

# CASBS Summit 2012

Where Social Meets Science



## Monika Bauerlein

*Mother Jones*

Monika Bauerlein is co-editor of *Mother Jones*, where, together with Clara Jeffery, she spearheaded an era of editorial growth and innovation, marked by two National Magazine Awards for general excellence, the addition of a seven-person Washington Bureau, and an overhaul of the organization's digital strategy that tripled *MotherJones.com's* traffic. Previously she was *Mother Jones's* investigative editor, focusing on long-form projects marrying in-depth reportage, document sleuthing, and narrative appeal. She has also worked as an alternative-weekly editor (at Minneapolis St. Paul's *City Pages*), a correspondent for US and European publications in Washington, D.C. and at the United Nations, and as an *AP* stringer, corporate trainer, translator, sausage slinger, and fishing-line packager .

She lives in Oakland with her husband and their three children.



## Vince Beiser

*Pacific Standard*

Vince Beiser is an award-winning journalist based in Los Angeles. He has exposed conditions in California's harshest prisons, trained with troops bound for Iraq, ridden with the first responders to Haiti's earthquake and hunted down other stories from around the world for publications including *The Los Angeles Times Magazine*, *Harper's*, *The Atlantic*, *Wired*, *The Village Voice*, *The New Republic*, *The Nation* and

*Rolling Stone*. He has also been a senior editor for *Mother Jones*, a special projects reporter for The Oakland Tribune, and a senior writer for The Jerusalem Report, Israel's leading news magazine.

Vince's work has been honored by Investigative Reporters and Editors, the Columbia, Medill and Missouri Graduate Schools of Journalism, the National Mental Health Association, the Association of Alternative Newsweeklies and many other institutions. He has also twice been part of a team that won the National Magazine Award for General Excellence, the magazine industry's highest honor.

His articles have been featured in several textbooks and anthologies, and have been translated into half-a-dozen languages and reprinted around the world in publications from *GQ-South Africa* to *Reader's Digest-Asia*.

Vince has appeared on numerous TV and radio shows on CBS, BBC, NPR and other networks, and on many panel discussions and lectures. He graduated with highest honors (Summa cum Laude) from the University of California at Berkeley with a degree in Middle Eastern Studies.

Vince is also the co-author of a feature film screenplay commissioned by director Steven Soderbergh.

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## James R. Bettinger

John S. Knight  
Journalism Fellowships  
Stanford University

After graduating with honors from the University of California at Santa Barbara in 1969, Jim Bettinger worked in daily newspapers for the next 20 years, as a reporter, editorial writer and editor at the *Riverside (California) Press-Enterprise*, and at the *San Jose Mercury News*, where he was city editor/AM. He was a Stanford Professional Journalism Fellow in 1982-83.

He was named deputy director of the Knight Fellowships program in 1989, and he became director Sept. 1, 2000. In the department of Communication he has taught courses in opinion writing, feature and analytical writing, and literary journalism. He has also taught creative non-fiction in Stanford's Continuing Studies Program. He is chair of the department's Daniel Pearl Memorial Journalism Internship committee.

Bettinger has been a writing and editing consultant and speaker, beginning in the late 1980s with Knight Ridder and continuing with the American Press Institute, the Society of Professional Journalists, the UC Berkeley School of Journalism and the *Contra Costa Times*. He was a regular columnist for the *San Jose Mercury News Sunday Magazine* from 1990-96, and his articles have appeared in the *Boston Globe*, the *Washington Post*, MSNBC.com and other publications. From 1997-2000 he was co-host and interviewer of "Interchange" on the Stanford Channel. He is a member of the Advisory Council of the Commonwealth Club of Silicon Valley, as well as numerous journalism organizations.



## Michael Freedman

Graduate School of Business  
Stanford University

Michael Freedman is the editorial director at the Stanford Graduate School of Business. Previously with Stanford's Center for International Security and Cooperation, he has worked with researchers to write and publish pieces in a variety of publications including the *Washington Post*, *Foreign Policy*, and the *San Francisco Chronicle*. Between 2007 and 2010 he was Asia, Europe, and Latin America editor at *Newsweek*, overseeing regional coverage for international editions. In that role, he wrote feature and opinion pieces and commissioned and edited essays and opeds by some of the world's best-known scholars and public figures. Earlier, he was Europe bureau chief at *Forbes*. Freedman has reported from numerous countries throughout Europe, Asia, and the Middle East, and has written for the digital and/or print editions of numerous publications, including *The Wall Street Journal* and *The Atlantic*. He has taught undergraduate writing and journalism classes and led professional development workshops on op-ed and essay writing.

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## John Gravois

*Pacific Standard*

John Gravois is an incoming senior features editor at *Pacific Standard* magazine. For the past two years, he has been an editor and writer at the *Washington Monthly*, a magazine of politics, policy, and ideas in the nation's capital. He was a senior editor for the *Review* at *The National* in Abu Dhabi from 2008 to 2010, and a staff reporter at the *Chronicle of Higher Education* from 2004 to 2008. He started his career at the *Cambodia Daily*.



## Thomas Hayden

Department of Communication  
Stanford University

Thomas Hayden is a lecturer in Stanford University's Emmett-Interdisciplinary Program in Environment and Energy, the School of Earth Sciences and the Graduate Program in Journalism. He teaches science and environmental journalism and communication, and is co-editor of the forthcoming *New Science Writer's Handbook* (April 2013, Da Capo Press.) Hayden has been an oceanographer, a staff writer at *Newsweek* and *US News & World Report*, and a freelance journalist for publications from *National Geographic* to *Manure Matters*.

He blogs about science, with friends, at The Last Word on Nothing:  
[www.lastwordonnothing.com](http://www.lastwordonnothing.com).

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## Clara Jeffery *Mother Jones*

Clara Jeffery is co-editor of *Mother Jones*, where, together with Monika Bauerlein, she has spearheaded an era of editorial growth and innovation marked by the addition of an eight-person Washington bureau, an overhaul of the organization's digital strategy and a corresponding tripling of traffic, and the winning of two National Magazine Awards for general excellence.

Before joining the staff of *Mother Jones*, she was a senior editor of *Harper's* magazine. Ten pieces that she personally edited have been finalists for National Magazine Awards, in the categories of essay, profile, reporting, public interest, feature, and fiction. Works she edited have also been selected to appear in various editions of *Best American Essays*, *Best American Travel Writing*, *Best American Sports Writing*, and *Best American Science Writing*.

Clara cut her journalistic teeth at *Washington City Paper*, where she wrote and edited political, investigative, and narrative features, and was a columnist. Jeffery is a graduate of Carleton College and Northwestern's Medill School of Journalism.

Born in Baltimore and raised in Arlington, Virginia, she now resides in the Mission District of San Francisco with her partner Chris Baum and their three-year-old son, Milo. Their burrito joint of choice is El Metate.



## Adam Lashinsky *Fortune*

Adam Lashinsky covers Silicon Valley and Wall Street for *Fortune* and is the author of the *New York Times* and *Wall Street Journal* bestseller *Inside Apple: How America's Most Admired – and Secretive – Company Really Works* (Hachette Book Group/Grand Central Publishing, 2012). He has been on *Fortune's* staff since 2001, and for two years before that was a contributing columnist. In addition, Lashinsky is a contributor to the Fox News Channel, appearing weekly on the network's "Cavuto on Business" program on Saturday mornings; co-chair of *Fortune's* annual Brainstorm Tech conference; host of the Fortune.com CEO video interview series "Connected"; and a seasoned speaker and panel moderator.

Lashinsky's cover-story subjects in *Fortune* have included Apple, Hewlett-Packard and Google. He also has written in-depth articles on Wells Fargo, Intel, Oracle, eBay, Twitter, and the venture-capital industry, as well as on topics ranging from San Francisco politics and oil-exploration technology to the post-Katrina economic recovery of New Orleans.

Prior to joining *Fortune*, Lashinsky was a columnist for the *San Jose Mercury News* and *TheStreet.com*. Before moving to California, he was a reporter and editor for *Crain's Chicago Business*. As a Henry Luce Scholar, he worked for a year in Tokyo as a reporter for the *Nikkei Weekly*, the English-language version of Japan's main economic daily. He began his career in the Washington, D.C., bureau of Crain Communications.

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## Adam Rogers

*Wired Magazine*

Adam Rogers is a senior editor at *Wired* in San Francisco. He is primarily a science editor, working on stories about subjects ranging from an attempt to evolve a chicken into a dinosaur to a search for forms of life with alternate molecular structures. He also works on geeky pop-culture subjects, writing and editing stories on comic books, science fiction movies, special effects, and arcane British TV shows about marionettes who pilot rocket ships. His feature "The Angels' Share," a detective story about a mysterious fungus that lives on whiskey fumes, won the 2011 AAAS Kavli Science Journalism Award for magazine writing.

He was also a writer and correspondent for *Wired Science*, the television show co-produced by the magazine and PBS, and is the host and producer of "The Storyboard," a near-weekly podcast that interviews *Wired* writers and creative people from the *Wired* world.

A graduate of Pomona College, Rogers was a Knight Science Journalism Fellow at the Massachusetts Institute of Technology for the 2003-2004 academic year, and is currently writing a book on the science of alcohol, due out from Houghton Mifflin Harcourt in 2014



## Carlin Romano

*The Chronicle of Higher Education*

Carlin Romano, Critic-at-Large of *The Chronicle of Higher Education* and Literary Critic of *The Philadelphia Inquirer* for 25 years (1984-2009), is Professor of Philosophy and Humanities at Ursinus College. His criticism has appeared in *The Nation*, *The New Yorker*, *The New York Times*, *The Village Voice*, *Harper's*, *The American Scholar*, and many other publications. A former president of the National Book Critics Circle, he was a finalist for the 2006 Pulitzer Prize in Criticism, cited for "bringing new vitality to the classic essay across a formidable array of topics."

His new book, *America the Philosophical*, has just been published by Alfred A. Knopf.

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## **Somini Sengupta** *The New York Times*

Somini Sengupta, who is based in San Francisco, covers technology issues for *The New York Times*. She was previously *The Times*'s bureau chief in New Delhi and Dakar and was the recipient of the 2004 George Polk Award for foreign reporting. She was born in Calcutta and grew up in Canada and California. She graduated with honors from the University of California, Berkeley.



## **Maria Streshinsky** *Pacific Standard*

Maria Streshinsky is Editor-in-Chief of *Pacific Standard* magazine. She was formerly Managing Editor of *The Atlantic* in Washington D.C., where for four years she was responsible for editorial production of the 155-year-old magazine. At *The Atlantic*, Streshinsky managed a staff of more than 25 editors, art directors, and interns; and edited a variety of stories. She developed the *Atlantic*'s Fiction-for-Kindle program with Amazon, working with such authors as Christopher Buckley, Joyce Carol Oates, and Paul Theroux. In 2009 she won the Atlantic Media Company 2009 Chairman's Award, for editing excellence.

Before *The Atlantic*, Maria spent two years at the U.S. Department of the Interior. After graduating from the University of California, Santa Cruz with a BA in comparative literature in 1991, she began her magazine career in San Francisco, where she worked for magazines such as *VIA* and *Mother Jones*.