

May 1998

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### *Education*

Indiana University, School of Journalism, Bloomington, IN, Ph.D. (mass communication) 1996 - .

M.A., international transactions, George Mason University, Fairfax, VA, 1995.

B.A., social sciences, SUNY Binghamton, Binghamton, NY, 1974.

### *Objectives*

- Productive criticism of mass media industry, public education and citizen action regarding critical media consumption, journalism education.

### *Experience*

- Teaching (undergraduate journalism) and research (mass communication).
- Ten years of Washington journalism experience (full time) covering Congress, the executive branch, interest groups, labor, academia, business (environment, energy, labor, aerospace).
- Thirteen years of aerospace experience, as a journalist and freelance writer and as a consultant to the National Aeronautics and Space Administration (public affairs, communications, education and outreach, program planning, strategic planning, policy analysis).
- Conception, organization, and execution of two-day scholarly symposium for NASA. Subject: scientific, economic, educational, cultural value of space exploration. Speakers: included Carl Sagan, Stephen J. Gould, Majel Barrett Roddenberry. Responsibilities: planning agenda, lining up speakers, coordinating logistics, handling public affairs, preparing background reading and talking points for speakers, writing final report.
- Two major town-meeting campaigns (planning and staffing): National Commission on Space (presidential panel, 1985-86), NASA Office of the Administrator (1992).
- Establishment of U.S. International Space Year Association: setting up Washington office, organizing international conference, writing and distributing informational materials, serving as public affairs officer.
- Writing and editing newsletters, magazine articles, books, congressional testimony, speeches, reports, talking points, white papers, program plans, fact sheets, press kits....
- Public speaking (television, radio, conferences, classrooms).

### *Employment*

- Chancellor's Fellow, Indiana University School of Journalism, 1996-7; Knight Fellow, IU School of Journalism, 1997-. Instructor: Reporting, Writing, and Editing for Mass Media, IU, Fall 1997 and Spring 1998.

### *Employment (cont.)*

- October 1994-August 1996. Instructor, Department of Technical Journalism, Colorado State University/director of science communication, Life Sciences Division, National Aeronautics and Space Administration, Washington, D.C. (NASA grant to CSU).
- December 1993-October 1994. Manager of education and outreach, long-term exploration planning office, NASA HQ (employed by Smithsonian, detailed to NASA).
- Senior editor/analyst, BDM International, April 1990-December 1993.
- Editor, Lockheed Engineering & Sciences Co., July 1988-April 1990.
- Administrative manager, U.S. International Space Year Association, January 1988-July 1988.
- Senior editor for space, Air & Space/Smithsonian, December 1985-July 1988.
- Research associate, National Commission on Space, Sept.-Dec. 1985.
- Consultant, National Science Foundation, August-September 1985.
- Editor, Space Business News, June 1983-August 1985.
- Editor, Synfuels Week, May 1981-June 1983.
- Senior editor, Energy Users Report, June 1980-May 1981.
- Senior editor, Construction Labor Report and Government Employee Relations Report, September 1979-June 1980.
- Editor, Environment Reporter, July 1978-September 1979.

### *Accomplishments*

- As doctoral student in mass communication at Indiana University: conducting research on the role of the mass media in sustaining the power of the scientific establishment. Conference papers:
  - "An Elite Scientist at the Boundary: The Power of Evidence and the Evidence of Power in Media Coverage of Science"; Eighth Interdisciplinary Conference on Science and Culture, Kentucky State University, Frankfort, KY, April 1997.
  - "An Elite Scientist at the Boundary: Power Plays in Media Coverage of Science"; Association of Educators in Journalism and Mass Communication, Chicago, IL, August 1997.
  - "The right to know: a comparative analysis of statutory access to government documents in the United States and Canada"; accepted by International Communication Association for 1998 annual conference, Jerusalem, Israel.
  - "Controlling minds and memories: medicine, the media, and the social construction of mental disorders"; accepted by International Communication Association for 1998 annual conference, Jerusalem, Israel.
- As director of science communications for NASA's Life Sciences Division: completed evaluation of education, public outreach, and communication programs; developed program plan for U.S.-Ukraine space science education project; wrote series of reports on "Space Life Sciences and Women's Health Issues."

*Accomplishments – cont.*

- As manager of education and outreach for NASA's long-term exploration planning office: handled public affairs planning, education program development, internal and external communications. Major accomplishment: planning and executing an academic symposium, "What is the Value of Space Exploration?", featuring nationally known speakers.
- NASA's Astrophysics Division (BDM contract): contributed to formulation and execution of public affairs action plan intended to improve and broaden press coverage of space science, produced documents for public distribution on a wide variety of topics.
- NASA's exobiology and search for extraterrestrial intelligence (SETI) programs (BDM and Lockheed contracts): formulated and executed public affairs, outreach, advocacy, communication, and education program plans.
- NASA's space station utilization office (BDM contract): responsible for communications and outreach planning and activities.
- NASA's Office of Aeronautics (BDM contract): wrote congressional testimony and reports, conducted program and policy analyses.
- NASA's office of policy coordination (BDM contract): tracked and analyzed federal science and technology policy.
- NASA administrator (BDM contract): played key role in planning and executing 1992 town meetings.
- NASA's Space Exploration Directorate (BDM contract): task manager for policy and planning support. Prepared and executed education, outreach, and communications program plans. Wrote white papers on rationale for and educational benefits of space exploration. Wrote White House brochure on space exploration. Organized and executed an education strategic planning conference and a meeting with environmentalists on NASA global change research and long-term exploration plans (in collaboration with the Global Tomorrow Coalition and the National Space Society). Wrote speeches, talking points, fact sheets, meeting summaries, and other background papers on a broad variety of subjects.
- NASA's Life Sciences Division (Lockheed contract): planned and coordinated public awareness and advocacy campaigns, improved and expanded internal and external communication tools. Wrote annual reports, fact sheets, information packages for legislators. Planned new publications.
- Air & Space/Smithsonian: participated in startup of the magazine. During its first two years of publication, decided how to cover space, wrote articles, reviewed freelance story proposals, developed feature proposals, screened and text-edited manuscripts, worked with picture editors on photo searches and layouts, tracked news. Major accomplishment: editor of "space explorers" poster featuring information on all human missions in space.
- National Commission on Space: on team which planned and executed nationwide public forums (developed and executed publicity campaign). Served as public information officer. Research and writing for final report. Planned and conducted workshop on life in the 21st century.
- National Science Foundation: researched, wrote, and produced prototype issue of "Science and Technology Policy News Digest" for the Division of Policy Research and Analysis.

## *Accomplishments -- cont.*

- Space Business News: started first newsletter on space commercialization in four weeks. Made hundreds of contacts in space community in months. Developed the program for a space business conference and lined up speakers. Co-authored book on space commercialization (1983) and updated text (1985). Responsible for budget, marketing, promotion, layout, and management in addition to reporting, writing, and editing. Composed subscriber survey and interpreted results.

## *Awards*

1993 Quality Performance Award, BDM, for outstanding support to NASA space station utilization conference.

1992 Outstanding Achievement Award, Women in Aerospace, for exceptional contributions to NASA's Space Exploration Initiative.

1992 Quality Performance Award, BDM, for outstanding support to NASA Space Astronomy Update.

1992 Quality Performance Award, BDM, for outstanding support to NASA's Space Exploration Directorate.

1988 Media Award, Washington Space Business Roundtable, for coverage of space commercialization 1983-88.

## *Associations*

Association of Educators in Journalism and Mass Communication, 1997-present.

International Communication Association, 1997-present.

Cultural Environment Movement, 1995-present (steering committee, board of directors).

Women in Aerospace, 1985-1996 (board of directors, 1986-present; awards committee, 1986-1995).

American Institute of Aeronautics and Astronautics, 1990-1996 (1990 chair, National Capital Section public policy committee; 1995-96 member, National Capital Section Executive Council).

American Astronautical Society, 1991-1996 (1991-92 program chair, DC Section; publicity chair, 1989 Goddard Memorial Symposium; 1990-96, Goddard Symposium Planning Committee; 1995, Annual Meeting Planning Committee).

The Planetary Society (D.C. volunteer, 1992-1996).

Women's Center of Northern Va., 1990-1996 (seminar speaker/career advisor).

## *Public Speaking*

February 1998: Bloomington (IN) Unitarian Universalist Church, commentary, "The Search for Extraterrestrial Intelligence as a Spiritual Quest."

March 1996: Panelist, American University School of Communications program on the search for extraterrestrial intelligence and UFOs.

March 1996: Speaker, Fourth Australian Space Development Conference, Canberra, Australia.

July 1995: Speaker, National Space Society of Australia Space Frontier Conference, Sydney, Australia.

September 1994: Speaker, Third Australian Space Development Conference and Australian Space Engineering Conference, Sydney, Australia.

May 1994: Panelist, "Does the U.S. Need a Space Station Program?", Harvard University.

June 1992: Speaker, National Space Society annual space development conference, Washington, D.C.

October 1991: Guest, "Crier and Co.," Cable News Network.

July 1991: Guest, "Good Morning America," ABC TV.

April 1990: Guest lecturer, public policy, American University.

#### *Volunteer work*

WFHB-FM (community radio), Bloomington, IN, 1997-present.

Monroe County (IN) Humane Association, 1997-present.

Zero Population Growth, Washington, DC, 1995-1996.

#### *Selected publications*

##### *Books*

- Contributing author, First Contact: The Search for Extraterrestrial Intelligence, New American Library, 1990 (Ben Bova, ed.).
- Special contributor, Voyage to the Universe series (Cosmos and Signs of Life), Time-Life Books, 1987-88.

##### *Articles*

- "NASA Still Lacks Path" (op-ed), Progressive Media Project, August 1997 (published by daily papers in Minneapolis, MN, Riverside, CA, Dover, DE, etc.).
- "Aim for Exploration, Not Exploitation" (op-ed), Space News, Oct. 14-20, 1996.
- "Pre-Life Sciences," The Washington Post Magazine, August 11, 1996.
- "Tele-Chaos," Final Frontier, March 1995.
- "From Russia With Love," Final Frontier, January/February 1994.
- "Antarctic Adventure," NASA Magazine, Spring 1993.
- "Taking It to the Streets," NASA Magazine, Spring 1993.
- "How To Build an Engineer," NASA Magazine, Winter 1993.
- "Small, Quick, and Beautiful," NASA Magazine, Fall 1992.
- "Exploration Languishes as NASA Spends," Space Business News, Aug. 31, 1992.
- "The Moon-Mars Thing," Space Times, American Astronautical Society, January-February 1990.
- "Bold New Ideas," Space Times, American Astronautical Society, Mar-April 1990.
- "Getaway Special," Air & Space/Smithsonian, February-March 1988.