

## From the Guest Editor



Kayleen A Niyo

This issue of *CBE Views* focuses on the need for scientists to communicate current and sound scientific information to various categories of the public. The authors of the focus pieces realize the importance of discontinuing the practice of scientists talking only to other scientists and moving quickly to communicating science to others by every means possible. The shrinking globe, the rapidly changing world of communications, the growing distance between a layperson's and an expert's grasp of scientific issues, and the increasing amount of confusing scientific

information provided instantly and at times inaccurately to a worldwide audience make communication imperative.

My article describes how 1 organization and its many members are communicating sound science to Congress, regulators, and the media. Barbara Gastel's article identifies groups that can benefit from instruction in popular science communication, provides guidance in developing a course in popular science writing, and instructs scientists in communicating with reporters.

In the "Dialogue" section, 3 experts were invited to share from their unique viewpoints how to communicate effectively with 3 important groups—Congress, the media, and ultimately the public. David MacKenzie draws on his experience as executive director of the Northeast Association of State Agriculture Experiment Station Directors to discuss why and how scientists should communicate with Congress. Sylvia Rowe, president of the International Food Information Council, tells how her organization builds bridges between scientists and reporters. And Jerry Bishop of *The Wall Street Journal* gives a journalist's view of how the mass media entice their readers (or viewers) to want to know about science.

In the "Features" section, representatives from groups skillful in communicating science to the public were invited to share their insights and strategies. As you read about the approaches and programs at the American Association for the Advancement of Science, Centers for Disease Control and Prevention, Howard Hughes Medical Institute, NASA Space Life Sciences Outreach Program, and National Academy of Sciences, we hope that you'll think about how you can adapt or adopt some aspects of these programs to the communication of science from your vantage point as an editor and as a scientist. The "Features" section also contains an extensive bibliography on popular science communication, and "CBE ReViews" includes a review of *Selling Science: How the Press Covers Science and Technology*.

We hope that the ideas, insights, and resources in this issue of *CBE Views* inspire you to renew your efforts and give you new tools to communicate science yourself and to help the scientist-readers of your own publications do so as well. 

Kayleen A Niyo

# CBE VIEWS

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