

2010 Conference on Communicating Science

November 3-4, 2010
Hyatt Regency
Greenville, South Carolina

The 2010 Conference on Communicating Science will be a forum for the discussion of modern methods to improve communication with the public and policy makers about the societal impact of scientific advances. Effective communicators will educate and inspire the next generation of scientists and lead to a more scientifically-literate public.

AGENDA

November 3, 2010

- 1:00pm Registration and Multimedia/Poster Presentation Setup
- 3:00pm Panel of Science Journalists - *"Crafting a Message"*
Sonya Forte Duhé, PhD
Director, School of Mass Communication, Loyola University New Orleans
- Philip J. Hilts**
Director, Knight Science Journalism Fellowships Program at MIT
- Robert Krulwich**
Co-host of WNYC's *RadioLab* and NPR Science Correspondent
- 4:30pm Break
- 5:00pm Opening Keynote and Welcome Reception - *"Talking Science to Non-Scientists"*
Robert Krulwich
Co-host, WNYC's *RadioLab* and NPR Science Correspondent
- 7:00pm Dinner on Your Own

November 4, 2010

- 8:00am Breakfast
- 8:30am Keynote - *"Inspiring the Next Generation of Scientists"*
Neil deGrasse Tyson, PhD
Frederick P. Rose Director, Hayden Planetarium and Host, *NOVA scienceNow*
- 9:30am *New Approaches for Communication*
Doron Weber
Vice President, Programs, Alfred P. Sloan Foundation
- Bora Zivkovic**
Chief Editor and Community Manager, *Scientific American*, Writer, *A Blog Around The Clock* and Cofounder of *ScienceBlogging.org*

November 4, 2010

10:15am

Interacting with the Private Sector

Larry Boyd, PhD

Associate Director, Duke University Center for Entrepreneurship and
Research Commercialization

John Warner

Founder and Principal, InnoVenture, LLC

11:00am

Break

11:15am

Oral Presentation Session (*10-min presentations*)

The Alaska EPSCoR Video Project

Tom Moran

Social Science: Broadening the Appeal of Science with Video

Stephanie Levi, PhD

Clemson University's Evolution Matters Project

Melanie Francis

***Biological interactions probed in real time show cell adhesion coupled to
cytoskeletal assembly drives remodeling of a cell-cell communication
apparatus***

Andrew W. Hunter, PhD

CreatureCast.org

Sophia Tintori

Create your own "Communicating Science" symposium for students

Jamie Cornish

12:30pm

Lunch and Multimedia/Poster Session

2:00pm

The Role of the Scientist in Policy Making and Science, Society and Ethics

David Lemberg, MS, DC

Executive Producer and Host, *Science and Society*

Esin Gulari, PhD

National Science Board Member and Dean, Clemson University College of
Engineering and Science

John Besley, PhD

Assistant Professor, University of South Carolina School of Journalism
and Mass Communications

Susan Fitzpatrick, PhD

Vice President, James S. McDonnell Foundation

3:30pm

Closing Remarks