, making posters, shaping up official reports, and whatever else is needed. Her long-term projects include understanding how faculty get their news, what kind of news is most useful, and working with the communication groups on campus to have a more streamlined approach to publicity. Tell her nano-news is good news at [mjheil@umd.edu](mailto:mjheil@umd.edu).

**Sandra Katzman** is about to publish a 3,700-word account of two-and-a-half weeks she spent in the respiratory ward in Kyoto University Hospital, in September 2013, when she was given a prognosis of death—but the doctor had mistaken a lung infection for cancer growth. The title "Go Yonder," she says, is a pun on 504, the room number of her near-death experience. Shall she publish the 12 short chapters in a blog? Or on Facebook? Suggestions are very welcome. By the way, the doctor apologized and offered Katzman a job to edit academic

## AAAS KAVLI SCIENCE JOURNALISM AWARDS

The following NASW members have been named 2013 AAAS Kavli Science Journalism Award winners. The awards, administered by AAAS since the awards program's inception in 1945, go to professional journalists for distinguished reporting for a general audience. Independent panels of science journalists pick the winners, who will receive \$3,000 and a plaque at the 2014 AAAS Annual Meeting, in Chicago, in February. The NASW winners are:

### Small Newspaper (Circulation less than 100,000):

**Azeen Ghorayshi** ([azeen.g@gmail.com](mailto:azeen.g@gmail.com)), for "Warning: Quake in 60 Seconds" (*East Bay Express*, May 1, 2013). Ghorayshi reported on the work of a group at UC Berkeley that has been developing an earthquake warning system, and she pointed out the wide gap between the United States and Japan in deployment of such systems.

### Magazine:

**Hillary Rosner** ([mail@hillaryr.net](mailto:mail@hillaryr.net)), for "Attack of the Mutant Pupfish," (*WIRED*, December 2012). Rosner described what happened when a few pupfish from a different species managed to infiltrate a refuge designed to preserve the endangered Devil's Hole pupfish, in the Mojave Desert.

### Online:

**Phil McKenna** ([phil\\_mckenna@hotmail.com](mailto:phil_mckenna@hotmail.com)), for "Uprising: Can a self-trained scientist solve one of the biggest problems in energy policy?" (*MATTER*, Feb. 21, 2013). McKenna, writing for an online site dedicated to longform science journalism, described one man's hunt for natural gas leaks from urban distribution systems and their potential contribution to climate change.

A complete rundown of winners in the categories Large Newspaper (circ. 100,000+), Television (spot news/feature reporting), Television (in-depth reporting), Radio, and Children's Science News can be found at [aaas.org/sja2013](http://aaas.org/sja2013). ■



papers. She accepted and is now editing a piece on how patients' own cells will be grown to re-construct damaged lungs. Send well wishes to [s.katzman@stanfordalumni.org](mailto:s.katzman@stanfordalumni.org).

**Madeline McCurry-Schmidt** has moved on from her position as scientific communications associate at the American Society of Animal Science. At the beginning of September, she started as the senior writer for the UC San Diego Clinical and Translational Research Institute. In this position, she gets to write articles, create graphics, and take photos showing behind-the-scenes moments in clinical research. "It's been fascinating!" she says. Congratulate her at [MMcCurrySchmidt@ucsd.edu](mailto:MMcCurrySchmidt@ucsd.edu).

**Nancy McGuire** is getting a new freelance writing business off the ground. She's writing on science, technology, and STEM careers for the American Chemical Society and the Society for Tribologists and Lubrication Engineers. Recently, she helped write and edit a report on an assessment of the academic computing facilities at the National Defense University. She's looking to build up her business, and says that the NASW freelance job postings have been very helpful. Send best wishes and assignments to [n\\_mcguire@nasw.org](mailto:n_mcguire@nasw.org).

Freelance science and academic writer **Steve Miller** is continuing his rise to political prominence: he's been re-elected to his township board of supervisors. He previously served on the board for eight years and had to leave for two years due to term limits. But the people demanded his return! He'll be back on the five-member legislative board in January 2014, where he will manage ordinances, zoning, and budgets for a township of about 20,000 people. "Otherwise," he says, "I am just plugging along and writing multiple choice questions." To construct an outbuilding on your property, file the appropriate forms at [stevemiller100@comcast.net](mailto:stevemiller100@comcast.net).

Mongabay.org, a nonprofit that raises awareness about social and environmental issues relating to tropical forests and other ecosystems, has awarded **Wendee Nicole** its first-ever environmental reporting prize. She'll receive \$20,000 to examine innovation in tropical biology conservation with a focus on governance in Uganda and Peru. Her work will center around the late Nobel Prize-winning economist Elinor Ostrom's theories of governance and decentralization: putting power in the hands of locals. She'll spend time in both countries, interviewing on-the-ground players, and looking at the struggle to combat poverty while preserving shared resources like forests and biodiversity. The resulting articles will appear in mid-2014. Congratulate her at [wendeenicole@nasw.org](mailto:wendeenicole@nasw.org).

**Ed Sylvester** was named director of the new Walter Cronkite Science and Medical Journalism Program, in Arizona State University's Cronkite School of Journalism and Mass Communication. While developing the program, he will teach a class as professor emeritus: Science and Medical Writing and Collision Course: Science Intersects Journalism. Write to him at [ed.sylvester@asu.edu](mailto:ed.sylvester@asu.edu) to find out if the collision course is on autopilot.

Freelance science writer and editor **Sarah Zielinski** reports that her blog Wild Things has moved to *Science News* magazine. The blog covers "the weird and wonderful in the natural world." Check it out at [sciencenews.org/blog/wild-things](http://sciencenews.org/blog/wild-things) and write to Zielinski at [sciwriter.sarah@gmail.com](mailto:sciwriter.sarah@gmail.com) to tell her that her blog makes your heart sing and makes everything groovy. ■



## A Tribute to Roberta Friedman

BY CAROL HOWARD

I first met Roberta, along with a couple other new students in the UCSC Science Communication program, in the back seat of a car heading for our first NASW meeting. I have no idea how the topic arose, but I do remember Roberta saying that she had never in her life turned in a paper late and usually was early. I had absolutely no doubt regarding the veracity of her statement. I was truly awed by her ability to make such a claim—and with no sense whatever of bragging or exaggeration.

My heart sank: I had never in my life turned in a paper early and usually was late. I feared I'd be kicked out of the science communication program before I even started.

I was again awed by Roberta when we entered the classroom and were given our first writing assignment—to write our own obituaries. Roberta faced the assignment head on, envisioning her own death, in which she was hit by a car while riding her bicycle up to campus.

Each of the rest of us in the class had written humorous accounts of our demise—we were too young still to give death serious consideration. In my case, I died of bad vibes when I lit up a cigarette in the Whole Earth Café. (Of course I did not actually do anything of the sort—this was Santa Cruz, after all.)

Despite our divergent tendencies regarding writing—or maybe because of it—Roberta and I developed a friendship that spanned nearly 30 years—until her death this past March.

Roberta was straightforward and direct in her writings and in her interactions. Her knowledge and interests were wide-ranging, and I learned a lot from her over the years. In addition to being a first-rate writer, she was an avid gardener, hiker, and environmentalist.

A hike with Roberta was always a treat, as she could readily identify so many examples of the flora and fauna of the California coast. She led me on our annual wildflower hike each spring.

She also was a gifted ceramicist. Her unique and delightful pottery creations are displayed at local galleries.

Roberta earned her Bachelor's degree in neuroscience and

*TRIBUTE continued on page 29*

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CAROL HOWARD IS A SCIENCE WRITER AT THE CENTER FOR ALTERNATIVES TO ANIMAL TESTING AT THE BLOOMBERG JOHNS HOPKINS SCHOOL OF PUBLIC HEALTH.

## In Memoriam



**Joann Temple Dennett**  
Technology PIO,  
Freelance Writer, Educator

**J**oann Temple Dennett, 74, a science writer for more than 50 years, died Sept. 22, in Boulder, Colo. She joined NASW in 1970.

Dennett was born in the Midwest but lived the life of an Army brat, attending eight grade schools and five high schools. She received a B.S. in science engineering from Northwestern University (1961) and a M.S. from the Graduate School of Journalism at Columbia University (1962). She would return to the classroom in the 1980s, earning a Ph.D. in English education from the University of Colorado at Boulder.

Starting in 1962, she served for several years as an information officer for NASA's Lewis (now Glenn) Research Center. In 1967, she relocated to Boulder, Col., where she worked in various public information posts at the National Oceanic and Atmospheric Administration (NOAA) and the National Center for Atmospheric Research (NCAR). In 1972, she founded RDD Consultants, a firm providing technical writing and support services to a variety of clients.

In 1975, she joined the faculty at the University of Colorado, where she taught science writing in the school of journalism and technical writing in the department of physics. After completing her doctorate, she took up the post of director of publications for the college of engineering before moving on to serve as a research associate for the vice president of the university.

After her retirement, Dennett developed and managed an award-winning program for nonnative English-speaking visitors to the Forecast Systems Laboratory of NOAA.

After a lifetime of technical and science writing, in 2000 Dennett began writing fiction. Her first mystery novel, *See How They Scurry*, was published in 2008, followed a year later by the second in the series, *See How They Shine*.

Her final book, however, was nonfiction. *Navigating the Minefield of Cancer Treatment* relates how she found information and assessed information after being diagnosed with multiple forms of cancers. Dennett was her own best advocate in her treatment and survived for six years despite an original six months to two years prognosis.

■ ■ ■

## Ed Edelson Remembered

*Ed's talent was extraordinary. We old reporters will never forget him. Besides being a wonderful companion everywhere, he was the fastest, most accurate, most concise, and stylish writer I've ever known in the news biz. He could tell more in four paragraphs than I ever could in a full column.*

David Perlman

Science Editor, San Francisco Chronicle

*Ed was perhaps the fastest man to file from any newsroom I was ever in. He was cheerful and generous, and was president of the NASW when I joined, or very soon after that. As most of us know, he once crossed a picket line to keep his job. That put him on the outs for awhile. But I was among the majority of his friends and colleagues who held a fondness for him even through that transgression. I'll remember him as a lightning-swift and smart reporter who knew his beat perfectly and always had a moment for the newbies. (Links to more than a dozen of Edelson's articles for HealthDay News appeared in the KSJ Tracker 2006-2010.)*

Charlie Petit

MIT Knight Science Journalism Tracker

*Mourning the death of Ed Edelson: colleague, friend, and something of a mentor. Edelson covered the space program for the NY Daily News, then the largest circulation newspaper in America. He could fit more information in 500 words than the rest of us could in 1,000. He was the author of Edelson's Law of Freelancing: "The money isn't in the bank until the money is in the bank." He also was the tallest Jew I ever met. He was a class act.*

Joel Shurkin

Freelance

*Ed hired me for NASW, in 1978. He was very proud of that.*

Diane McGurgan

Former Executive Director, NASW



**Edward E. Edelson**

Science Editor, New York Daily News

**E**dward E. Edelson, 81, former science editor at the New York Daily News and an author on science and other topics, died in Manhattan on Oct. 17. He has been an NASW member since 1966. He was NASW president from 1979-80.

Edelson's journalism career spanned more than 50 years. His awards for newspaper and magazine writing, included The American Heart Association Blakeslee Award, American Medical Association Certificate of Commendation, The American Cancer

Society Media Award, and the New York Newspaper Front Page Award, among several others.

Born on September 10, 1932 in Astoria, Queens, he was educated in New York City's public schools. Edelson graduated from New York University in 1953. He served in the U.S. Army during the Korean War from 1953-54 and was awarded The National Defense Service Medal.

From 1963-64, Edelson was a fellow in the Sloan Rockefeller Advanced Science Writing Program, at the Columbia School of Journalism. He joined *The New York World-Telegram* and *Sun* as a science editor in 1962 and continued as a science writer and editor when the *World Telegram* merged with two other newspapers in 1966 to form the short lived *World Journal Tribune*.

When the *World Journal Tribune* ceased publication in 1967, Edelson worked as a freelance writer and was published by *Smithsonian*, *Popular Mechanics*, *Popular Science*, *Medical World News*, *Harper's Bazaar*, *McCall's*, and *Woman's Day*, among others.

Edelson was appointed science editor at the *New York Daily News* in 1971, writing feature articles and breaking news stories on every aspect of science, technology, and medicine. He left the *Daily News* in 1991, and continued to write, authoring numerous books and freelancing for *Newsday*, *Healthscout.com*, and many other publications. He wrote for, and was on the staff of, the Internet news service *Health Day* until the time of his death.



*ScienceWriters* has learned belatedly of the death of:

**Morton S. Stark** of Brooklyn, a freelance writer, and an NASW member since 1962. ■

## Three NASW Members Elected AAAS Fellows

**S**usan Gaidos, Ginger Pinholster, and David Salisbury are the most recent NASW members honored as American Association for the Advancement of Science (AAAS) Fellows.

Freelance science journalist **Susan Gaidos** is recognized for outstanding and sustained efforts to promote science, the scientific process, and understanding of science to critical mass audiences, including children and the lay public.

Gaidos has been writing about discoveries in areas ranging from biology and neuroscience to physics and technology for three decades. Her career as a science communicator includes nearly 20 years as a public information officer at Purdue University, where she wrote news releases and magazine articles and coordinated publicity efforts with science journalists at the nation's major newspapers and radio and TV networks. She left Purdue in 2002 to begin working as a freelancer. Since 2009, she has been contributing correspondent for *Science News*, where she has written subjects ranging from the fear of laughter to the ways in which plants might use quantum physics to boost photosynthesis. She has also served as a regular contributor to *Science Careers*. In 2008, she wrote about a team of military veterans at Harvard who were investigating the mechanical forces involved in traumatic brain injury and more recently profiled scientific efforts underway in Namibia and

in northeastern Brazil.

Her features, profiles, and news stories have also appeared in *New Scientist*, the *Dallas Morning News*, *The Scientist*, and *Howard Hughes Medical Institute Bulletin*. She also writes articles on science-related topics for children and has been a contributor to *Science World* and *Science News for Students* (formerly *Science News for Kids*). She has degrees in journalism and biology from Southern Illinois University at Carbondale, and undertook postgraduate studies in biology at Purdue University while working as a university PIO. She has received gold and silver awards in medicine and science writing from the Council for Advancement and Support of Education and received the National Institutes of Health's Plain Language Award in 2009 for contributions to the NIGMS publication *Computing Life*.

**Ginger Pinholster**, director of the Office of Public Programs at the American Association for the Advancement of Science, oversees a 37-person office in charge of public programs for AAAS as well as media relations for the *Science* family of journals and for the association's programmatic activities related to science policy, science education, global outreach, and public engagement with science and technology. Her office also runs the AAAS Annual Meeting and the EurekAlert! website, the science-news service for some 9,800 registered reporters worldwide.

Before joining AAAS in 2000, Pinholster served as national media relations coordinator at the University of Delaware, where her work was recognized by the Council for the Advancement and Support of Education. Earlier, she was deputy media relations manager for the National Academy of Sciences. She also has worked as a media relations specialist for the Georgia Tech Research Institute.

She began her career as a newspaper reporter in Georgia, where she received awards from the Associated Press as well as the American Bar Association. Her news reporting has appeared over the years in publications such as *Popular Science*, *Science*, *Omni*, *Environmental Health Perspectives*, and *Discover*. In 1994, she became the only reporter to cover a murder trial for the journal *Science*. Pinholster holds a B.A. degree in English from Eckerd College and an M.F.A. degree from the Queens University of Charlotte.

**David F. Salisbury**, senior research writer in Vanderbilt University's Office of News and Communications, is recognized for his achievements in communicating and interpreting science to the public. Salisbury is Vanderbilt's first science communicator to be so honored.

During undergrad physics studies at the University of

## SCIENCEWRITERS WELCOMES LETTERS TO THE EDITOR .....

A letter must include a daytime telephone number and e-mail address. Letters submitted may be used in print or digital form by NASW, and may be edited.

**Mail to:**  
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P.O. Box 1725  
Solana Beach, CA 92075

**E-mail to:**  
editor@nasw.org





Susan Gaidos



Ginger Pinholster



David F. Salisbury

Washington, Salisbury was inspired by his college creative writing courses to pursue a career in journalism instead. He began as a “copy kid” at the *Christian Science Monitor*, in 1972, but quickly moved up to the science and technology desk. At the *Monitor*, he covered a number of the biggest science and technology stories of the time, including Skylab; the Pioneer, Voyager, and Viking probe missions; and the Three Mile Island disaster. His reporting garnered several national awards, including the NASW Science in Society Award.

After 13 years at the *Monitor*, Salisbury transitioned into university PR as a research writer for UC Santa Barbara and then Stanford University. While at Stanford—in the pre-World Wide Web days of the early 1990s—Salisbury and colleague Dennis Meredith

conceived the idea of an online bulletin board that could serve as a one-stop online repository of university science and technology news. This eventually became the AAAS’ news service, EurekAlert!, now a household name for science journalists.

Salisbury’s interest in creating original online journalism brought him to Vanderbilt in 1999, where he became the “chief cook and bottle washer” of *Exploration*, the country’s first online-only university research magazine. In 2010, *Exploration* became the foundation of Vanderbilt’s online research channel, Research News @ Vanderbilt ([news.vanderbilt.edu/research](http://news.vanderbilt.edu/research)). In addition to his ongoing contributions to the research site, Salisbury provides communications support for the science and technology departments in the College of Arts and Science and School of Engineering. ■

## Michael Newman Wins McGurgan Award

**M**ichael Newman is the recipient of the 2013 Diane McGurgan Service Award. Newman, a senior communications officer at the National Institute of Standards and Technology, has served for the past three years on the annual workshop committee, which chooses the sessions for the fall ScienceWriters meeting. He is always one of the first to contribute or help out with a task.

But even before formally joining the committee, Newman has gone out of his way to make the annual ScienceWriters meeting a welcoming and productive experience. Every year, approximately 100 people attend ScienceWriters for the first time. And each year, starting with the 2010 meeting in New Haven, Newman has singlehandedly organized a meet-and-greet orientation for first-time attendees. These sessions help newcomers connect with experienced writers, network during the meeting, and gain a foothold in the community. Newman’s idea to offer badge ribbons to identify first-timers and veterans (“Ask Me”) has proved to be a very popular ice breaker.



Michael Newman

The Diane McGurgan Service Award has been presented annually since 2002. Recipients receive a \$500 check and the profound gratitude of NASW. A list of previous award winners can be found at [nasw.org/mcgurgan-award](http://nasw.org/mcgurgan-award). ■

MBL

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[mbl.edu/sjp](http://mbl.edu/sjp)

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# Volunteers

## Make a Difference

*This past year, the following individuals generously volunteered their valuable time and considerable talent to NASW governance, standing committees, ScienceWriters magazine, annual workshop planning and sessions, mentoring, and special projects in support of NASW's mission. Thank you!*

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# Science Writers Gain Insights



The faculty and science communicators at the University of Florida thanks everyone who attended ScienceWriters2013 in Gainesville. We hope you have a new appreciation for this part of the Sunshine State and for the world-class research being conducted at UF.

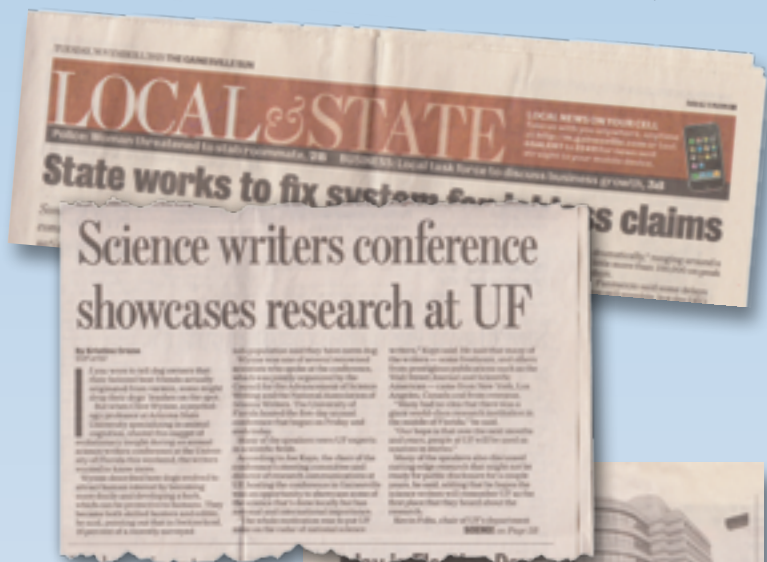
—Joe Kays, Director of Research Communications  
University of Florida

UF campus tours included the Health Sports Medicine Institute, Entomology and Nematology Department, Powell Structures Laboratory, Horticultural Sciences Department, McKnight Brain Institute, and the Health Cancer Center and Genetics Institute.

Field trips included kayaking the Ichetucknee River, historic St. Augustine tour, and Thomas Farm fossil dig.



Kayaking on the Ichetucknee River



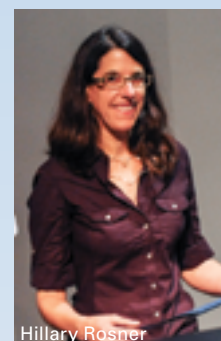
**PRESS COVERAGE** ▲  
The arrival of hundreds of science writers was so noteworthy that the Gainesville Sun ran a story.



David Quammen



Douglas Fox



Hillary Rosner

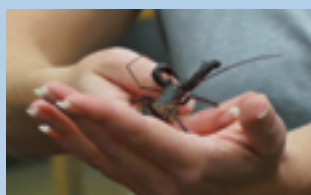
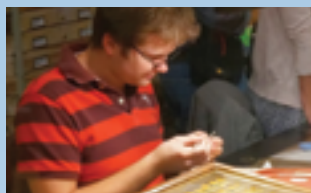
AWARDS BY MARK BENNINGTON  
LEIFERT BY CHARLIE PETTIT; KAYAKERS BY RACHEL COCKER



# and Inspiration in Gainesville



Florida Museum of Natural History



Dr. Matt Cohen lecture at Ginnie Springs

## Must Have Buttons



The host committee designed and produced a unique lapel button for the 52 different sessions, receptions, tours, and field trips that made up ScienceWriters 2013. Collecting them became an obsession at the meeting. They were prominently displayed on conference bags, generated conversation, and facilitated networking opportunities.



ScienceWriter2013 tote with highly sought-after buttons

### AWARDS GALA ▼

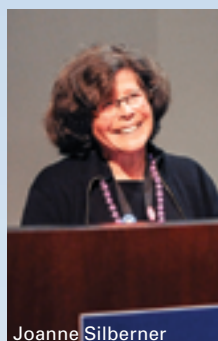
The ScienceWriters2013 Awards Gala honored this year's recipients of the Science in Society Journalism Awards, Victor Cohn Prize for Excellence in Medical Reporting, and the Evert Clark/Seth Payne Award for young science news journalists. Pictured below are seven recipients, each representing outstanding journalism from newspaper to book to blog to radio.



Christie Aschwanden



Sam Roe



Joanne Silberner



John Fauber

Seamless execution of logistics and myriad little touches made ScienceWriters2013 rock and were the results of countless hours expended by conference host steering committee members—Melissa Lutz Blouin, Pam Bobilin, Ruth Borger, Ann Christiano, Rob Ferl, Joe Kays, Kathy Kinsley-Momberger, Ann Koralewski, Steve Orlando, Paul Messal, Nancy Schreck, Beverly Sensbach, and Cindy Spence—aided by dozens of volunteers from a host of campus communication offices.

Workshop volunteers and speakers are recognized on page 25.

Financial support came from the UF Research Foundation, UF Institute of Food and Agriculture Sciences, UF Health, and Florida Museum of Natural History.

*ScienceWriters2013 recaps are featured on pages 3-5*

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# IRS RULES

*continued from page 7*

beneficial need to be mindful of their often hefty annual depreciation write-offs for an office's cost. The actual expense method allows depreciation deductions over a 39-year period for the share of the house (but not the land) allocable to the business. The simplified method bars such deductions.

Writers who use the actual expense method have to allocate mortgage interest and real estate taxes between personal use (Schedule A for itemized deductions) and business use (Schedule C). But writers don't have to allocate when they use the simpler option. They can claim all of their allowable interest and taxes on Schedule A.

Yet another wrinkle is that ditching the actual expense method for the simplified method means no write-offs for expenses that benefit the business part of your home—such as insurance premiums and utility bills.

The rules are more favorable for other normal expenses that are unrelated to business use of homes. Writers who use the new option remain entitled to claim deductions on Schedule C for all unrelated business expenses, such as outlays for postage, travel, the cost of help, and supplies.

There's more fine print. For 2013, the IRS allows writers to use either of the two methods, whichever one affords them a larger deduction. But writers are locked in once they select a method. The IRS doesn't permit a later change to the other method for 2013, though it does allow switching back and forth between methods from year to year.

Suppose you use more than one home with a qualifying home office in the same year. The IRS says you can use the simplified method for only one home in that year. However, you can use the simplified method for one home and actual expenses for any others in that year. ■

# ADVANCE COPY

*continued from page 11*

is Oxford University Press, and the other is an academic group, the International Association for the Study of Pain.

Now, I'm in the midst of publicity; a much more difficult and less rewarding task than writing a book!

—Judy Foreman

Contact Foreman at 617-547-3788, [judy@judyforeman.com](mailto:judy@judyforeman.com). Her website and blog is [judyforeman.com](http://judyforeman.com). Book publicist is Michelle Blankenship, 718-829-3996, cell 917-903-4013, [Michelle@Blankenshippr.com](mailto:Michelle@Blankenshippr.com). Foreman's agent is James Levine, 212-337-0934, [levinegreenberg.com](http://levinegreenberg.com). ■

# TRIBUTE

*continued from page 20*

her doctorate in pharmacology at Vanderbilt University. From there she completed the program at UC Santa Cruz, followed by internships at NASA Ames and the Stanford University news office.

She worked briefly at the *Santa Cruz Sentinel* and then spent the next 25 years as a science

writer, both freelance and with BioCentury, WebMD, the ALS Association, and Stanford University Medical Center.

Her work has been published in *Psychology Today*, *California Wild*, *Natural History*, *The Scientist*, *Medscape*, *San Francisco Examiner*, and elsewhere.

She passed away at her Santa Cruz home on March 23 following a three-year battle with cancer.

She is survived by her husband of 24 years, Paul Drescher of Santa Cruz and their three sons, Zach Drescher of Washington D.C., and Max and Benny Drescher both of Santa Cruz. She also leaves her brother, Arnold Friedman M.D. of Fresno, her aunt Thelma Friedman of Bronx, N.Y., and many loving cousins and extended family.

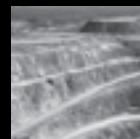
To paraphrase the ending to E.B. White's wonderful children's book, *Charlotte's Web*: "It is not often that someone comes along who is a true friend and a good writer.

Roberta was both. ■



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**New Member Benefit**  
see page 9

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The particular fine print featured hereinafter on this *ScienceWriters* magazine is not a disclaimer and shall not be interpreted as such; rather this text pertains to and impressively outlines why all NASW members should embrace The Fine Print contract database.

**OVERVIEW OF USE AND BENEFIT** The National Association of Science Writers' new database (hereafter called the "The Fine Print") is an online resource of legal contracts donated by registered NASW members (hereafter called "members"). Wherein The Fine Print is posted at [nasw.org](http://nasw.org) and whereas this database exists as a superb resource for its members, members are hereby granted unlimited access to read, compare, cite, and (share) contracts for their own benefit and for the benefit of fellow members. From like-minded professionals, you can build your own contracts. Therefore and henceforth all members are encouraged to bestow submissions via [contracts@nasw.org](mailto:contracts@nasw.org) and to download from The Fine Print database. Herein are the features of The Fine Print: **SEARCH FEATURES** Parameters allow members to define their needs within 10 categories: **Summary**, **Year Executed**, **Place of Execution**, **Type of Work** (Writing, Editing, Photography, Video, Multimedia, Social media, Project management, Consulting, Reprint), **Client Category** (General Interest/News, Alumni Mags/Research Institutions, Trade Book, Other Book, Professional Journal, Industry/Corporate, Educational, Non-profit, Retainer, Individual), **Copyright** (All Rights In Perpetuity, All Rights Time Limited, Work For Hire, First Time Publication Rights, (FNASR, etc), Creative Commons, Electronic Rights, One-time Rights, Future Republication Paid, Future Republication Unpaid, Other Provisions, ~~Publication May Reprint Wherever and Whenever Forever~~), **Pay** (Kill Fee, Pay On Publication, Pay On Receipt of Work, Pay On Acceptance, Reimbursement of Expenses, Periodic Payments, Milestones, ~~Royalties~~, ~~Option to Suspend Payment~~, Other Payments), **Medium** (Web, Print, Radio, Television), **Warranties** (Original, Own work, Non-libelous), and **Deliverables** (Number of Words, Captions, Rewrites, Art, Permissions, Completed Article/Chapter/Report), and Other Provisions (Indemnification, ~~Publisher Obligations~~, Acceptance, Non-compete, Non-disclosure, Termination of Contract, ~~Renegotiation~~ in Subsequent Editions).

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