

## Thanks for reading: Remembering Rudy Baum and Living his Legacy

*A symposium at the ACS 2023 Spring National Meeting, Indianapolis*

Division of Chemical Education, co-sponsored by the Committee on Science

PRESENTATION FORMAT: In-Person / Hybrid

DAY OF PRESENTATION: Tuesday, March 28, 2023

SESSION TIME: 8:00 AM - 12:00 PM

ROOM & LOCATION: Room 120 - Indiana Convention Center

Organizer and Presiding: Bassam Shakhashiri

### *Schedule:*

**8:00am**      **Introductory Remarks: Bassam Shakhashiri**

**8:10am**      **Madeleine Jacobs**

*Strategic Science*

Title: Rudy M. Baum: The epitome of editorial excellence engaged readers, mentored journalists

Born on January 10, 1923 as the Industrial & Engineering Chemistry News Edition, Chemical and Engineering News (C&EN) has evolved from ACS house publication to global newsmagazine while retaining its central mission—keeping its diverse readership abreast of developments in the chemical world. As C&EN celebrates its 100th anniversary in 2023, it is appropriate to pay tribute at this symposium to arguably C&EN's most influential editor-in-chief, Rudy M. Baum. Baum's lasting legacy of high journalistic standards and mentoring a generation of science journalists will be explored in this talk.

**8:30am**      **Richard Zare**

*Stanford University*

Title: Reminiscing About Rudy Baum

Who was Rudy Baum? Of course, he was the former editor of Chemical & Engineering News, and he was employed by the American Chemical Society from 1976 until he retired in 2012. He was also my friend. I want to tell you about what made him such a unique individual -- from his fearless editorials, particularly on climate change -- to his championing of young people entering into chemistry. He had the amazing ability of making complex situations quickly understandable to the nonexpert. I want to share with you some precious memories of my interactions with Rudy who was so supportive of my own efforts during the time I was Chair of the National Science Board of the US National Science Foundation. I dearly miss him and his good counsel. He represents one model of a great individual that enriches the lives of all those around him.

8:50am

**Bibiana Campos Seijo**

*American Chemical Society*

Title: Thanks for reading: How Rudy Baum wielded the power of advocacy journalism for the public good

Rudy Baum was ahead of his time. He had a reputation as a straight talker, a “say-it-like-it-is” kind of guy. He was also a staunch environmentalist who was deeply concerned about environmental justice and the future of our planet. He never shied away from stating that climate disruption is the greatest challenge facing humanity today. He did so with tenacity and elegance in many C&EN editorials, often calling out inaction even when it did not make him popular in some quarters and was received with outright hostility in others. Rudy’s environmental advocacy is a legacy that is alive and well at C&EN today and we are proud to carry this baton. Long may it continue.

9:10am

**Susan Morrissey**

*American Chemical Society*

Title: Science Communication by the Rudy Baum Example

Rudy Baum had a knack for science communication. He also had a knack for mentoring others and helping them develop their skills in this area. This presentation will share some of the key lessons learned from Rudy and look at how to use those lessons to mentor the next generation of science communicators.

9:30am

**Geraldine Richmond**

*US Department of Energy*

Title: Honoring Rudy’s Legacy: Building Programs to Fight the Climate Change Crisis

Rudy made it clear in his many speeches and editorials over the several decades that climate change is one of the most critical challenges that humanity faces today. His 2011 quote stating that, “It is up to scientists to lead this charge, through research and innovation and through moral suasion,” is as true now as it was then. The impact of high levels of greenhouse gasses in our atmosphere are apparent everywhere as our forests have ferociously burned this past summer, our lakes and rivers dried up around the globe and agricultural products destroyed. Fortunately there is now leadership in our country, both in the public and private sector, that is taking this challenge on in more serious ways than ever before. In this presentation I will describe the very aggressive and all-hands-on-deck programs that the Department of Energy has launched that provide funding for such efforts that span from the very basic science side, to application and deployment.

9:50am

**BREAK**

10:10am

**Dominique Brossard**

*University of Wisconsin-Madison*

Title: Science communication in the digital world: Challenges and opportunities

Most of science communication takes place in the digital world, with many challenges such as algorithms determining what readers ultimately see but also many opportunities to reach diverse audiences in innovative ways. This talk will address some of these challenges and opportunities.

- 10:30am**      **Kathleen Jamieson**  
*University of Pennsylvania*  
Title: Minimizing public susceptibility to misinformation and conspiracy theories about public health  
Drawing on Annenberg Public Policy Center research and surveys, this talk will explore ways to increase the likelihood that the public understands, accepts, and acts on the best available knowledge on such consequential topics as covid-19, long covid, monkeypox, and reproductive and maternal health. In the process, it will identify the communication-related predictors of protective health behaviors as well as those that predict public support and funding of science in general and basic science in particular.
- 10:50am**      **Shirley Malcom**  
*American Association for the Advancement of Science*  
Title: Educating the Next Generation of Messengers  
There are many different audiences for the stories that science can and needs to tell. But whether an audience listens to and hears the message depends on how well the message connects to audience. So we must focus on teaching our community members to construct clear and appropriate messages and diverse and trusted messengers. My presentation will focus on the need to understand audiences and the importance of diversity, equity and inclusion in education and research to bridge the scientist-publics divide.
- 11:10am**      **Holden Thorp**  
*American Association for the Advancement of Science*  
Title: Rudy Baum showed the way: Running a society-sponsored journal is not as easy as it looks  
The “about” page on C&EN says that it is “an independent source of journalism about chemistry and related fields.” Rudy Baum staunchly protected this idea. But the public perceptions around this are difficult to manage. Some folks think that because the society supports the magazine, the society should have influence over what goes in it. Some think it should never publish anything critical of chemistry. Some think if they are society members, they should be automatic contributors or get preferential treatment. Good journalism requires that all of these things can’t happen. Rudy Baum set an example for us all.
- 11:30am**      **Harry Gray**  
*California Institute of Technology*  
Title: Adventures with Rudy Baum  
Rudy was a very special friend to all members of the biological inorganic chemistry community. We loved working with him. His articles were awesome!
- 11:50am**      **Concluding Remarks: Bassam Shkhashiri**
- 12:00pm**      **End**