



“Thinking story like a journalist” panel & pitch pit

Biennial Conference of Science & Management

1899 Ballroom

Wednesday, September 11 — 3:15 to 5:00 PM

Moderator



Nancy Baron

Director of Science Outreach, COMPASS

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Nancy Baron is the Director of Science Outreach for COMPASS. Nancy holds workshops around the world for academic, government, and NGO scientists helping them develop core competencies as scientist communicators who want to make their work relevant to journalists, policy makers, and the public. Nancy began her career as a biologist in

Banff National Park, spent 6 years as Director of Education at the Vancouver Aquarium, then morphed into journalism. She has won numerous writing awards including the Canadian Science Writers Science in Society and National Magazine awards. An ardent naturalist, she published a popular field guide, *The Birds of Coastal British Columbia* (Lone Pine Publishing) and a “how to” communications guide book for scientists titled *Escape from the Ivory Tower* (Island Press). Nancy received the 2013 Peter Benchley Ocean Award for Excellence in the Media for her work at the intersection of science and journalism.

Journalist Panelists



Terri Cook

Freelance Journalist, Science Writer, and Author

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Growing up in a home whose cornerstone was a meteorite inspired Terri to become a travel and science writer. A geologist by training and a member of both the Society of American Travel Writers and the National Association of Science Writers, Terri weaves accurate, engaging stories for a wide variety of clients and outlets including the U.S. Geological Survey,

Eos, Scientific American, and Lonely Planet. She is the author or co-author of five books, including *Hiking the Grand Canyon's Geology*, and the recipient of numerous awards, including a 2019 AHJ Fellowship and a 2016 EGU Science Journalism Fellowship. Terri is GSA's 2019-2020 Science Communication Fellow.



Felicia Fonseca

Associated Press Regional Writer, Northern Arizona

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Felicia Fonseca is the northern Arizona correspondent for The Associated Press and a member of the AP's Race and Ethnicity beat team. She covers Native American tribes, the Grand Canyon, mining, tourism and major crimes, among other things. She was a 2017 Nieman Foundation for Journalism fellow at Harvard University. In 2010, she received The

Associated Press-Robert Eunson Distinguished Lecturer Award from Northern Arizona University for her work in the region. Before joining the AP in 2005, she worked as an intern for The Albuquerque Tribune, the Santa Fe New Mexican and for the Spanish-language newspaper La Voz del Norte.



Rose Houk

Freelance Journalist, Science Writer, Editor, and Author

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Rose Houk is a freelance writer and editor specializing in interpretive natural history, history, archaeology, and travel. National parks and monuments have been her special focus, especially in the Southwest and Great Smoky Mountains. She has written for *Arizona Highways* magazine, and wrote the text for *The Mountains Know Arizona: Images of the Land and Stories of Its People*, with photographer Michael Collier. For KNAU Arizona

Public Radio, she has written and narrated series including "Land Lines" and "America's Best Idea," and is a frequent contributor to Earth Notes. Rose first came to Arizona to work as a ranger-naturalist at Grand Canyon National Park, where she also served as publications assistant for the Grand Canyon Association. She has worked as an editor at the University of Arizona Press and National Wildlife Federation, and as a daily newspaper reporter.



Melissa L. Sevigny

Science & Technology Field Reporter

KNAU Arizona Public Radio / Arizona Science Desk

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Melissa L. Sevigny is the science & technology reporter at KNAU (Arizona Public Radio) in Flagstaff, Arizona. She has a degree in environmental science from the University of Arizona and an M.F.A. in creative writing from Iowa State University. She's the author of two science books: *Under*

Desert Skies: How Tucson Mapped the Way to the Moon and Planets, and *Mythical River: Chasing the Mirage of New Water in the American West*.