

From: [Armitstead, Katie](#)
Subject: Q1 GMO Answers Expert Webinar Follow-Up
Date: Monday, February 22, 2016 6:53:10 PM
Attachments: [Lost in Translation Save the Date.pdf](#)

Hello and thank you to those of you who joined last Thursday's Q1 GMO Answers Expert Webinar!

We had a great conversation on many topics and I am certainly looking forward to working with all of you. Below are notes summarizing the topics and next steps. Thank you again for your time and please do not hesitate to reach out with any questions.

Hope you all have a great week,

Katie

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GOING GLOBAL MICROSITES

- GMO Answers is launching several iterations of the English version of the GMO Answers site in four different languages: Vietnamese, Chinese, Spanish and Portuguese (sites will include such information as infographics and top Q&A)
- All GMO Answers translated materials that are available on the four microsites are also available for download on the [Educational Resources](#) page of GMOAnswers.com (select content also available in French and Korean)
- NEXT STEPS/FOLLOW UP: sites are scheduled to launch February 29, 2016; GMO Answers team will share links to microsites with the expert community after the launch

SCIENTIFIC AMERICAN FORUM

- GMO Answers is co-sponsoring the "Lost in Translation: Is Science Explained Fairly in the Media?" panel with Cornell Alliance for Science
- Thursday, March 31, 2016 at 7:30 a.m. – noon EST at The National Press Club in Washington, D.C.
- Panelists:
 - JULIA BELLUZ, Health reporter, Vox.com
 - DR. NINA V. FEDOROFF, Emeritus Professor of Biology, Penn State University
 - DAVID H. FREEDMAN, Author, Wrong: Why Experts Keep Failing Us—And How to Know When Not to Trust Them
 - DR. JAMES E. HANSEN, Climate Science Awareness and Solutions Program, Earth Institute, Columbia University
 - TAMAR HASPEL, Award-winning food & health reporter

- KEITH KLOOR, Science reporter & Instructor, Arthur L. Carter Journalism Institute at New York University
- DR. DONNA NELSON, 2016 President, American Chemical Society, Science Advisor to AMC's Emmy Award-winning Breaking Bad & Professor of Chemistry, University of Oklahoma
- DR. PAUL OFFIT, Chief of Infectious Diseases & Director of Vaccine Education Center at The Children's Hospital of Philadelphia Maurice R. Hilleman Professor at the University of Pennsylvania

NEXT STEPS/FOLLOW UP: If you are in the DC area and would like to attend, please email your RSVP to Katie.Armitstead@Ketchum.com; please see the attached save the date for additional information

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GMO ANSWERS QUESTIONS TO-DATE

- Per feedback included in the expert survey, GMO Answers team has compiled a list of all questions that have been submitted to GMOAnswers.com to date – both answered and in progress
- Document can be downloaded [here](#)
- If you would like to volunteer to answer a question on this list (either answered or in progress), please let us know!
- NEXT STEPS/FOLLOW UP: The GMO Answers team will send a revised version of this document on a quarterly basis to all experts participating in the program

EXPERT SURVEY RESULTS

- In December, GMO Answers distributed a survey to solicit your feedback regarding the GMO Answers program - thanks to those who participated!
- During the Webinar, the team provided a high-level overview of the results, please let us know if you would like a copy of those results
- Recommendations and action items based on survey feedback:
 - Incorporate trainings into quarterly webinars
 - Share regular monthly emails with current events, news stories, recently answered questions, new Studies and Articles posts to the website as well as GMO Answers Forbes blog posts
 - Create more opportunities for community to collaborate with each other (example: exploring private Facebook or LinkedIn group)
- Feedback during call: expert group requested additional social media and editorial trainings

FORBES OPPORTUNITY

Column Overview

- GMO Answers hosts a permanent blog on Forbes.com, and is an extension of GMOAnswers.com, which addresses consumer questions about GMOs and biotechnology in agriculture. GMO Answers is a "Contributor Group" with authors who write and post columns as part of the group.
 - Webpage: <http://www.forbes.com/sites/gmoanswers/>
 - Example post: [How Biotech Will Help Achieve Zero Hunger](#), January 12, 2016

- Column contributors are independent and third-party experts, as well as experts from CBI and its member companies (BASF, Bayer, Dow AgroSciences, DuPont Pioneer, Monsanto Company and Sygenta)
- Each article will be posted under the author's individual name, and each author will be listed as a "Contributor." Clicking on the author's name will take the reader to an "About Me" biography, and the same bio that is posted to GMOAnswers.com can be posted on Forbes, as well.
- Posts to the column must be original content and published on Forbes.com first (content can be reposted to other platforms after it is published on Forbes.com).
- Content contributions will follow the same guidelines and process as the GMO Answers Q&A Process

NEXT STEPS/FOLLOW UP: please reach out to Katie.armitstead@ketchum.com if you would like to participate in this program as there are open slots later this spring!

SOCIAL MEDIA TRENDS IN 2016

- The group discussed various social media trends as well as platforms and how they are being used in 2016. If you would like a hard copy of these slides please let us know.

Katie Armitstead



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SAVE the DATE

SCIENTIFIC
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CUSTOM MEDIA

LOST IN TRANSLATION

IS SCIENCE EXPLAINED FAIRLY IN THE MEDIA?

Thursday, March 31, 2016

7:30 AM

Registration and coffee

Program begins promptly
at 8:10 AM with breakfast
and will conclude by noon.

The National Press Club
Washington, D.C.

RSVP or inquiries,
please contact LIA MATTHOW
at lia@Beaconideas.biz
or by phone or
text at 917.667.0955

You must be registered to attend this event.
Invitations are non-transferable.

Speakers will include:

JULIA BELLUZ
Health reporter, Vox.com

DR. NINA V. FEDOROFF
Emeritus Professor of Biology, Penn State University

DAVID H. FREEDMAN
Author, *Wrong: Why Experts Keep Failing Us--
And How to Know When Not to Trust Them*

DR. JAMES E. HANSEN
Climate Science Awareness and Solutions
Program, Earth Institute, Columbia University

TAMAR HASPEL
Award-winning food & health reporter

KEITH KLOOR
Science reporter & Instructor, Arthur L. Carter
Journalism Institute at New York University

DR. DONNA NELSON
2016 President, American Chemical Society,
Science Advisor to AMC's Emmy Award-winning
Breaking Bad & Professor of Chemistry,
University of Oklahoma

DR. PAUL OFFIT
Chief of Infectious Diseases & Director
of Vaccine Education Center at The Children's
Hospital of Philadelphia & Maurice R. Hillman
Professor at the University of Pennsylvania

Moderator:

JOHN RENNIE
Former editor in chief, SCIENTIFIC AMERICAN

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