Welcome to SCIENCE TALK ‘19

Wifi
Network: Science Talk
Password: scitalk19

Hashtag
#SciTalk19

Meal Breaks
Thursday
There will be coffee and snack breaks at 10:15 a.m., 2:00 p.m., & 3:40 p.m.
There will be a catered lunch from 12:00-1:00 p.m.
The evening reception begins at 5:00 p.m. It will include an assortment of appetizers & a no-host bar.

Friday
There will be coffee and snack breaks at 10:30 a.m. and 3:00 p.m.
Lunch is on your own in Portland.

AV Check-In Information
Presenters: please check your technology prior to your presentation. Visit Parlour A on the 4th floor (by the Emerald Ballroom).

Workshops
Workshop signups are on the door to each room.
Once the signup sheet is full, the workshop is full. Plan accordingly!

We’re here to help!
Have a question about the conference? Ask anyone with a “Board Member” ribbon on their name tag, or anyone in a Science Talk T-shirt.
### Agenda: Thursday, April 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Location (All events in the Emerald Ballroom unless otherwise noted)</th>
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<tbody>
<tr>
<td><strong>8:00 a.m.</strong></td>
<td><strong>Emerald Ballroom</strong>&lt;br&gt;Registration</td>
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<tr>
<td><strong>9:00 a.m.</strong></td>
<td><strong>Opening Remarks</strong>&lt;br&gt;Joe Palca&lt;br&gt;National Public Radio</td>
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<td><strong>9:15 a.m.</strong></td>
<td><strong>Keynote Presentation</strong>&lt;br&gt;Maryam Zaringhalam&lt;br&gt;The Story Collider &amp; 500 Women Scientists</td>
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<td><strong>10:00 a.m.</strong></td>
<td><strong>Icebreaker</strong></td>
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<td><strong>10:15 a.m.</strong></td>
<td><strong>Coffee Break</strong></td>
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<td><strong>10:30 a.m.</strong></td>
<td><strong>Workshops</strong>&lt;br&gt;&lt;br&gt;<strong>Emerald</strong>&lt;br&gt;Navigating Difficult Situations in Science Communication Engage&lt;br&gt;&lt;br&gt;<strong>Crystal West</strong>&lt;br&gt;Social Strategies for Climate Communication&lt;br&gt;&lt;br&gt;<strong>Richelle Tanner,</strong> Washington State University,&lt;br&gt;<strong>Blair Bazdarich,</strong> San Francisco Zoo;&lt;br&gt;<strong>Sarah-Mae Nelson,</strong> University of California Agriculture &amp; Natural Resources&lt;br&gt;&lt;br&gt;<strong>Crystal East</strong>&lt;br&gt;Engaging the Public with Social Media&lt;br&gt;&lt;br&gt;<strong>Mary Catherine Longshore,</strong> AAAS&lt;br&gt;&lt;br&gt;<strong>Suite 301</strong>&lt;br&gt;Don’t Just Talk Science, Help Them DO Science!&lt;br&gt;&lt;br&gt;<strong>Amanda Fisher,</strong> OMSI &amp; Catalysis&lt;br&gt;<strong>Lauren Moreno,</strong> Catalysis</td>
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<tr>
<td>Time</td>
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| 12:00 p.m. | Crystal Ballroom (East & West)  
Catered Networking Lunch |
| 1:00 p.m. | Emerald Ballroom  
Open Mic: Rapid Fire Pitches |
| 2:00 p.m. | Coffee Break |
| 2:20 p.m. | Emerald Ballroom  
Presentations  
**Science & Us: The Next Generation of Communicators**  
*Katherine Huang & Parin Shaik*, Science & Us |
| 2:40 p.m. | Creating Community Through Social Media  
*Susanna Harris*, University of North Carolina at Chapel Hill |
| 3:00 p.m. | Communication & Community: Entry Points to STEM  
*Francesca Bernardi*, Florida State University;  
*Katrina Morgan*, University of North Carolina at Chapel Hill |
| 3:20 p.m. | Labventure: Notes on Building Science Literacy Through  
Storytelling and Experience Design  
*Armando Manalo*, Upswell |
| 3:40 p.m. | Coffee Break |
| 4:00 p.m. | Panel  
**Identifying Sources of Misinformation and Taking Action**  
*Featuring: Seth Lewis*, University of Oregon;  
*David Shiffman*, Simon Fraser University;  
*Sarah Myhre*, Project Drawdown  
**Moderator: Matt Wilkins**, Vanderbilt University |
Thursday Evening Reception
5:00 p.m., Crystal Ballrooms
Poster & Art Show
See what methods your fellow scientists are already using in scicomm!
Catered Appetizers & Cash Bar

6:00 p.m., Emerald Ballroom

![imagine]
The Universe is a Laboratory Film Festival
I Saw the Future
François Vautier | 6 min | France | 2018

Mira
Amanda Tasse | 9 min | USA | 2017

The Prediction Machine
Marleen van der Werf | 15 min | Netherlands | 2017

Non-Linear
Linnea Rundgren | 6 min | Sweden / Australia | 2015

Solar Walk
Reka Bucsi | 21 min | Denmark | 2018

Singularity Song
Rachel Mason | 5 min | USA | 2017

Interstellar Matter
Joshua Peek | 3 min | USA | 2018

[O]
Mario Radev & Chiara Sgatti | 7 min | UK | 2017
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<thead>
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<th>Time</th>
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<th><strong>Agenda: Friday, April 5</strong></th>
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<tr>
<td>9:00 a.m.</td>
<td><strong>Emerald Ballroom</strong></td>
<td>Morning Announcements</td>
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<td>with Science Talk Executive Board Member John Meyer</td>
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<td>9:05 a.m.</td>
<td><strong>Emerald</strong></td>
<td><strong>Workshops</strong></td>
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<td>Finding Your Identity in Science Communication</td>
<td>Crystal West</td>
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<td></td>
<td>Ben Young Landis, Creative Externalities; Kelly Tyrrell, University of Wisconsin-Madison</td>
<td>How Can We Overcome Science Communication Misconceptions? Kristen Weiss</td>
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<td></td>
<td><strong>Crystal East</strong></td>
<td>Using Your Science Communication to Chart a Course for Change Estelle Robichaux, COMPASS</td>
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<td><strong>Suite 301</strong></td>
<td>Fuzzy Reception: Transmitting Findings &amp; Bias Kris Gowen &amp; Rachel Crist, OHSU</td>
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<tr>
<td>10:30 a.m.</td>
<td><strong>Emerald Ballroom</strong></td>
<td>Coffee Break</td>
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<td>10:50 a.m.</td>
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<td><strong>Presentations</strong></td>
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<td>Books as Effective Science Communication</td>
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<td></td>
<td>Joanne Manaster, University of Illinois</td>
<td>Joanne Manaster, University of Illinois</td>
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<td>11:10 a.m.</td>
<td><strong>Emerald Ballroom</strong></td>
<td>Using Storytelling to Change the Narratives of Diversity in Science</td>
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<td>Mónica Feliú-Mójer, Ciencia Puerto Rico and iBiology</td>
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<td>11:30 a.m.</td>
<td><strong>Emerald Ballroom</strong></td>
<td>Space in Your Face! A Space-Themed Variety Show</td>
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<td>Julia DeMarines, University of California-Berkeley</td>
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<td>11:50 a.m.</td>
<td><strong>Emerald Ballroom</strong></td>
<td>Breaking the Mold: Communication in Medicine</td>
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<td>Rebekah Fenton, Seattle Children’s Hospital</td>
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<td>12:10 p.m.</td>
<td>Digging Deep in Rocky Soil: Controversial Science</td>
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<td>Katherine Carter, NCSE</td>
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<td>12:30 p.m.</td>
<td>Emerald Ballroom</td>
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<td>Group Photo</td>
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<td>12:45 p.m.</td>
<td>Lunch on your own in Portland</td>
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<td>2:00 p.m.</td>
<td>Emerald Ballroom</td>
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<td>Panel</td>
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<td>Building Public Trust in the Fake News Era</td>
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<td></td>
<td>Featuring: Jennifer Cutraro, Science Storytellers;</td>
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<td></td>
<td>Mónica Feliú-Mójer, Ciencia Puerto Rico and iBiology;</td>
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<td>Kelly Tyrrell, University of Wisconsin-Madison</td>
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<td>Moderator: Russ Campbell, Burroughs Wellcome Fund</td>
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<td>3:00 p.m.</td>
<td>Coffee Break</td>
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<td>3:30 p.m.</td>
<td>Emerald Ballroom</td>
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<td>Keynote Speaker</td>
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<td></td>
<td>Dianna Cowern</td>
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<td>YouTube’s “Physics Girl”</td>
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<td>4:30 p.m.</td>
<td>Closing Remarks</td>
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<td>Dr. Allison Coffin</td>
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<td>President, Science Talk</td>
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**Free One-on-One Media Training**

Jason Ballmann will offer free 30-minute media training sessions from 10:00 a.m.-4:00 p.m. both days. Jason is the Communications Manager for the Southern California Earthquake Center at the University of Southern California.

Location: Parlour B on the 2nd floor (by the Crystal Ballroom)

To schedule: Email Jason at ballmann@usc.edu
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Jamie Bell, Center for Advancement of Informal Science Education
Keynote Speakers

Dianna Cowern

Dianna Cowern is the creator of Physics Girl. Driving tractors on a farm in Hawaii, where she grew up, somehow led to science and engineering pursuits. Nicknamed “Happy pants” in college, Dianna researched dark matter with Prof. Jocelyn Monroe as an undergraduate at MIT, and low-metallicity stars with Prof. Anna Frebel as a post-baccalaureate research fellow at the Harvard-Smithsonian Center for Astrophysics, before bringing her happy intern pants to G.E., where she worked as a software engineer designing mobile apps. Eventually, she started exercising the nerdy side of her brain on YouTube as Physics Girl before (and while) heading over to the University of California San Diego as a science outreach coordinator. She loves to surf, scuba dive and play the ukulele.

Maryam Zaringhalam

Maryam Zaringhalam is a molecular biologist who traded in her pipettes for the world of science policy and advocacy after receiving her PhD from the Rockefeller University. She is currently based in Washington, D.C., where she is an AAAS Science & Technology Policy Fellow, producer for the Story Collider, and a leadership member of 500 Women Scientists. Her words have appeared in Slate, Scientific American, and Quartz. Her cat is named Tesla, after Nikola and not Elon Musk’s car. For insights like this and more, follow her on Twitter @webmz_.

Opening Remarks

Joe Palca

Joe Palca is a science correspondent for NPR. Since joining NPR in 1992, he has covered a range of science topics — everything from biomedical research to astronomy. He is currently focused on the eponymous series, “Joe’s Big Idea.” Stories in the series explore the minds and motivations of scientists and inventors. As part of Joe’s Big Idea, Palca created “Friends of Joe’s Big Idea.” FOJBlis (pronounced foe-JOE-bees) are scientists interested in improving their communications skills.
Poster Presenters
Abigail Major, Gettysburg College
Tiffany Atkinson, The Ohio State University
Chris Bresky, Adler Planetarium
Stephanie Castillo, Vanderbilt University
Justin Chediak, Vanderbilt University
Nick D. Pokorzynski, Washington State University
Miranda Daviduk, University of Oregon
Tracy Debenport & Anne A. Madden, Indigo Ag
Heather Forsythe, Oregon State University
Erin Harrington, University of Rhode Island
Todd Harwell, Oregon State University
Rachel Herman, Gettysburg College
Grace Huckins, Stanford University
Amber Ismael, Pacific Science Center
Naomi K. Wallace, Washington State University
Brooke Kidner, University of Southern California
Bruce Kirchoff, University of North Carolina at Greensboro
Jacob Lee, University of Washington
Bryan Luukinen, Duke University Superfund Research Center
Amy Matzke-Fawcett, Old Dominion University
Andrew McAllister, University of Michigan
Nir Oksenberg, Delta Stewardship Council
Keighley Reisenauer, Baylor University
Madison Sankovitz, University of California Riverside
Steven Sobieszczyk, U.S. Geological Survey
Eric Sorensen, Washington State University
Caitlin Weber, University of Utah STEM Ambassador Program
Elizabeth Westby, USGS-Cascades Volcano Observatory
Arani Y. Cuevas-Sanchez, Washington State University
Artists
Ashley D’Antonio & Natalie Bursztyn, Oregon State University
Tracy Debenport, Indigo Ag
Kali Esancy, University of Washington
Stephanie Fine Sasse, The Plenary
Caroline Hu, Harvard University
Kei Lin Chang, Oregon State University
Katherine Lontok & Tasha Strum, Cabrillo College
Devika Nair, University of California San Francisco (Carry The One Radio)
Kendra Oliver, Vanderbilt University
Rachel Richards, EA Creative
Sarah Stednitz, University of Oregon
Tasha Sturm, Cabrillo College
Jeremy Swartz, University of Oregon
Stacy Torrance, Arcora Foundation
Jon Wagner, East Multnomah Soil and Water Conservation District