

We kindly invite you to participate in our next virtual **KLI Special Event** (The Zoom meeting access link will be provided the day before by Email):

**Sharing Science: Sci Comm & Open Science in the Digital Age**

# SHARING SCIENCE

SCI COMM & OPEN SCIENCE IN THE DIGITAL AGE.

DEC 16, 2020, 15:30-18:00 CET

**ORGANIZED BY  
KLI POSTDOCS**  
A VIRTUAL KLI SPECIAL EVENT



## SPEAKERS

### **SHAWNA WILLIAMS**

SENIOR EDITOR AT  
THE SCIENTIST MAGAZINE

### **IVA KOSTADINOVA**

PUBLIC RELATIONS OFFICER AT  
PENSOFT PUBLISHERS

### **MAX AUBRY**

CO-ORGANIZER FOR  
PINT OF SCIENCE AUSTRIA EVENTS

### **ANN GIBBONS**

CONTRIBUTING CORRESPONDENT FOR  
SCIENCE MAGAZINE

### **CHRISTINE HOEKENGA**

ENVIRONMENTAL EDUCATOR FOR  
PIMA COUNTY

### **KATE WONG**

SENIOR EDITOR AT SCIENTIFIC AMERICAN

SCIENCE COMMUNICATION (“SCI COMM”) IS BECOMING AN INCREASINGLY RELEVANT PRACTICE FOR SCIENTISTS. THE AIM OF THIS EVENT IS TO LEARN AND DISCUSS HOW TO COMMUNICATE SCIENCE BROADLY AND EFFECTIVELY.

**“WE ARE CONVINCED THAT A FRUITFUL COLLABORATION BETWEEN SCIENTISTS AND SCIENCE COMMUNICATORS CONTRIBUTES TO EMPOWERING MEANINGFUL ACTIONS TO ADDRESS SOME OF SOCIETY’S BIGGEST CHALLENGES.”**

## OUR AMBITION

Science communication (“Sci Comm”) is becoming an increasingly relevant practice. Not only does it improve the exchange of information between scientists and the general public, stakeholders, policy makers, and other academics, it also increases the visibility of research programmes. While some decades ago it was mostly carried out by a small number of scientists and science-journalists, Sci Comm is now a growing academic field involving experts coming from different backgrounds.

As a group of early career researchers, we would like to get in contact with expert and career science communicators, with the aim of learning from each other about how to communicate science broadly and effectively. This pertains to choosing an appropriate medium and outlets for science communication and accessing the professional domains of science journalism for knowledge about strategies in promoting one’s research. This assumes that the priority is to establish a dialogue that allows academics and journalists to efficiently work together and to both be satisfied by the outcome. We are convinced that a fruitful collaboration between scientists and science communicators would contribute to empowering meaningful actions to address some of the society’s biggest challenges.

## SYNOPSIS OF THE EVENT

In early 2020, the KLI Fellows self-organized a series of dialogues around Science Communication and Open Science (open-access publishing and data sharing). The practical knowledge of how one can and should communicate their academic work, and the perspectives about whether such work can be published without monetary barriers, is a central issue in the career life of those in the academy. Therefore, as early-career postdocs, facing the daunting task of speaking to the academic or scientific public at large, we want to bring together science communication experts who can share their knowledge and experience about what it takes to be effective communicators of science through short presentations and discussion. We aim to carry out these dialogues over multiple sessions in the coming months between December 2020 and the Spring of 2021.

The first session will be focused on Sci Comm. Since Sci Comm is a wide bracket that can encompass many types of activities created by and directed at diverse communities (e.g. scientists to scientists; scientists to public; scientists to journalists; etc.), our intent for this dialogue is to hear directly from Sci Comm professionals that specialize in producing and editing scientific content for a broad audience. It will take place on the 16th December from 15:30 to 18:00 (ECT) as a closed-door event via Zoom. We have lined up an exciting panel of six invited speakers who are active communicators of science:

- **Max Aubry (Austria):** PhD candidate at the Institute of Science and Technology (IST) Austria; he is a co-organizer for *Pint of Science Austria* events (a science outreach festival), and focuses on evolutionary entomology and disease defense of ants in his research.
- **Ann Gibbons (USA):** Contributing Correspondent for *Science* magazine; she has written extensively on human evolutionary and anthropological science (National Geographic, SLATE, Smithsonian magazine). She also has taught science writing at Carnegie Mellon University in Pittsburgh, Pennsylvania, and was a staff writer and editor at California newspapers. She has received major science writing awards from the National Academy of Sciences (2018, 2013), the American Anthropological Association, the American Geophysical Union (2019), and the Society of American Archeology (2014).
- **Christine Hoekenga (USA):** Environmental educator for Pima County (Arizona); her expertise includes digital communications strategy, social media outreach, traditional media relations, personal branding, environmental education, and science communication. Among other professional adventures, she has helped develop exhibits at the Smithsonian's National Museum of Natural History and has been the voice of a NASA spacecraft on Twitter.
- **Iva Kostadinova (Bulgaria):** Head of Press office & Journal development at Pensoft Publishers. Her focus is on science communication, open access publishing, and biodiversity

research. Her personal top favourite PR campaigns include the discoveries of skull-crashing parasitic wasps, exploding ants and animals named after politicians and fictional characters.

- **Shawna Williams (USA):** Senior Editor at *The Scientist* Magazine; Shawna edits several sections of the magazine, and writes on life science topics including immunology, animal and human ecology and evolution, genetics, and neuroscience. She earned a bachelor's degree in biochemistry and a graduate certificate in science communication, and in previous jobs has promoted science findings from academic institutions and taught biomedical reading & writing to medical students in China.
- **Kate Wong (USA):** Senior Editor at *Scientific American*. Kate oversees the magazine's coverage of non-medical biology. She commissions and edits articles from scientists on their own research. And she writes about evolution and ecology. Kate has been covering human origins and vertebrate paleontology since 1997. She is the coauthor, with paleoanthropologist Donald Johanson, of *Lucy's Legacy*. Recently Kate has become an avid birdwatcher—an interest that is making its way into her writing.

## SCHEDULE

Session	Speaker/Participants	Time (ECT)
Opening words Introduction	Guido Caniglia Lumila Menéndez	15:30
Session 1	<b>Shawna Williams</b>	15:35
	Q & A (5 mins)	
	<b>Iva Kostadinova</b>	15:50
	Q & A (5 mins)	
	<b>Max Aubry</b>	16:05
	Q & A (5 mins)	
Break		16:20
Session 2	<b>Ann Gibbons</b>	16:30
	Q & A (5 mins)	
	<b>Christine Hoekenga</b>	16:45
	Q & A (5 mins)	
	<b>Kate Wong</b>	17:00
	Q & A (5 mins)	
Break		17:15
Discussion Panel	Speakers + KLI Fellows	17:25
Closing remarks Greetings	Lumila Menéndez Guido Caniglia	17:55

## **ORGANIZERS**

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