

Sustainable Infrastructures for Life Science Communication Part 2

National Academy of Sciences' Roundtable on Public Interfaces of the Life Sciences

January 10, 2014 ■ Friday, 8:30am-3:00pm

National Academy of Sciences, Lecture Room
2101 Constitution Avenue, NW, Washington, D.C.

Preliminary Agenda

8:30–8:35 **Welcome**

Kenneth Ramos*, University of Louisville

Brooke Smith*, COMPASS

8:35–8:55 **Recap of Day 1 (December 9, 2013)**

Bruce Lewenstein*, Cornell University

Rick Borchelt*, US Department of Energy

SESSION 5 WHO IS PAYING FOR THIS?

This session will explore the motivations, challenges and innovative approaches for funding life science communication.

Moderator: David Malakoff, *Science Magazine*

8:55–9:10 **The Changing Landscape of Funding for Science Communication**—John Burris, Burroughs Wellcome Fund

9:10–10:45 **Panel Discussion: Frictions and Momentum in Science Communication Funding**

John Burris, Burroughs Wellcome Fund

Kei Koizumi, Office of Science and Technology Policy

Kai Lee, David and Lucile Packard Foundation (*by phone*)

Dennis Schatz, National Science Foundation

Alan Slobodin, House Energy and Commerce Committee

Amanda Stanley, Wilburforce Foundation

10:45–11:00 **Coffee Break**

Continued [over]: **Session 6: Building Sustainable Infrastructures For Life Science Communication**

* member of the Roundtable on Public Interfaces of the Life Science

SESSION 6 BUILDING SUSTAINABLE INFRASTRUCTURES FOR LIFE SCIENCE COMMUNICATION

- 11:00–12:00 **Audience Engagement: Community Ideas as Building Blocks**
Moderator: Brooke Smith, COMPASS
Engagement Question: If sufficient financial resources are available to support science communication and engagement activities of life scientists, what types of activities would you invest in?
Audience Engaged—Why and How (11:00am)
Let the Brainstorming Begin (11:05am)
Sharing Preliminary Ideas (11:15)
Building the Ideas Wall (11:40)
Investing in the Ideas (11:50)
- 12:00–1:00 **Break for Lunch** (*lunch provided*)
- SESSION 6 (continued)**
Moderator: David Ewing Duncan*, Freelance Health and Science Journalist
- 1:00–1:30 **The Ideas Wall**—Summary, Reflections, and Discussion of Major Themes
William Provine*, DuPont
Amanda Stanley, Wilburforce Foundation
- 1:30–2:45 **Where Do We Go from Here?**
Opening Discussion
Andrew Rosenberg, Union of Concerned Scientists
Erika Shugart, American Society of Microbiology
Facilitated Audience Dialogue
- 2:45–3:00 **Workshop Wrap-Up**—Brooke Smith*, COMPASS
- 3:00 **Workshop Ends**
- 3:15–4:15 **Roundtable Business Meeting**

* member of the Roundtable on Public Interfaces of the Life Science

The Public Interfaces of the Life Sciences Initiative of the National Academy of Sciences (NAS) provides leadership to the scientific community on public engagement in science by: (1) raising awareness in the life sciences community about the importance of, and effective methods for, public engagement in science; and (2) building a community of practice and encouraging networks among life scientists, communication scientists, informal education experts, and science communicators to explore challenging issues that may be unique to the life sciences and develop informed public engagement strategies.

The Public Interfaces Initiative is overseen by the Division of Earth and Life Studies (DELS) and involves the DELS Board on Life Sciences and the Board on Science Education of the Division on Behavioral and Social Sciences and Education.

<http://nas-sites.org/publicinterfaces/>