



Icahn School of Medicine at Mount Sinai  
4<sup>th</sup> Annual  
**Postdoc Symposium**  
**SCIENCE COMMUNICATION**

~ September 27, 2013 ~



# Postdoc Executive Committee

Nicole McKnight      Co-Chair  
Eric Sweet              Co-Chair

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Peri Kocabayoglu  
Sarah Henderson  
Alison Sanders



# Program at-a-Glance

9:00 - 10:00am	Registration & Breakfast <i>Annenberg West Lobby</i>
10:00 - 10:15am	Welcome & Introduction <i>Annenberg West Lobby</i>
10:15 - 12:30pm	Concurrent Workshops <i>CSM building (Hess); see detailed program</i>
12:30 - 1:30pm	Lunch <i>Annenberg West Lobby</i>
1:30 - 1:45pm	Talk: F32 Winner Allyson Friedman, ISMMS
1:45 - 2:00pm	Talk: F32 Winner Deanna Howarth, ISMMS
2:00 - 2:20pm	Talk: Best Paper Award Winner Ryan A. Langlois, ISMMS
2:20 - 2:40pm	Talk: Robin Chemers Neustein Award Winner Judith Agudo, ISMMS
2:40 - 3:00pm	Coffee Break
3:00 - 4:00pm	Keynote Talk: Alan Leshner, AAAS Science and Society: The Need for Broad Public Engagement
4:00 - 5:00pm	Presentations of Morning Workshops
5:00 - 7:00pm	Networking Reception <i>Annenberg West Lobby</i>

All afternoon talks will take place in the Stern Auditorium, Annenberg

# Science Communication

Everyone has talked to someone who is not a scientist and seen their eyes glaze over when they ask what you do and you start to explain it to them. How many times have you seen a researcher who has done great work not get funding because they could not convince someone that their science was exciting enough? When the news media overstates the significance of a scientific finding, the general public is often confused especially when results of that scientific finding are years away from application in the real world. This leads the public to doubt what we scientists know is solid and believable research. There are lots of problems when science is miscommunicated.

Today's scientist needs to cater the way he or she talks about his or her science to a given audience. From communicating your science to general public to getting funding agencies to see the life-saving potential of your work, the need for a clear and understandable message is imperative, especially in fields where there is a potential for impact in human health and disease. The graduate and postdoctoral training that you have received so far has been world-class in terms of how to do and think about science, but it may be lacking in education on how to talk about science to other people who are not knowledgeable in your field. You are your research's best and sometimes only advocate and so you must tell its story effectively.

The Postdoc Executive Committee has put together a great day of workshops and talks to help us all become better scientific communicators. Pick your workshop area from crowd funding to storytelling to making a video to dealing with the new media landscape. We hope you learn something that will be useful to you in your career and future scientific endeavors.

Welcome and enjoy the day!

# Detailed Program

9:00 - 10:00am      Registration & Breakfast  
*Annenberg West Lobby*

10:00 - 10:15am      Welcome & Introduction  
*Annenberg West Lobby*

Nicole McKnight, Ph.D and Eric Sweet, Ph.D.  
Chairs of the Postdoctoral Executive Committee

Deanna Benson, PhD  
Faculty Director, Office of Postdoctoral Affairs

10:15 - 12:30am      Concurrent Workshops  
*CSM Building (Hess Center)*

Please see the final pages of the program for:

- ◆ A list of useful resources for postdocs
- ◆ Exciting upcoming events for postdocs
- ◆ A list of our guests at the networking reception tonight

# Detailed Program

10:15 - 12:30pm: Workshop 2: Crowd Funding

*CSM 2nd floor, Hess Seminar Room A*

Workshop led by: Brian Meece, Rockethub.com

Postdoc Leader: Cesar Berrios

Summary: A new revolution is emerging on the grassroots level of independent creativity, education and entrepreneurship. Crowdfunding is the foundation of this new economy. After years of experience and observation of over 25,000 funding campaigns on RocketHub, the founding team has narrowed down the formula to find success with crowdfunding. These factors determine which projects achieve their goals (and which ones don't). The questions that will be answered through this workshop include: What is crowdfunding? How are STEM leaders currently crowdfunding their endeavors? What are the "core patterns" for increasing the probability of funding your next project?

10:15 - 12:30pm: Workshop 1: Video Bootcamp

*CSM 9th floor, Room 101*

Workshop led by: Jairo Munoz, ISMMS

Postdoc Leader: Mustafa Siddiq

Special Assistance: Rachel Lane PhD, ADDF

Summary: The video workshop will give hands-on introduction to producing a 2 minute video of your research. The videoclip produced could be utilized to crowdfund for funding, to describe your work in layman terms to grade or high school students or to increase general awareness of your particular line of work. The media department at Sinai will be on site and ready to tape a presentation and we hope to air some of them prior to the keynote speaker.

# Detailed Program

10:15 - 12:30pm      Workshop 4: Storytelling  
*CSM 5th floor, Room 101*

Workshop led by: Andrew Linderman, Brooklyn Brainery  
Postdoc Leader: Priya Luthra

Summary: In this workshop, I will take post-doctoral students and researchers through the process of mining their lives for good stories with the goal of bringing these stories back to the lab, the office, or even social events. In this two-hour workshop, students will discover their inner storyteller through improvisational exercises, learn the mechanics behind storytelling with writing exercises, and polish their stories in front of an audience. By the end of the workshop, students will have at least two short stories (if not more!) to incorporate into their personal and professional lives, from patient consultations to job interviews.

10:15 - 12:30pm      Workshop 3: Communicating with the Media  
*CSM 8th floor, Room 101*

Workshop led by: Dorie Klissas, ISMMS  
Postdoc Leader: Kate Seip-Cammack

Summary: If you often hear about scientific breakthroughs, especially those outside your field, through newspapers, radio, or TV, you're not alone. These stories start with a press release, a written summary of the research intended to announce and attract the media's attention to a potentially exciting story. Dorie Klissas is the Vice President of Marketing and Communications at Mount Sinai and will be leading a workshop on how to translate your research into a compelling press release. Ms. Klissas has extensive experience as a producer at CBS Evening News and in strategic communications at Mount Sinai. Workshop attendees will have the opportunity to write and receive feedback on their own press release.

# Detailed Program

12:30 - 1:30pm

Lunch

*Annenberg West Lobby*

Introduction to SNOP

*Sarah Motley, SNOP Executive Board*

## Sinai Neuroscience Outreach Program

The Sinai Neuroscience Outreach Program (SNOP) is recruiting volunteers for the upcoming school year. SNOP volunteers go into local NYC public schools to teach neuroscience classes to students K-12. Lessons are single-visit and multi-week. SNOP also holds a Brain Fair at ISMMS during Brain Awareness Week for East Harlem students and their parents. There is no minimum time commitment for volunteers. SNOP General Interest Meeting to learn more will be on October 2nd at 5:30 PM in Hess 10-101. Email [sinai.neuro.outreach@gmail.com](mailto:sinai.neuro.outreach@gmail.com) for more information.

# Detailed Program

1:30 - 1:45pm

Talk: F32 Winner

*Stern Auditorium*

Allyson Friedman, Ph.D., ISMMS

“Understanding resilience to social defeat stress”

Severe stress induces major depression in some individuals (susceptibility), but not in others (resilience). In a severe social stress model of depression, my lab found that the hyperactivity of midbrain dopamine system is directly linked to depression, whereas resilient mice employ homeostatic mechanisms to stabilize this system and avoid developing depression. My work demonstrates that promoting the naturally occurring resilience shows antidepressant effects – a conceptually new avenue for exploring depression treatment. This presentation will cover how to successfully (and without stress) navigate the grant writing and submission process for a successful F32 award.

# Detailed Program

1:45 - 2:00pm

Talk: F32 Winner

*Stern Auditorium*

Deanna Howarth, Ph.D., ISMMS

“Activating transcription factor 6 is necessary and sufficient for fatty liver disease in zebrafish.”

Fatty liver disease (FLD) is the most common hepatopathology worldwide. Activation of the unfolded protein response (UPR) is observed in multiple etiologies of FLD, yet the aspects of this pathway that impact hepatic lipid metabolism are unknown. We identify activating transcription factor 6 (ATF6), one of three main UPR sensors, as necessary and sufficient for FLD in zebrafish. Following presentation of the data, some “tips and tricks” for writing a successful F32 application will be discussed.

# Detailed Program

2:00 - 2:20pm

Talk: Best Postdoc Paper Award Winner

*Stern Auditorium*

Ryan A. Langlois, Ph.D., ISMMS

“Harnessing MicroRNAs to Explore Influenza Virus Biology”

We sought to define how influenza A virus tropism shapes the ensuing immune response. To this end we engineered cell-type- or species-specific miRNA target sites into the virus. This completely ablates replication in the presence of the miRNA, but allows wild type levels of replication in its absence. Using this tool we define the cell-type replication requirements for innate and adaptive antiviral responses. Finally, we use this miRNA-mediated attenuation approach to enhance the safety of gain-of-function studies with highly pathogenic influenza A viruses.

# Detailed Program

2:20 - 2:40pm

Talk: Robin Chemers Neustein Award Winner

*Stern Auditorium*

Judith Agudo, Ph.D., ISMMS

“A Journey to Cure Diabetes: From Beta-cell Regeneration to Manipulating the Immune System”

Diabetes is the result of beta-cell mass loss leading to inadequate glucose control. Thus, curing diabetes relies on replacing the missing beta-cells. The supply of cadaveric donor pancreatic islets is very short, and alternative approaches are needed. I showed that beta-cell regeneration in situ is feasible and can ameliorate glycemic control. However, in type 1 diabetes, the loss of beta-cell mass is due to an autoimmune attack and replacement therapies will constantly be rendered ineffective. I am developing a way to induce tolerance by expressing beta-cell antigens in specific cell types. My goal is to develop a combined therapy to regenerate and protect new beta-cells.

# Detailed Program

2:40 - 3:00pm

Coffee Break

*Annenberg West Lobby*

3:00 - 4:00pm

Keynote Talk: Alan Leshner, Ph.D.; AAAS

*Stern Auditorium*

“Science and Society: The Need for Broad Public Engagement”

Dr. Leshner has been Chief Executive Officer of the American Association for the Advancement of Science (AAAS) as well as Executive Publisher of its journal *Science* since 2001. Over the course of his career he has held numerous high-ranking positions, received prestigious awards, and published widely, not only in basic science but also science policy and education issues (including addressing the need for standards for postdoctoral training), reaching out to members of both lay and scientific communities.

He began his illustrious career as an undergraduate student majoring in psychology at Franklin and Marshall College, where he discovered his passion for research in behavioral endocrinology, a topic on which he later went on to publish a textbook. Subsequently he completed his education at Rutgers University where he received both his M.S. and Ph.D. in physiological psychology.

Following his university training, Dr. Leshner accepted a position as Professor of Psychology at Bucknell University where, in addition to teaching and doing research, he mentored many undergraduate students throughout his ten year stay, many of whom went on to become successful scientists themselves.

# Detailed Program

During the next chapter of his career, Dr. Leshner rose through the ranks at the National Science Foundation (NSF) before moving on to becoming the Deputy Director and Acting Director of the National Institute of Mental Health (NIMH) and Director of the National Institute on Drug Abuse (NIDA), an NIH scientific institute that is a world leader on research regarding drug abuse and addiction, from 1994-2001 before ultimately arriving at his current position with the AAAS.

In addition to the above, Dr. Leshner has also held appointments at the Postgraduate Medical School in Budapest, Hungary; the Wisconsin Primate Research Center; and at the Weizmann Institute of Science in Israel as a Fulbright Scholar. He is an elected member of the Institute of Medicine of the National Academies of Science and Vice Chair of its Council; fellow of the National Academy of Public Administration; and fellow of the American Academy of Arts and Sciences. He has further been appointed to the National Science Board by President Bush in 2004, a position that he was reappointed to in 2011 by President Obama, and serves on the Science Advisory Board for the Office of Justice Program at the Department of Justice.

Dr. Leshner has received many honors throughout his career, including six honorary Doctor of Science degrees, as well as many prestigious awards.

# Detailed Program

4:00 - 5:00pm Presentations of Morning Workshops

*Stern Auditorium*

Organizers of the four morning workshops will provide brief 15-minute summaries of key points from the concurrent morning sessions.

Video Bootcamp: Mustafa Siddiq

Crowdfunding: Cesar Berrios

Communicating with the Media: Kate Seip-Cammack

Story Telling: Priya Luthra

5:00 - 7:00pm Networking Reception

*Annenberg West Lobby*

Please join us and take this opportunity to network with our speakers, postdocs, and invited guests.

# Networking Reception



- ◆ Michael C. Norsen  
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# Networking Reception



**Boston Strategic Partners, Inc.**



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Marc Alessi

# Networking Reception

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## Mount Sinai



**ROCKETHUB**  
*The world's crowdfunding machine.*

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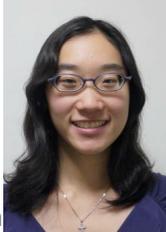
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## Ideas & Informed Insights Inc

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# Upcoming Events

Be sure to check out the following upcoming events. We hope to see you there! Check the ISMMS postdoc website for details.

Navigating Immigration and Visa Issues: A Primer for Postdocs and Young Scientist

*October 2nd; New York Academy of Sciences*

Sinai Neuroscience Outreach Program

*General interest meeting, October 2nd*

Postdoc Writing Group

*October 4th and 18th, November 1st; 15th, and 29th*

RCR Training Course

*October 3rd; October 10th; October 17th; October 24th*

Career Development Seminar:

*Careers Beyond Academia - October 17th*

*Grant Writing Workshop - November 21st*

*Dr. Bahija Jallal, AstroZeneca - December 19th*

Postdoc Social

*October 25th; November 22nd*

What can you be with a PhD? Science and Career Symposium

*<http://www.whatcanyoubewithaphd.net/>*

*November 2nd/3rd*

Powerful Teaching Statements for STEM Educators

*November 9th; New York Academy of Sciences*

Networking Reception - Sponsored by Women in Science (WIS) and the Postdoc Executive Committee

*November 18th, 2:30-5:00 PM CSM 2nd floor*

SINAIInnovations

*November 18th/19th*

# Postdoc Resources

Check out our website at

[www.mssm.edu/postdoc](http://www.mssm.edu/postdoc)

Visit our facebook page

“Mount Sinai PostDocs”



Follow us on Twitter

@MtSinaiPostdocs



Follow the Postdoc writing group on Twitter

@postdocwriting



Join our LinkedIn Group

“Mount Sinai Postdoctoral Association”



Join our Alumni LinkedIn Group

“MSSM Postdoctoral Alumni Network”



Visit [www.nationalpostdoc.org](http://www.nationalpostdoc.org) for additional resources

# Thanks

The Postdoc Executive Committee would like to thank everyone who helped put this event together, people on and off the committee, but especially: Dr. John Morrison, Dr. Deanna Benson, and Theresa Scarabino.

# Notes