



Speaker Biographies

Improving the Relationship Between the Behavioral Sciences and the Media November 15, 2002

Philip G. Zimbardo, PhD, has been a Professor of Psychology at Stanford University since 1968, after having taught previously at Yale University, New York University and Columbia University. He is currently the President of the American Psychological Association. He has authored more than 250 professional articles, chapters, popular articles, and about forty trade and textbooks, some of which have had an influence on many generations of colleagues, students, and the general public. His popular introductory psychology text, *Psychology and Life*, which he began writing in its 8th edition with Floyd Ruch, is now in its 16th edition with Richard Gerrig, as his co-author and heir. It is the oldest, continuously selling textbook in the U.S., and has won the McGuffey Award from the Textbook Authors Association for its excellence and longevity.

His passion for psychology comes through in the PBS-TV series that he designed, co-wrote, and hosted, *Discovering Psychology* (1989, 26 programs). This series which has just been updated (2001) is seen regularly on educational TV channels, and widely used in colleges, high schools, and now in at least ten countries world-wide. In addition to this "outreach teaching," he loves to teach In-House at Stanford University, where he teaches primarily undergraduate courses, with a sprinkling of graduate courses on the side.

His love for teaching is balanced by two other deep concerns, for generating knowledge through original research, and for "giving psychology away to the public," by doing research that is readily translatable and appreciated by the general public, by trying to communicate directly with non-academic audiences through mass media, and by establishing a community *Shyness Clinic and Shyness Institute*, co-directed with Dr. Lynne Henderson. Dr. Zimbardo continues to have an active research program in the broad area of social psychology/personality/abnormal psychology. His research has been centered around the themes of how good people can do evil deeds, smart people do dumb things, ordinary people do unexpected things, and how the power of the social situation can overwhelm and distort the values, personalities and behavior of Every Man and Every Woman.

Mary E. Hanson has worked in the media and public affairs business for more than 20 years – including 10 in the area of science communications. She currently oversees executive management operations for the Office of Legislative and Public Affairs at the National Science Foundation. As such, she helps scientists to better communicate the value of basic research and science education to Congress, the press, and the general public.

Ms. Hanson has been at NSF for ten years. During six years as the agency's media chief, she focused chiefly on the news media -- as chief spokesperson, media planner, and advisor to top agency officials. She helped plan, oversee or respond to NSF's most visible moments, including the South Pole medical airdrop, science literacy surveys, and media attention to many contentious or complex science issues. From NSF, she was twice tapped for temporary detail to the White House Office of Science and Technology Policy: in 1994, to help publicize a new national science policy; and in 1998, to help ease the transition of the new President's Science Advisor from NSF to the White House. She also served as executive secretary for the Committee on Communications and Outreach of the National Science Board (NSF's policy body), and drafted the resulting report.

Ms. Hanson is a public affairs officer in the Naval reserves, with 20 years of service (including 10 on active duty). She was promoted to Commander in 1999 and assumed command of a public affairs unit that same year. As a reservist, she has been recalled to temporary active duty several times -- including a stint at the Pentagon in 2000 to help communicate the need for the anthrax vaccine when many doubted the threat was real, and another at Naval Base Guantanamo Bay when tens of thousands of Cuban migrants descended on the small U.S. station to request asylum.

Before focusing on the Navy or on science, Ms. Hanson focused on any news the public cared about during five years as a print and broadcast journalist in Michigan. She earned her B.A. in Mass Communications in 1980 from Northern Michigan University, and her M.A. in Communications in 1992 from the University of Oklahoma. She is a member of the National Association of Science Writers, a recent board member of the DC Science Writers Association, and a frequent speaker and trainer on media-scientist and media-military relationships. She has received several significant awards from NSF and from the Navy, but she is most proud to be a public servant (times two).

Rhea Farberman is the Executive Director for Public and Member Communications at the American Psychological Association. In her position she directs the association's public education and media relations programs, serves as the Association's national spokesperson, runs its in-house publications department and is the Executive Editor of *The Monitor on Psychology*, APA's monthly newsmagazine.

In the winter of 2001, Farberman directed the launch of APA's national violence prevention campaign including public service ads build around the tag – *What a Child Learns About Violence A Child Learns For Life*. In 1997, Farberman and APA won a PRSA Silver Anvil award for "*Talk to Someone Who Can Help*", a public education campaign designed to increase the public's awareness of the value of psychological services.

Prior to joining APA, Farberman was a self-employed consultant working primarily on federal public information and education projects including the 1990 Census, U.S. Department of Health and Human Services health education and prevention programs, and White House Conferences and Councils. An accredited member of the Public Relations Society of America, Farberman has served on the Board of Directors of PRSA's health care academy. She is an honors graduate of The American University's School of Communications and completed graduate studies in public relations and publications management at The George Washington University.

Michael C. Purdy has more than ten years of experience in science writing and media relations. A graduate of the University of Missouri-Columbia's prizewinning journalism program, Purdy began his career in 1991 as a science writer for the Department of Energy's Ames Laboratory. In 1994, Johns Hopkins Medical Institutions recruited him for its public affairs offices, where the departments he represented for four years included psychology, neurology, neurosurgery, and neuroscience. After a brief stint as a high-school teacher, Purdy went to work at Hopkins' Homewood campus in 1999, where his beats currently include the departments of psychological and brain sciences, cognitive sciences, and the Zanvyl Krieger Mind-Brain Institute. He has written press releases, magazine articles, brochures, and videos; produced multimedia presentations for the Internet; and planned and supervised national press conferences. Over the course of his career, he has publicized the color of the universe, introduced media to aggressive mice and musclebound mice, helped the world appreciate the full value of broccoli sprouts, and been asked to save a frozen mummy melting in an MRI unit.

Peggy Girshman, the Assistant Managing Editor of NPR News, has been a broadcast journalist for 27 years. She spent her formative years working as a segment and show producer for commercial stations in Washington DC, WNET-TV, and as the senior producer for several PBS series, including Scientific American Frontiers and a 26-part series on statistics. She had several editor positions at National Public Radio, in science, domestic news and as Deputy Managing editor. She was part of three start-up operations: Satellite News Channel (competition for CNN), Monitor News Channel (Christian Science Monitor) and Video News International (a NY Times company attempting to pioneer the use of small format video journalism). She has had two journalism fellowships, one at the Marine Biological Lab, another at MIT. She was senior medical producer at Dateline NBC for 2 1/2 year. She is the winner of a national Emmy award, 4 local Emmy awards, a co-winner of the AAAS science-writing prize and two Peabody awards for covering health care. She serves on the board of the National Association of Science Writers, has helped select journalists for the Knight fellowship at MIT.

Elizabeth Ruksznis has worked for the past three years as an assistant producer in Dateline NBC's Psychology Unit, which is dedicated to looking at the news in a new way--bringing psychology's science and sound methodology to viewers and covering psychological research in the most comprehensive and responsible way possible. As part of the Unit, Elizabeth has had a hand in the development and production of a number of pieces including ones on implicit attitudes and prejudice, bullying and ostracism, deception, PTSD, and child care. Before coming to NBC, Elizabeth was the Director of Communications at the American Psychological Society and Editor of its Observer newsletter. She earned her degree in journalism from Boston University.

Ira R. Allen is a health communications professional with a long background in political journalism, writing, editing and media relations. Before coming to the Center, he was with the University of Maryland Medical Center in Baltimore and prior to that with the National Association of Children's Hospitals and Related Institutions. Mr. Allen previously was with United Press International, where he covered Congress, political campaigns and the White House. He also was on the adjunct faculty of the University of Maryland College of Journalism, from which he graduated, and he also served as a congressional press secretary and weekly newspaper editor. At the Center for the Advancement of Health, Mr. Allen built and continues to supervise the Health Behavior News Service, which distributes stories and backgrounders based on peer-reviewed research at no cost to health journalists.