



Professional Development Day

Saturday, April 8, 2017

AAAS Headquarters
1200 New York Ave., NW, Washington, D.C.

Follow us online @DCSWA with #PDD17

8:30 – 9:30 a.m.	Registration and Breakfast
9:00 a.m. – 5:00 p.m.	Resume Coaching
9:30 – 10:00 a.m.	Opening Remarks and Newsbrief Awards Presentation
10:15 a.m. – 12 p.m.	Hands-on Workshops
12 – 1 p.m.	Lunch
1:15 – 2:15 p.m.	Plenary Speaker: Juliet Eilpern, senior national affairs correspondent, <i>The Washington Post</i> , “From Sharks to the Climate Wars: Covering Environmental Policy and Politics on the Front Lines”
2:30 – 3:45 p.m.	Breakout Session I
4 – 5:15 p.m.	Breakout Session II
5:30 p.m. – 7:30 p.m.	Unofficial Networking at Capitol City Brewing (1100 New York Avenue NW, DC 20005)

Resume Coach

Sign up for a 15-minute slot with **Amy Leighton**, principal of “All Resume Writing Service,” at the main registration table. First come, first served; slots go fast.

Welcome

DCSWA President Kasha Patel will deliver a brief “State of the DCSWA” address and pass the duck to incoming president Lauren Lipuma.

2016 Newsbrief Awards Presentation

The DCSWA Newsbrief Awards are given in two categories: Writing and Multimedia. Two separate panels judged the entries in each category. A subset of the judges will present the awards.

Writing

Winner: **Kelly Servick** for “Tear your knee? Maybe your nose can help it heal.” published on *Science’s* website.

Honorable mention: **Rachel Lallensack** for “Watch this tiny robot do a backflip,” on *Science’s* website.

Honorable mention: **Susan Milius** for “Diversity of indoor insects, spiders adds to life’s luxuries in high-income neighborhoods,” in *Science News*.

Multimedia

Winner: **Genna Duberstein** and **Brian Monroe** for their video, “The electric wind of Venus,” for NASA’s Goddard Space Flight Center.

Honorable mention: **Julia Griffin** for her video, “Why are peacocks’ tail feathers so enchanting?” for PBS NewsHour.

Honorable mention: **Elaine Seward** and **Sam Lemonick** for their video, “Does gum really stay in your stomach for 7 years?” for American Chemical Society’s Reactions YouTube series.

Sessions

	Auditorium	Abelson	Revelle
10:15 a.m. - 12 p.m.	New approaches to video in social media	The delicate art of headline writing	Self-editing for writers
1:15 - 2:15 p.m.	Plenary session (auditorium): Juliet Eilpern , senior national affairs correspondent, <i>The Washington Post</i> , “From Sharks to the Climate Wars: Covering Environmental Policy and Politics on the Front Lines”		
2:30 - 3:45 p.m.	Writer’s aid: Get more assignments from editors	Media law 101	The impressionables: Science communication to engage children and teens
4 - 5:15 p.m.	This is your brand on social media	How to use FOIA laws and public databases to find stories	Pitch slam

10:15 a.m. – 12 p.m. HANDS-ON WORKSHOPS

Auditorium

New approaches to video in social media

In the ongoing quest for more clicks and web traffic, science news outlets and research institutions are exploring new ways to reach their audiences. Video has become a popular way to communicate science stories, and new technologies that enable live, interactive broadcasts and 360-degree views are gaining momentum alongside more traditional video presentations. Join us for demonstrations of some of the hottest new platforms and a discussion of how our panelists integrate these tools into their content creation efforts. *Participants who have access to a 360-degree video camera are strongly encouraged to bring it to the session, and participants without an existing Snapchat account are strongly encouraged to sign up and download the mobile app prior to the session.*

Speakers:

Aries Keck, social media team lead, NASA's Goddard Space Flight Center

Julia Majors, physics writer, American Institute of Physics

Moderator: **Matthew Wright**, science writer, University of Maryland, College Park

Abelson

The delicate art of writing headlines

This session will address one of the most creative yet dreaded aspects of the writing process: writing headlines. Crisp headlines are crucial for grabbing a reader's attention, engagingly conveying a story's message, and framing the discussion before the reader even begins reading. The stakes are high: A great headline can distill a story down to its essence; a bad headline can mean a Pulitzer-worthy story never gets read. We'll talk about types of headlines and strategies editors use to liven them up, then switch into a 30-minute workshop where we brainstorm headlines for a story as if we were writing for several different publications.

Jonathan Fischer, senior editor, *Slate*

Bryan Lufkin, editor, BBC's *Future Now*

Kate Travis, digital director, *Science News*

Moderator: **Rachel Gross**, science editor, *Smithsonian*

Revelle

Self-editing for writers

Bring your own unedited story and improve it with the help of experienced editors, copyeditors, and other professionals. Learn to file concise, clean, sparkling copy that will leave your editors begging for more. Please bring a laptop, a highlighter or colored pens, and printouts of at least three of your own edited or unedited pieces.

Speakers:

Rachel Kaufman, freelance

Julia Littleton, copy editor, *E&E News*

Alysha Love, deputy multi-platform editor, *CNN Politics*

Lauren Morello, Americas bureau chief, *Nature*

Moderator: **Sara Reardon**, senior reporter, *Nature*

2:30 – 3:45 p.m. BREAKOUT SESSION I

Auditorium

Writer's aid: Getting more assignments from editors

Getting story assignments is a lot of work for a freelancer. To make editors come back to you again and again, a group of veteran editors and a successful freelancer will give tips and tricks to use in pitching and the editing process, actions that make for a great writer-editor relationship with repeat business. The panel will also describe mistakes that make editors say “*adieu*” to writers after a single go-round.

Speakers:

Ann Finkbeiner, freelance

John Travis, managing news editor, *Science*

Cori Vanchieri, features editor, *Science News*

Moderator: **Josh Fischman**, senior editor, *Scientific American*

Abelson

Media law 101

It's more important than ever that science writers know their rights, but many writers come to the profession without a formal journalism background, and have an incomplete understanding of media law. For instance, when Donald Trump suggests he might want to “open up libel laws”, what exactly are U.S. libel laws and what legal protections do journalists have? Are U.S.-based writers subject to laws in other countries when they write for foreign publications? And what responsibility does a publication have to protect its writers? In this session, media professionals and legal experts will discuss media law from their perspectives. Attendees will learn about the basic terminology and protections, as well as ways to learn more and get help when they need it. The panelists will cover issues relevant to staff reporters, freelancers and public information officers, and will include a discussion of how media law is evolving in the digital age.

Speakers:

Kevin Goldberg, attorney, Fletcher, Heald & Hildreth

Laura Helmuth, health, science, and environment editor, *The Washington Post*

Ashley Messenger, senior associate general counsel, NPR

Deborah Nelson, associate professor of investigative journalism, University of Maryland, College Park

Moderator: **Gabe Popkin**, freelance

Revelle

The impressionables: Science communication to engage children and teens

Learn how communicating science for kids is different than for adults, and how to get your work in front of kids in the first place. What are some creative ways to engage this age group, and how does one break into this market? In this session, experienced science communicators who target the younger set will discuss ways to reach and engage children and teens with science across a variety of platforms.

Speakers:

Hakeem Oluseyi, space science education lead, NASA

Ariane Szu-Tu, associate editor, National Geographic Kids Publishing

Sarah Zielinski, managing editor, *Science News for Students*

Moderator: **Sarah Hansen**, STEM communications manager, University of Maryland, Baltimore County (UMBC)

4 - 5:15 p.m. BREAKOUT SESSION II

Auditorium

This is your brand on social media

It's been a couple years now since homepage traffic was pronounced dead, driven to virtual irrelevance by social media shares. Hyperbole aside, the question still remains as to how publishers are adapting to survive in this brave new world. In this session, social media managers will share insights into the strategies they've developed to work with writers, editors, and analytics to sustain and grow the reach of their brands in a post-homepage era.

Speakers:

Leslie Datsis, social media and audience development specialist, PBS Digital Studios

Kayla Epstein, social media editor, *The Washington Post*

Aries Keck, social media team lead, NASA's Goddard Space Flight Center

Moderator: **Matt Davenport**, reporter and multimedia producer, *Chemical & Engineering News*

Abelson

How to use FOIA laws and public databases to find stories

Want to file a public records request, but don't know how to phrase it? Intimidated by databases? Not sure when to appeal a denied Freedom of Information Act request? This session's panelists will explain the ins and outs of requesting public information, taking advantage of publicly-available data, and what happens once you hit "send" on that FOIA. Participants are welcome to bring in draft FOIA requests for feedback.

Speakers:

Kevin Bogardus, federal agencies reporter, *E&E News*

Kevin Goldberg, attorney, Fletcher, Heald & Hildreth, P.L.C.

Dina Maron, health and medicine editor, *Scientific American*

Dan Metcalfe, professor at the American University Washington College of Law, founding director of the Department of Justice's Office of Information and Privacy

Steve Reilly, investigative reporter, *USA Today*

Moderator: **Tiffany Stecker**, reporter, Bloomberg BNA

Revelle

Pitch Slam

Freelancers will meet one-on-one with editors of their choice for about five minutes to pitch story ideas. The editors will provide guidance on improving the pitch or the story itself, while suggesting possible publications if the story is not suitable for their own. You may pitch to as many editors as you wish, one at a time, and one story idea at a time. Sign up for time slots at registration. Please limit yourself to three sign-ups before noon.

Organizer: **Sarah Hansen**, STEM communications manager, University of Maryland, Baltimore County (UMBC)

Publications represented:

Chemical & Engineering News - Lauren Wolf

Eos - Peter Weiss

National Geographic - Victoria Jaggard

National Wildlife - Anne Bolen

Nature - Lauren Morello

PNAS Front Matter - Eugene Russo

Science - Catherine Maticic

Science News - Beth Quill

Science News for Students - Sarah Zielinski

Scientific American - Josh Fischman

Smithsonian - Rachel Gross

SPEAKER AND MODERATOR BIOGRAPHIES

(Pitch Slam editors and their publications' needs listed separately at bottom.)

Kevin Bogardus (How to use FOIA laws and public databases to find stories) covers federal agencies for *E&E News*, including the Departments of Energy and Interior and the Environmental Protection Agency. He previously wrote about lobbying, business and labor for *The Hill* and wrote for the Center for Public Integrity.

Leslie Datsis (This is your brand on social media) is the Social Media & Audience Development Specialist for PBS Digital Studios and has been a part of the YouTube community since 2007. While she spends a lot of time geeking out over social platform updates, her real bread and butter comes from studying online communities. Leslie has also been organizing story circles at conferences across the country since 2013 as an exploration of community building through narrative storytelling.

Matt Davenport (This is your brand on social media) is a reporter and multimedia producer for *Chemical & Engineering News*. He is a DCSWA board member, and social media intrigues him.

Juliet Eilperin (Plenary speaker) is *The Washington Post's* senior national affairs correspondent, covering how the new administration is transforming a range of U.S. policies and the federal government. In the spring of 2006 Rowman & Littlefield published her first book, *Fight Club Politics: How Partisanship is Poisoning the House of Representatives*, which has been featured on NPR's *Fresh Air with Terry Gross* and Comedy Central's *The Daily Show with Jon Stewart*. In June 2011 Pantheon published Eilperin's second book, *Demon Fish: Travels Through the Hidden World of Sharks*, which has been featured in *Smithsonian*, *Popular Science* and *People* magazines. She is the 2011 recipient of the Peter Benchley Ocean Award for Media, and in the spring of 2005 she served as the youngest-ever McGraw Professor of Journalism at Princeton University.

Kayla Epstein (This is your brand on social media) is the social media editor for national news at *The Washington Post* and helps shape digital strategy for the paper's reporting on politics and national issues, as well as health, science, and environmental coverage. She specializes in combining social media and open journalism with traditional reporting to tell stories and engage readers.

Ann Finkbeiner (Writer's aid: Getting more assignments from editors) is a freelance science writer who's done very little editing. She writes mostly about astronomy and its subfield, cosmology, but also about the science of national security, geology, defense technology, archeology, and anything else someone will pay her to write about. Finkbeiner has written three books and co-authored a fourth. And for about 25 years, she taught in the graduate program in science writing at Johns Hopkins. Lately she mostly writes features.

Jonathan L. Fischer (The art of writing headlines) is senior editor at *Slate* who covers business, technology, politics and other topics. He previously worked as the arts editor and managing editor of *Washington City Paper*.

Josh Fischman (Writer's aid: Getting more assignments from editors) is a senior editor at *Scientific American*, covering life sciences, earth sciences, and science policy from Washington D.C. His work has been selected for the Best American Science Writing 2012 anthology, and he has won the Blakeslee Award for excellence in medical reporting. He has written cover stories for *National Geographic*, *U.S. News & World Report*, and features for *Time* magazine and the *Los Angeles Times*. Josh has been the editor-in-chief at *Earth* magazine, deputy editor-in-chief of *Chemical & Engineering News*, senior writer and editor at *U.S. News & World Report*, deputy news editor at *Science*, and a senior editor at *Discover*.

Kevin M. Goldberg (Media law 101, How to use FOIA laws and public databases to find stories) is a member of the law firm Fletcher, Heald & Hildreth, P.L.C. in Arlington, Virginia, where he focuses on First Amendment, Freedom of Information Act, and intellectual property issues of behalf of a wide range of media clients. He is also the current chairman of the board of directors of the National Press Foundation and the immediate past president of the D.C. Open Government Coalition. Kevin graduated from James Madison University and the George Washington University Law School.

Rachel E. Gross (The delicate art of writing headlines) is the science editor at Smithsonian.com, where she covers everything from climate change to animal sex. Previously she reported at *Slate*, *Wired*, and *The New York Times*, and has freelanced for *The Atlantic*, *New Scientist*, *NPR* and *Undark*. She is the DCSWA social chair.

Sarah Hansen (The impressionables: Science communication to engage children and teens) is STEM communications manager at the University of Maryland, Baltimore County (UMBC). She holds a B.S. in biological engineering and a Master of Arts in Teaching from Cornell University, and a M.S. in biological sciences from UMBC. In a previous lifetime, she taught middle school science at the Holton-Arms School.

Laura Helmuth (Media law 101) is the health, science, and environment editor for *The Washington Post* and the president of the National Association of Science Writers. She has previously been an editor for *National Geographic*, *Slate*, *Smithsonian*, and *Science*. She is on the board of directors of *High Country News* and the board of advisors of *Spectrum*, an autism news magazine. She has a Ph.D. in cognitive neuroscience from the University of California at Berkeley.

Rachel Kaufman (Self-editing for writers) is a freelance science writer and editor. Her writing has appeared on *National Geographic News*, *The Washington Post*, *Next City*, and more. Her behind-the-scenes editing has helped shape stories at Smithsonian.com and two American Institute of Physics magazines. Keeps red pens on standby.

Aries Keck (New Approaches to video in social media, This is your brand on social media) is the first-ever social media lead at NASA's Goddard Space Flight Center in Maryland. A former DCSWA president, Keck is also an award-winning science writer, radio reporter and the co-author of the book "Einstein A to Z."

Lauren Lipuma (DCSWA vice president) is a public information specialist and writer at the American Geophysical Union, where she writes about all areas of Earth and space science, except for space weather (because nobody understands space weather). She has previously written for the magazines *EyeWorld* and *Ophthalmology Business*, worked in conservation, and done extensive research on the bacteria that make up our poop.

Julia Littleton (Self-editing for writers) has been a copy editor at *E&E News* since the inception of its *Climatewire* publication in 2008. She is a graduate of the Columbia University School of Journalism and the University of Denver Publishing Institute. She has also edited in the book publishing and financial services industries.

Alysha Love (Self-editing for writers) is deputy multi-platform editor at *CNN Politics*, where she copy edits stories, breaking news alerts and social media posts. She previously worked as a copy editor for *Politico Pro*, handling newsletters, stories and brief whiteboard alerts.

Bryan Lufkin (The art of writing headlines) is the editor of *Future Now*, part of BBC.com's Future features vertical, which covers science, health, and technology. He previously worked at *Gizmodo*, *Wired* and *Entertainment Weekly*, and has freelanced for *GQ*, *Fast Company*, *Scientific American* and more.

Julia Majors (New approaches to video in social media) In addition to writing about the latest physics news for AIP, Majors has also overseen an exciting new effort to host virtual tours and Q&A sessions using 360-degree video. Majors was selected as a beta tester on a new effort to integrate Periscope 360 video with Twitter, and she played a key role in developing procedures to make this technology feasible for live storytelling and use by larger science organizations.

Dina Fine Maron (How to use FOIA laws and public databases to find stories) is *Scientific American's* health and medicine editor in Washington, D.C. She has recently covered the lack of maternal health resources in rural America, the new administration's effect on scientific agencies and cash as a public health problem.

Ashley Messenger (Media law 101) is senior associate general counsel at NPR. She specializes in First Amendment and media law issues. She previously worked as editorial counsel at *U.S. News & World Report* and as a Fellow at the Reporters Committee for Freedom of the Press. Ashley also teaches media law at American University, and has taught First Amendment law at the University of Michigan Law School. She is the author of a textbook *A Practical Guide to Media Law*.

Dan Metcalfe (How to use FOIA laws and public databases to find stories) is a professor of law and government at the American University Washington College of Law. He spent more than 25 years as the director of the Department of Justice's Office of Information and Privacy, where he directed federal agencies on the administration of the Freedom of Information Act.

Lauren Morello (Self-editing for writers) is the Americas bureau chief at *Nature*, where she oversees news coverage of the U.S., Canada, and Latin America. She earned a master's degree in science journalism at Boston University. Lauren was previously a reporter covering climate change science and policy at *ClimateWire*. She has also written extensively about oceanography, ecology, nanotechnology, and biotechnology, and she spent several years as a beat reporter covering the U.S. Congress.

Deborah Nelson, J.D., (Media law 101) is Associate Professor of Investigative Journalism at the University of Maryland, where she teaches media law and investigative reporting. She joined the Philip Merrill faculty in 2006, after five years as the Washington investigations editor for *The Los Angeles Times*. She also reported for *The Washington Post*, *Seattle Times* and *Chicago Sun-Times*. She shared a Pulitzer Prize for an investigation into federal housing programs and co-edited two other Pulitzer projects.

Hakeem Oluseyi (The impressionables: Science communication to engage children and teens) is a professor of physics and space sciences at the Florida Institute of Technology, and is currently stationed as space science education lead at NASA. He has hosted several science television shows, written science books for children, and assisted in production of an award-winning, educational science video game.

Kasha Patel (DCSWA President) is a writer in the Earth science department at NASA's Goddard Space Flight Center covering topics including societal applications of satellite data, long-term Earth observations such as ozone hole measurements, and advancements in hurricane research. She is also a stand-up comic who performs at clubs across the country and produces Science Comedy shows in D.C.

Gabriel Popkin (Media law 101) is a freelance science writer who has written for *The New York Times*, *The Washington Post*, *Science*, *Nature* and many other publications. He was president of DCSWA from 2015 – 2016 and is co-chair of the National Association of Science Writers' information access committee.

Sara Reardon (Self-editing for writers, DCSWA treasurer) is a senior reporter at *Nature*, where she has covered biomedical research and policy since 2013. She previously worked at *New Scientist* and *Science*, and has a master's degree in molecular biology from the University of Washington. She serves as treasurer of DCSWA and is on the National Press Club's Young Members committee.

Steve Reilly (How to use FOIA laws and public databases to find stories) is an investigative reporter and data specialist for *USA Today*. His investigations have prompted reforms in how agencies process rape kits, congressional hearings on the U.S. power grid and changes in screening for teachers with abusive pasts.

Tiffany Stecker (How to use FOIA laws and public databases to find stories) covers environmental policy for Bloomberg BNA. She has covered climate science, agriculture, forestry and water policy for the last six years and holds a master's degree in science journalism from City University in London. She is also a DCSWA board member.

Ariane Szu-Tu (The impressionables: Science communication to engage children and teens) is an associate editor for National Geographic Kids Publishing. She works on a variety of titles, mainly for ages 8-12, on topics ranging from history, to animals, to science, and more. She has written science articles for *The Baltimore Sun*, served as an intern with the World Wildlife Fund's conservation science team, and taught wildlife and conservation to high school students in Alaska as part of National Geographic Student Expeditions summer programs.

John Travis (Writer's aid: Getting more assignments from editors) is the managing news editor at *Science*, and coordinates much of its biology and biomedical news coverage. After earning a master's degree from Boston University's science journalism program and internships at *Science News* and *Science*, he became *Science's* New England correspondent. Then for almost a decade, he covered biology at *Science News* before returning to *Science*. From 2007 to 2011, he was the European news editor at *Science's* U.K. office in Cambridge, and now is back in the D.C. office editing again.

Kate Travis (The art of writing headlines) is the digital director for *Science News*, the magazine of the Society for Science and the Public. Previously she was the news editor for the *Journal of the National Cancer Institute*, a scientific journal published by Oxford University Press, and has written for *The Scientist*, *CR Magazine* and *Health*.

Cori Vanchieri (Writer's aid: Getting more assignments from editors) joined *Science News* in August 2014 as features editor. Before that she was story editor at the Howard Hughes Medical Institute's magazine, the *HHMI Bulletin*. She has more than 25 years of experience as a writer, editor and project manager within the health and science field. She helped launch news sections at the *Journal of the National Cancer Institute* and *Annals of Internal Medicine* and was senior medical editor at *Cleveland Clinic Magazine*. She earned a bachelor's degree in nutrition from Cornell University and a master's in journalism from Stanford University.

Matthew Wright (New approaches to video in social media) is a writer for University of Maryland's College of Computer, Mathematical, and Natural Sciences covering a broad range of topics from astrophysics to zoology. He is a relative newbie with video, but he has been leading the College's efforts to produce short, interesting videos for the web and social media. He is a DCSWA board member.

Sarah Zielinski (The impressionables: Science communication to engage children and teens) is the managing editor for *Science News for Students*, an online news magazine for kids ages 9 to 14, and the Wild Things blogger for *Science News*. She won the DCSWA Newsbrief Award in 2010 for a Smithsonian.com story on rare earth elements. She has also written for scientists, science enthusiasts and the general public for publications including *Smithsonian*, *Science*, *Slate* and *National Geographic News*.

PITCH SLAMMERS:

Chemical & Engineering News – Lauren Wolf

Lauren Wolf is the science desk editor at *Chemical & Engineering News*, the news magazine of the American Chemical Society. She's looking for compelling journalism rooted in the molecular sciences, from nanotech to astrochemistry. Pitches should complement her team's reporting on how chemists and their work shape the world and connect to current events, covering food safety, forensics, biomedical research, critter chemistry, and more. Lauren's accepting pitches for news, features, and multimedia pieces.

Eos – Peter Weiss

Eos.org invites pitches of news stories about important, intriguing, or simply fun new scientific findings or other developments in the geosciences and space sciences. *Eos's* coverage ranges across climate change, hazards and disasters, planetary exploration, biogeosciences, and other scientific disciplines related to our Earth, the solar system and exoplanets (but not astrophysics or cosmology). Before assuming his current role as *Eos* senior news editor, Peter Weiss wrote for *Science News* and *Contra Costa Newspapers*. Before joining *Eos*, Peter ran the press office of the American Geophysical Union (AGU) for more than eight years. AGU is the world's largest organization of Earth and space scientists and publisher of *Eos*.

National Geographic – Victoria Jaggard

Victoria Jaggard is the online science editor for *National Geographic*. She is looking for exciting finds from off the beaten path about astronomy, animals, human origins, paleontology, and the environment. "Hidden gems" from less-publicized journals are great, but she's also keen to see the NatGeo take on current events, news analysis of trending topics, and visual-driven enterprise stories from around the world.

National Wildlife – Anne Bolen

Anne Bolen is managing editor of *National Wildlife* magazine, the member magazine of the National Wildlife Federation, and a former editor at *Smithsonian* magazine. She is also a past president of DCSWA. *National Wildlife* magazine publishes articles about intriguing animal behaviors, scientific discoveries and issues affecting native North American species and their habitat.

Nature – Lauren Morello

Lauren Morello is the Americas bureau chief at *Nature*, where she oversees news coverage of the U.S., Canada, and Latin America. *Nature* seeks freelancers for stories ranging from 400-word online shorts to deeply reported 3,000-word features, across all areas of science and science policy. For any pitch, we want to know why we should tell the story now, why the subject is unusual or important, and why the story would suit our core audience—working scientists. Some of our favorite topics include: surprising or counterintuitive results, or those with serious policy implications; funding increases/decreases; fights involving scientists or science/policy issues; a shift in thinking about a topic or field; research fraud or misconduct; or policies on lab/field safety, higher education, or academic publishing that affect how scientists work.

PNAS Front Matter – Gene Russo

Gene Russo has been editing and writing about science, science policy, and science education for the past 19 years. Before coming to *PNAS* to run the Front Matter section, he spent eight years as *Nature's* science careers editor. He holds master's degrees in environmental policy as well as history and philosophy of science. The Front Matter section of the *Proceedings of the National Academy of Sciences* seeks to tell the stories of science, offer a window into the lives of scientists and their work, and illustrate the intersections between science and society. We do so via four journalistic elements—News Features, Inner Workings, Core Concepts, and Science & Culture—as well as scientist-written Opinion pieces. Our audience is primarily working scientists, but all our

content is meant to appeal to, and be understood by, science-savvy lay readers. All stories are made freely available online <http://frontmatter.pnas.org/>.

Science – Catherine Matacic

Catherine Matacic is an associate online editor with *Science*. Our online new site covers everything from geology to genetics, with a focus on breaking news. You should pitch us big deal discoveries with broad implications for society that are comprehensible to the general public. We scan all of the big press releases and journals, so you won't have much luck pitching from these. Our biggest piece of advice is this: Pitch us hidden gems. Scan the secondary journals and the online archives for cool stories that didn't get press releases and/or that no one else has covered. Or scan the big journals for interesting papers that didn't get press releases. We want to run cool, exclusive items, and if you find these for us, we will look upon you highly.

Science News – Elizabeth Quill

Elizabeth Quill is the acting editor in chief of *Science News* magazine and ScienceNews.Org. She is interested in hearing pitches for departments pieces (including Mystery Solved, For Daily Use, How Bizarre, Science Stat and the Science Life), as well as pitches for the reinvigorated Science & the Public blog. She is always eager to talk about cutting-edge science advances and trends that could be developed into feature stories. The most successful pitches will cover environmental science, chemistry, math, technology and other areas that don't fall into the core beats of SN staff writers.

Science News for Students – Sarah Zielinski

Sarah Zielinski is a writer and editor for *Science News for Students* and a former associate editor for *Smithsonian* magazine. *Science News for Students* is looking for breaking news coverage and feature stories from all STEM fields, but especially on the physical sciences (physics, chemistry and materials), pre-commercial technology advances and health-related issues (such as cognitive science, physiology, and nutrition science).

Scientific American – Josh Fischman

Josh Fischman is a senior editor at *Scientific American* magazine, leading a team covering life sciences, earth sciences, and science policy from Washington, D.C. *Scientific American* is a popular magazine that tells intriguing, engrossing stories about science, and we write much less formally than an academic journal, so it helps if your proposal captures that spirit. We use everyday language to convey sophisticated ideas. We like to illuminate contemporary issues and how science is addressing them. Proposals should be for stories, not general topics. Our features run 1,000 to 3,000 words, and can be published digitally, in print, or both. We also run shorter news items.

Smithsonian – Rachel Gross

The science section at Smithsonian.com aims to help you better understand yourself and the world around you. We welcome thoughtful pitches for in-depth science features, as well as snappier pieces on surprising findings that show how science is relevant to daily life. Our stories are pitched at an audience that is curious about science and history, but doesn't necessarily have any formal training; thematic pillars include climate change research, biodiversity, animal behavior and history of science.

Safe Conference Experience Policy The D.C. Science Writers Association is dedicated to providing a safe and welcoming conference experience for everyone, regardless of gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, age, national origin, or religion. DCSWA does not tolerate harassment of conference participants in any form.

Photo Release Professional Development Day attendance implies your consent to be photographed, filmed and/or otherwise recorded for use on the DCSWA website or news publications.

Thank a DCSWA board member!

DCSWA is a volunteer organization that could not be run without the gracious time and dedication from our trusty board! Make sure you thank a board member today! If you are curious about joining the board, any current member will be happy to tell you more.

Kasha Patel, President, NASA

**Lauren Lipuma, Vice President, American
Geophysical Union**

Sara Reardon, Treasurer, Nature

**Catherine Maticic, Deputy treasurer,
Science/AAAS**

Tiffany Stecker, Secretary, Bloomberg BNA

**Monica Amarelo, Membership Chair,
Environmental Working Group**

Rachel Gross, Social Chair, Smithsonian

Divya Abhat, The Wildlife Society

Matt Davenport, Chemical & Engineering News

**Sarah Hansen, University of Maryland, Baltimore
County (UMBC)**

Joshua Rapp Learn, Environment and Energy

Christine Suh, American Chemical Society

Helen Thompson, Science News

**Matthew Wright, University of Maryland, College
Park**