

Friday, September 30, 2011

Lunchtime Panel Discussion

Grand Parlor CD
12:45PM – 1:45PM

Jason Zweig

*Conveying Science to the Media:
What You Need to Know about Journalists and What They Need to
Know about You*

How can scientists ensure that their work gets the attention it deserves without being distorted or oversimplified? What makes some scientists better communicators than others? Why does the public give more credence to scientists who are cited by the media? What do journalists want from scientists, and what can scientists reasonably expect from journalists? This panel discussion will explore how to convey your research to the public through the media without apologies.

Panel:

Paul Glimcher, New York University
Camelia Kuhnen, Northwestern University
Ale Smidts, Erasmus University

Jason Zweig is the investing and personal finance columnist for *The Wall Street Journal*. He is the author of "Your Money and Your Brain," on the neuroscience of investing (Simon & Schuster, 2007). Zweig is also the editor of the revised edition of Benjamin Graham's *The Intelligent Investor* (HarperCollins, 2003), the classic text that Warren Buffett has described as "by far the best book about investing ever written." From 1995 through 2008 he was a senior writer for *Money* magazine; before joining *Money*, he was the mutual funds editor at *Forbes*. Zweig has also been a guest columnist for *Time* magazine and CNN.com. He has served as a trustee of the Museum of American Finance, an affiliate of the Smithsonian Institution, and sits on the editorial boards of *Financial History* magazine and *The Journal of Behavioral Finance*. A graduate of Columbia University, Zweig lives in New York City. <http://www.jasonzweig.com/>