



## Expanding the Reach of Your Research: Best Practices for Communicating with Policymakers and the Media

October 10, 2018

Durham Convention Center Meeting Rooms 3 and 4

### Agenda

- 1:15 – 1:20 p.m.**      **Welcome and Workshop Overview**  
*Linda Jacobsen, Vice President, U.S. Programs, PRB*
- 1:20 – 1:40 p.m.**      **Tips and Tools for Communicating Demographic Research**  
*Mark Mather, Associate Vice President, U.S. Programs, PRB*
- 1:40 – 2:10 p.m.**      **Social Media for Social Science**  
*Beth Jarosz, Senior Research Associate, U.S. Programs, PRB*
- 2:10 – 2:30 p.m.**      **Best Practices in Communicating with Policymakers**  
*Suzanne Stokes Vieth, Deputy Director of Government Affairs, Population Association of America/Association of Population Centers*
- 2:30 – 2:40 p.m.**      **Break** (Refreshments provided)
- 2:40 – 3:00 p.m.**      **Working with Journalists**  
*Ryan M. Thornburg, Reese Felts Distinguished Term Associate Professor, School of Media & Journalism, University of North Carolina at Chapel Hill*
- 3:00 – 3:45 p.m.**      **Expert Panel Leads Informal Discussion with Workshop Participants on Communicating with Media and Policymakers**  
*Mathew E. Hauer, Assistant Professor of Sociology, Florida State University*  
*Rebecca M. Tippett, Director of Carolina Demography, Carolina Population Center, University of North Carolina at Chapel Hill*  
*Suzanne Stokes Vieth, Deputy Director of Government Affairs, Population Association of America/Association of Population Centers*  
*Ryan M. Thornburg, Reese Felts Distinguished Term Associate Professor, School of Media & Journalism, University of North Carolina at Chapel Hill*



Center for Public Information  
on Population Research



Eunice Kennedy Shriver National Institute  
of Child Health and Human Development

## Speaker Bios

**Mark Mather** is the Associate Vice President of U.S. Programs at the Population Reference Bureau (PRB) and has more than 20 years of experience communicating population research to advocacy groups, educators, journalists, and the public. He is associate director of PRB's Center for Public Information on Population Research, funded by a grant from the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development. He also works in partnership with Census Bureau staff on several projects to increase knowledge and use of American Community Survey data. His research is frequently cited by the New York Times, the Associated Press, USA Today, and the Wall Street Journal. He holds a Ph.D. and MA in Sociology from the University of Maryland and a BA in Anthropology from Penn State University.

**Beth Jarosz** is a Senior Research Associate in U.S. Programs at the Population Reference Bureau (PRB). She works on a wide range of U.S. demographic topics, with a focus on subnational analysis and data visualization. She oversees data collection and analysis for the Lucile Packard Foundation for Children's Health to support their KidsData.org website. Prior to joining PRB, she served as Senior Demographer at the San Diego Association of Governments and later taught sociology at Pensacola State College. She has been the social media content curator for the Southern Demographic Association for more than three years (growing the audience from 18 followers to more than 800). She has also been quoted by national news organizations including Fortune, USA Today, Huffington Post, Bustle, and the Wall Street Journal. She holds a master's degree in Demographic and Social Analysis from the University of California, Irvine.

**Suzanne Stokes Vieth** is the Deputy Director of Government Affairs for the Population Association of America and the Association of Population Centers. In this role, she communicates and advances the interests of population scientists on Capitol Hill and before federal agencies. Suzanne spent six years in the U.S. Senate on the staff of Senator Christopher J. Dodd (D-CT) and later represented the interests of public broadcasters as a lobbyist with the Association of Public Television Stations, where she also held roles in grassroots training and advocacy. Over the course of her career, she has developed an expertise in translating technical issues and concepts to lay audiences, both on and off Capitol Hill. Suzanne holds a degree in Political Science from the University of Michigan.

**Ryan Thornburg** is Reese Felts Distinguished Term Associate Professor and director of the Reese News Lab in the School of Media and Journalism at the University of North Carolina at Chapel Hill. He teaches classes in data-driven reporting and media economics. With funding from the Knight Foundation, Google and the National Science Foundation, he develops tools and techniques that use data to lower the cost and increase the quality of local journalism. Before joining UNC in 2007, he spent a decade in leadership positions in online newsrooms, mostly working on national and international news at The Washington Post. He holds an MA in Political Management from the George Washington University and a BA in Journalism and Political Science from the University of North Carolina at Chapel Hill.

**Mathew Hauer** is an Assistant Professor of Sociology at Florida State University who studies the impacts of climate change on society. Recently, his research has focused on how migration induced by sea level rise could reshape the U.S. population distribution. The New York Times, National Geographic, Time Magazine, Popular Science, USA Today, and others have featured his research. Before coming to Florida State University, Dr. Hauer spent eight years directing the Applied Demography Program at the University of Georgia where he provided valuable demographic research to local, state, and federal governments. He holds a Ph.D. in Geography from the University of Georgia, and an MS in Demography and a BS in Sociology from Florida State University.

**Rebecca Tippett** is the founding Director of Carolina Demography at the Carolina Population Center at UNC-Chapel Hill which started in 2013. With more than a decade of experience analyzing demographic and economic data, she has spent the last 8 years translating research into specific, usable information and knowledge to inform decision-making, evaluation, and policy. At Carolina Demography, she helps North Carolina government and business leaders understand and anticipate how population change affects them and their organizations. A transplant to North Carolina from the Midwest, she earned her BA in Sociology and Political Science from The Ohio State University and her MA and Ph.D. in Sociology from Duke University.