S E M I N A R

Jointly hosted by Departments of Biological Sciences and Chemistry

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Hosted by Dr Ganesh S Anand



Image credit: Peter Cutts

Communicating Your Science To The Public:

Why and How

A. Maureen Rouhi, Ph.D.

Deputy editor-in-chief, C&EN

Government agencies funding scientific research are putting pressure on researchers to communicate the importance of their work to the greater public. This requirement is relatively new, spurred by the need for greater accountability of how public funds are used, as well as to disseminate more widely the fruits of scientific research. Chemical & Engineering News is a multimedia platform for communicating science to the public. In this seminar, I will explain how C&EN works and how researchers can work effectively with its journalists.

NUS National University of Singapore

BRIEF BIO:

A. Maureen Rouhi is the deputy editor-in-chief of Chemical & Engineering News. Chemical & Engineering News is the weekly newsmagazine of the American Chemical Society. It reports current events in the chemistry enterprise, including recent advances in research, education, industry, funding, and regulatory policy. Its audited circulation is approximately 129,000, and it is produced by staff based in Washington, D.C.; Edison, N.J.; Berlin; Boston; Chicago; Dallas; Hong Kong; Houston; and Oakland, Calif. Rouhi directly or indirectly supervises 44 of more than 50 full-time staff.

Rouhi received B.S. and M.S. degrees in agricultural chemistry from the University of the Philippines, Los Baños, and a Ph.D. from the University of London. Her professional experience includes independent research and teaching in the Philippines and in Iran, scholarly publishing, journalism, and news organization management. She began her career in scholarly publishing at the American Society for Microbiology and her career in journalism at Chemical & Engineering News.

Rouhi's leadership and management skills have been honed by 22 years of service at the American Chemical Society. The world's largest scientific society, ACS is a nonprofit professional organization with a multidisciplinary membership of more than 163,000 chemists and chemical engineers. Revenues come primarily from sales of more than 40 scientific journals and services provided by Chemical Abstracts, the biggest and most comprehensive collection of chemical information in the world.

Artwork by Ann Nee, DBS, NUS