EDventures Proposal:
Travel and Tuition Grant for Santa Fe Science Writing Workshop

Yoshimi Mia Rii
February 9, 2012

Included in this proposal packet:

1 – Cover Sheet
2 – Project Description
3 – Itemized Budget with Budget Justification
4 – Biosketch of the Author
5 – Workshop Acceptance Letter
6 – Workshop Schedule

Project Summary

This proposal requests funding for travel and tuition to attend the Santa Fe Science Writing Workshop in May 2012. The workshop is held annually for 40 selected participants ranging from science writers to research scientists and provides state-of-the-art training for those interested in developing communication skills to bridge science and education in the most effective way. The program consists of presentations by renowned science writers who hold positions at prestigious journals and magazines such as Nature, National Geographic, and New York Times. The proposer will also have a hands-on opportunity to write an article under the guidance of one of the instructors. The proposer intends to bring the knowledge she acquired back to C-MORE by 1) hosting a webinar highlighting what she learned for C-MORE graduate students and postdoctoral scholars, and 2) writing an article on research being conducted at C-MORE in a news magazine/journal/website. This workshop provides a unique opportunity for the proposer to foster relationships with people from various fields and acquire the skills needed in order to become an efficient messenger of science.
**TITLE OF EDVENTURE PROPOSAL**

Travel and Tuition Grant for Santa Fe Science Writing Workshop

**REQUESTED AMOUNT**

$1987

**PROPOSED START DATE**

5/6/12

**GOALS ADDRESS (CHECK ALL THAT APPLY)**

- [X] A. Increasing scientific literacy in microbial oceanography
- [X] B. Produce leaders in the next generation of microbial oceanographers
- [ ] C. Increase representation of underrepresented minorities

**LOCATION OF PROPOSED WORK (INSTITUTION AND P.I. LAB)**

Santa Fe, New Mexico

**PROJECT SUMMARY (250 WORDS OR LESS)**

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**ADDITIONAL QUESTIONS**

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<thead>
<tr>
<th>Question</th>
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<tbody>
<tr>
<td>A. Does the project require specialized equipment or facilities?</td>
<td>[X]</td>
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<td>B. Is additional funding required for this project?</td>
<td>[X]</td>
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<td>C. Does the project require work in a laboratory?</td>
<td>[X]</td>
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<td>D. Does the project involve mentoring by the endorsing C-MORE investigator?</td>
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**SIGNATURE OF ENDORSEMENT BY C-MORE INVESTIGATOR**

[Signature]

**PRINTED NAME**

[Karl]
2 - Project Description

2.1 Background:

In her 1997 presidential address to the American Association for the Advancement of Science (AAAS), Jane Lubchenco, now the Under Secretary of Commerce for Oceans and Atmosphere, issued a call for a new “social contract” that committed scientists “to communicate their knowledge and understanding widely in order to inform decisions of individuals and institutions”1. She astutely stated that “in parallel to initiating new research, strong efforts should be launched to better communicate scientific information already in hand”1. Yet, the question remains: with whom do we sign the contract and cast the responsibility of communicating our results in an unbiased manner? In his review of Science in Public by Jane Gregory and Steve Miller, Kai Lee critiques the way in which the authors, journalists themselves, discuss how media influences the way science is treated in society2. Science to scientists is the pursuit of knowledge about how the world works, piecing together the big picture of the amazing world around us. Taking that knowledge one step further results in potential solutions to global challenges that we now face today concerning the health of our planet and people. In the news media, science is treated as only a means to approach a solution to a social problem, the results of which bring benefits to society. Thus, it’s no surprise that in return for public funding, society has high expectations from scientists: to produce the best possible science, and to produce something useful. Lee concludes in his review that in reality, the links between science and civics are still frail and that the public understanding of science remains fragmented.

Science and communication is a pressing matter of utmost importance, as evidenced by AAAS’s upcoming conference “Science Is Not Enough” on the lack of public engagement of global challenges. The culture of science is non-existent in our everyday life, and the general public remains in fear of large words and field-specific acronyms, primarily due to lack of exposure. Science makes it into our local media outlets only when there is groundbreaking news on the plastic patch or whales being spotted in our harbors; the public seem to care more about the perils of other people’s relationships than about the discovery of microorganisms found in a lake buried under ice for 15 million years. Not even a quarterly science blog exists for our university newspaper, Ka Leo, or in our now-sans-competitor Honolulu Star-Advertiser, not to mention websites for our television news channels. However, lack of dissemination of information also means that there is room for improvement, and it is the social responsibility for scientists to not only conduct science, but to “talk” science.

2.2 Workshop Specifics:

This proposal requests funding for tuition and travel to attend the Santa Fe Science Writing Workshop, which accepts 40 participants annually to provide state-of-the-art training for science writers and scientists interested in learning how to become a messenger of science. The workshop is held for five days in Santa Fe, New Mexico, following a schedule (included in packet) that includes guest speakers and writing
workshops. Co-founded and co-directed for 17 years by George Johnson and Sandra Blakeslee, both *New York Times* science writers and authors of several books, this year’s workshop includes the following line-up of mentors: Tim Appenzeller, the editor of *Nature* who has also held posts at *National Geographic Magazine* and *Science*; David Dobbs, science writer for the *Atlantic*, the *New York Times*, *National Geographic*, and *Wired*; Maryn McKenna, a journalist and author specializing in infectious disease, public health, global health and food policy; and many other guest speakers of similar caliber.

Topics to be discussed include “The Nuts and Bolts of Science Writing” by dissecting the current week’s issue of *Science Times* and seeing how the pros turn science’s discoveries into compelling, accurate stories, as well as lectures on “Behind the Scenes at the *New York Times*” and “When Being Objective Isn’t Enough.” Participants are assigned a mentor with whom they will be guided through the development of skills and tools needed to identify key ideas and concepts in order to adapt the message of their research to their target audience.

2.3 Intellectual Merit:

The proposer has been accepted into the program and believes that this workshop will provide numerous benefits. In addition to providing training for the proposer to be a contributing scientific member in society, the workshop will advance her knowledge and understanding as well as that of the public and expose her to a community with a wide range of experience and expertise. The proposer, having Bachelor of Science majors in both Marine Biology and English, has previous experience in newsroom environments, when she interned at the *Honolulu Weekly* and *Bamboo Ridge Press* after her undergraduate education. She is also able to build on skills learned during COMPASS, another funded C-MORE EDventures project, which utilized message boxes and other skills to help scientists better communicate their research to the public.

2.4 Workshop Follow-Up/ Broader Impacts:

As the saying goes, practice makes perfect. The proposer intends to bring the knowledge she acquires back to C-MORE by 1) organizing a webinar/teleconference for C-MORE postdoctoral scholars and graduate students, and 2) write an article about an aspect of C-MORE’s research for a local news outlet. Topics for writing are abundant, but some of interest to the proposer include “life at sea,” “biodiversity of pico-size organisms,” and “sustainable living and research.” She has made a connection with Chad Blair, a staff writer for *Civil Beat*, for whom she used to intern with at *Honolulu Weekly* and they are in discussion of a quarterly science blog or an article. Other news media outlets she intends to target include the KHON website and the University of Hawaii newspaper *Ka Leo*. The continued pursuit after the completion of the workshop will ensure writing practice for the proposer as well as enhance the infrastructure to foster partnerships between journalists and scientists.

2.5 Alignment with C-MORE EDventures proposal preference criteria
1 – This proposal indeed bridges research and education, in that the proposer is being educated to communicate her research to society. In turn, she will be better trained to educate the general public as well as her peers, on the skills she will have acquired.

2 – This proposal is written by a Ph.D. graduate student associated with C-MORE.

3 – The proposed webinar after the workshop will involve multiple partner institutions, if they choose to participate.

4 – The proposer hopes to foster partnerships between C-MORE and the local news media as part of the results of this workshop experience.

5 – As science and communication is becoming a cutting-edge field in itself, efforts made toward communicating science will no doubt lead to further, innovative ideas, especially in the realm of education and outreach. However, in terms of research, this proposal is unlikely to lead to further external funding.

3 - Itemized Budget:

Total = $1987

<table>
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<th>Description</th>
<th>Amount ($)</th>
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<tbody>
<tr>
<td>1. Tuition</td>
<td>690</td>
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<tr>
<td>2. Flight</td>
<td>750</td>
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<td>3. Lodging</td>
<td>475</td>
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<td>4. Meals</td>
<td>72</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1987</strong></td>
</tr>
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3.1 Budget Justification:

1. Tuition
   Tuition for the workshop is a flat fee of $690, as stated on the information on the website: http://sciwrite.org/sciwrite/costs.html

2. Flight
   Cost of $750 was quoted on Feb 8, 2012 on Orbitz.com and Priceline.com on American Airlines. This cost is for a round-trip airfare from Honolulu, HI to Santa Fe, New Mexico on Sunday, May 6, 2012 to Saturday, May 12, 2012.

3. Lodging
   Workshop participants are recommended to stay at Inn of the Governors, where the workshop is to be held. They have negotiated a lodging price of $160 a night, which totals $800 for 5 nights (Check-in Monday May 7, Check-out Sat May 12). I have arranged to share a room with another participant to cut down on the costs, bringing the cost down to $400. An additional $150 commuter fee is added to cover the hotel meals and other costs for my roommate, which will also be split between us. Thus, (800+150)/2 = $475.

4. Meals
   The lodging price includes breakfast buffet and lunch, and three dinners will be provided by the organizers of the Workshop. We will fend for ourselves for two dinners. Per diem rate set by U.S. Government Services Administration for Santa Fe, New Mexico is $36 per dinner. Budget requested for Meals equals $36 x 2 nights = $72.
Yoshimi Mia Rii

Professional Preparation

University of California at Los Angeles, Marine Biology and English, B.S., 2001
University of Hawaii at Mānoa, Biological Oceanography, M.S., 2006
University of Hawaii at Mānoa, Biological Oceanography, Ph.D. student, present

Selected Publications


Synergistic Activities

- Editorial and marketing intern at *Honolulu Weekly* and *Bamboo Ridge Press* (2002).

Graduate Advisors: Robert R. Bidigare (University of Hawaii at Mānoa, M.S.). Matthew J. Church (University of Hawaii at Mānoa, Ph.D.).
What a great essay -- and what an interesting life you are having. An acceptance letter is attached.

George Johnson
http://talaya.net

We are pleased to send you this acceptance notice for the 2012 Santa Fe Science Writing Workshop. We're looking forward to seeing you in May. Please don't hesitate to contact us with questions. (Some of them might be addressed in the FAQ.)

Here is how to proceed with registration:

1. Tuition. To hold your place, please send payment for tuition within 30 days. (If you are staying offsite, please remember to include the $150 commuter fee to cover your meals at the hotel.)

Checks should be sent to

Santa Fe Science Writing Workshop
P.O. Box 1442
Santa Fe, New Mexico 87504-1442

(Please send us a note so we will know to look for the mailing.)

If you prefer to pay by credit card, go to http://sciwrite.org/store/. If your company is making the payment please print out the information at http://sciwrite.org/sciwrite/sciwrite.payment.html to include with your budget request. It should answer all of their questions.

2. Lodging.

Please reserve your room directly with Inn of the Governors (http://www.innofthegovernors.com/) by calling 800-234-4534. (Because of the discount, reservations cannot be made online.) Tell them you will be attending the Santa Fe Science Writing Workshop. They will ask for a credit card number to hold your room. This is the first time we have worked with this hotel, so please tell us if there are any glitches.

Other details and deadline information are at http://sciwrite.org/sciwrite/sciwrite.apply.html ("How to Apply") and in the FAQ.

Please continue to watch the Web page, http://sciwrite.org, for regular updates. Many thanks.

George Johnson
Sandra Blakeslee

Santa Fe Science Writing Workshop
http://sciwrite.org
P.O. Box 1442
Santa Fe, NM 87504
6 – Workshop Schedule

2012 Santa Fe Science-Writing Workshop  (as of February 6, 2012)

Monday, May 7

3 p.m. Begin checking in at Inn of the Governors.

4:30 p.m. to 6 p.m. Registration packets will be available for pickup at a table in the lobby.

5:30 p.m. to 6:15 p.m. Reception (cash bar). (Participants only. Guests will be welcome at later events.)

6:15 p.m. to 9:30 p.m. Dinner followed by introductions. Meet the students and instructors. (Participants only.)

Tuesday, May 8

7:30 a.m. to 8:15 a.m. Continental Breakfast at hotel.

8:30 a.m. Meet in hotel lobby for a ride to the School of Advanced Research. Drivers, including commuters and instructors, are asked to help with the carpooling.

9:15 a.m. to 9:30 a.m. Welcome by James Brooks, president of SAR.

9:30 a.m. to 10:30 a.m. "The Nuts and Bolts of Science Writing." By dissecting the current week's issue of Science Times, the instructors, joined by David Corcoran, the section's editor, show how the pros turn science's discoveries into compelling, accurate stories.

10:45 a.m. to 12 noon. Presentation by paleoanthropologist Dean Falk.

12:15 p.m. to 1:30 p.m. Picnic lunch on the portal. Meet with your group for the first time and discuss the morning's presentation.

1:45 p.m. to 3:30 p.m. Second presentation (details to be announced).

(Students may use the talks as the basis for a writing assignment, which will be critiqued during the workshop sessions. See the FAQ for details.)

3:45 p.m. Return to hotel.

4 p.m. to 5:30 p.m. Meet in the hotel conference room for more discussion about what we learned at SFI.
6 p.m. Explore the Plaza; forage for dinner.

**Wednesday, May 9**

7:30 a.m. to 8:30 a.m. Breakfast at hotel.

9 a.m. to 10:15 a.m."Behind the Scenes at the New York Times." David Corcoran describes how he and the staff go about finding, reporting, and presenting the week's science news, both on paper and online.

10:30 a.m. to 11:45 a.m. Maryn McKenna. "Reporting for Narrative." Stories come alive through visual and sensory detail -- but detail won't do you any good unless you notice it, capture it, and can retrieve it afterward. Maryn McKenna talks about how she stays organized both in the field and back at her desk.

1:15 p.m. to 2:30 p.m. George Johnson."The Cancer Chronicles." George Johnson describes how he reported and wrote his recent Times article, Beyond the Genome: Cancer's Secrets Come Into Sharper Focus, and how it fits in with his forthcoming book.

2:45 to 5 p.m. Workshop session. Students will break into groups and meet with their assigned instructor.

5:45 p.m. to 7:30 p.m. Public reading of works in progress by the instructors at Collected Works bookstore.

7:45 p.m. Explore the Plaza; forage for dinner.

**Thursday, May 10**

7:30 a.m. to 8:30 a.m. Breakfast at the hotel.

9 a.m. to 10:15 a.m." Structure as An Expressive Force: Longform Lessons from Music." Drawing on lessons from two songs by Led Zeppelin and string quartets by Mendelssohn and Schubert, David Dobbs describes how to use structure in music as a model for structure and narrative strategy in longform nonfiction.

10:30 a.m. to 11:45 a.m. "What do editors want, anyway?" Tim Appenzeller explains how editors think and how to work with them at magazines from Nature to National Geographic.

12 noon to 1 p.m. Lunch at the hotel.

1:15 p.m. to 2:30 p.m. Workshop session. Meet with your instructor.

3 p.m. Meet in hotel lobby for an optional field trip to Bandelier National Monument. Guests are welcome. Bring sunscreen, hat, water, and (depending on the forecast) rain...
gear. (If you prefer to stay in town, you can walk to the Plaza and some nearby museums or explore Canyon Road and Santa Fe's historic Eastside.)

4 p.m. to 6 p.m. Explore the ruins at Bandelier.

7 p.m. to 9 p.m. Dinner at Cowgirl Hall of Fame. (Cash bar. Guests welcome.)

9:15 p.m. Return to hotel.

Friday May 11

7:30 a.m. to 8:30 a.m. Breakfast at hotel.

9 a.m. to 11:45 a.m. Meet for the final time with your group.

12 noon to 1 p.m. Lunch at the hotel.

1:15 p.m. to 3:15 p.m. Freelancing workshop. Michelle Nihuis leads a discussion on how to survive and even prosper as a self-employed science writer, while our editors-in-residence -- Tim Appenzeller and David Corcoran -- chime in.

3:30 p.m. to 5:30 p.m. Instructors will be available to meet informally with students. Meanwhile relax and prepare for the week's big event.

5:30 p.m. Meet in hotel lobby for a ride to the barbecue. (Guests welcome.)

6 p.m. to whenever. Barbecue at Sandra Blakeslee's house. (The drinks are on us.)

Saturday, May 12

7:30 a.m. to 8:30 a.m. Breakfast at the hotel. Please check out before attending the final session. Luggage can be left at the front desk.

9 a.m. to 10:30 a.m. Sandra Blakeslee. "Dueling Authors." Sandy Blakeslee describes her recent project -- working with two neuroscientists on a book about magic -- and considers the benefits and pitfalls of journalist-scientist collaborations.

11 a.m. to noon. Closing discussion and farewell.