

LINDA BILLINGS, Ph.D.

SUMMARY OF QUALIFICATIONS

- Thirty years experience in communications, strategy, planning, research, and analysis.
- Twenty five years in aerospace: strategic planning, policy analysis, communications, advocacy, public education.
- Ten years of research in mass communication, science communication, journalism studies and social studies of science.
- Expert researcher, analyst, strategist, writer, editor, organizer, networker.
- Extensive background in politics, public policy, science, technology, business.

OBJECTIVES

- Continuing development of analytic, organizational, and communication skills and productive and constructive application of these skills toward advancing the public good.
- Teaching people how to be good communicators, critical consumers, and involved citizens.

EXPERIENCE

Communication research: Mass communication theory and models, science and risk communication, rhetorical analysis, mass media practices, globalization and communication.

Policy, planning, strategy: Monitoring, analysis, interpretation, and critique of public policy in an evolving cultural environment.

Public affairs: Conception, execution and evaluation of communication, education, outreach, and public affairs policies and programs. Strategic planning, Policy analysis. Media content monitoring, analysis, and critique. Special events production.

Corporate communications: Media, public, and investor relations. Policy development. Strategic planning.

Journalism: In-depth coverage of government (local, state, national), interest groups, business, labor, academic research, environment, energy, aerospace. Two start-up projects. Freelancing.

Writing/editing: Editorials, congressional testimony, speeches, scripts, special reports, annual reports, white papers, press kits, books, newsletters, magazine articles, presentations.

Management: Communication, education, and advocacy programs and projects (staff, budget, execution). Corporate communication policy and procedures. Publications.

Teaching: Undergraduate journalism, Indiana University. Guest lectures at American University, Colorado State University, Harvard University, Indiana University.

Public speaking: extensive experience speaking at universities, professional societies, churches, television and radio programs, on media literacy, careers in communication, space exploration.

EDUCATION

- Ph.D., mass communication, Indiana University, Bloomington, IN.
- M.A., international transactions, George Mason University, Fairfax, VA.
- B.A., social sciences, SUNY Binghamton, Binghamton, NY.

EMPLOYMENT

- May 2009-present: Research Professor, School of Media and Public Affairs, George Washington University, Washington, DC; and Principal Investigator, Astrobiology Program, NASA Headquarters, Washington, DC.
- Manager of Communications, NASA Astrobiology Program, Jan. 2007-May 2009.
- Communication research, planning, and analysis, NASA Planetary Protection Office, Sept. 2002-2006.
- Director of Communications, SPACEHAB, Inc., Washington, D.C., Sept. 1999-Aug. 2002.
- Chancellor's Fellow (1996-97), Knight Fellow (1997-99), Indiana U. School of Journalism.
- Director of Science Communication, Life Sciences Division, NASA HQ, Oct. 1994-Aug. 1996.
- Manager of education and outreach, exploration office, NASA HQ, Dec. 1993-Oct. 1994.
- Senior editor/analyst, BDM International, April 1990-December 1993.
- Editor, Lockheed Engineering & Sciences Co., July 1988-April 1990.
- Senior editor for space, Air & Space/Smithsonian magazine, December 1985-July 1988.
- Public affairs officer, National Commission on Space, Sept.-Dec. 1985.
- Consultant, National Science Foundation, August-September 1985.
- Editor, Space Business News, June 1983-August 1985.
- Editor, Synfuels Week, May 1981-June 1983.
- Senior reporter/editor, Energy Users Report, June 1980-May 1981.
- Senior reporter/editor, Construction Labor Report and Government Employee Relations Report, September 1979-June 1980.
- Reporter/Editor, Environment Reporter, July 1978-September 1979.

ACCOMPLISHMENTS

- For NASA Astrobiology Program, develop and execute communication strategy; monitor and analyze relevant policy and programmatic developments; monitor and evaluate media coverage and Web presence; build community.
- For NASA Planetary Protection Office, studied and applied communication models and methods, rhetorical strategies, risk communication plans. Developed communications strategy. Assessed policies, programs, and communications. Made presentations on science communication, published papers.
- For SPACEHAB, managed all external communications for a company with 750 employees and more than \$100 million a year in revenue. Wrote press releases, press kit materials, CEO scripts for financial reports. Oversaw investor relations (planned "road show" for CEO and CFO), positioning, image, and message. Developed and executed communication policy and procedures. Expanded media contacts, placed stories. Briefed executives for media opportunities. Oversaw community relations.
- Doctoral dissertation: "Sex! Aliens! Harvard? Rhetorical Boundary-Work in the Media - A Case Study of the Role of Journalists in the Social Construction of Scientific Authority."
- While at Indiana University, presented six peer-reviewed papers to professional conferences; lectured honors students about science in the media; participated in journalism curriculum review and revision; developed new curriculum for newspaper reporting.
- As director of science communication for NASA's Life Sciences Division: evaluated, updated, and expanded education, outreach, advocacy and communication programs; developed program plan for U.S.-Ukraine space science education project; wrote series of reports on "Space Life Sciences and Women's Health Issues." Coordinated public awareness and advocacy campaigns, improved and expanded internal and external communication tools; wrote annual reports, fact sheets, information packages for legislators; planned new publications for Life Sciences Division. Formulated and executed public affairs, outreach, advocacy, communication, and education program plans for exobiology and search for extraterrestrial intelligence programs. Wrote about biology, biochemistry, biomedicine, physiology, neuroscience, human factors research.
- As manager of education and outreach for NASA exploration office: managed public affairs planning and internal and external communications, developed education programs. Major accomplishment: planning and executing an academic symposium, "What is the Value of Space Exploration?", featuring public figures such as Carl Sagan and Stephen Jay Gould. As task manager-policy and planning, conceived and executed education, outreach, and communications program plans; wrote white papers on rationale for and benefits of space exploration; wrote talking points for White House officials; organized and executed strategic planning conference with educators and meeting with environmentalists on exploration plans; wrote speeches, briefings, fact sheets and other background papers on a broad variety of subjects.
- Played key role in planning and executing 1992 town meetings for NASA Administrator.
- Wrote congressional testimony and reports, conducted program and policy analyses for NASA Office of Aeronautics.
- Conducted analyses of federal science and technology policy for NASA policy office.
- Played key role in formulating and executing public affairs action plan to improve and broaden press coverage of NASA astronomy and astrophysics program.
- Managed communications and outreach planning for NASA space station utilization office.
- At Air & Space/Smithsonian: participated in startup. During first two years of publication, defined space coverage, wrote articles, developed and reviewed story proposals, text-edited manuscripts, worked with picture editors on photo searches and layouts, tracked news. Managed production of "space explorers" poster featuring information on all human missions in space.
- For National Commission on Space: planned and executed nationwide public forums, developed and executed publicity campaign, served as public information officer, did research and writing for final report, planned and conducted workshop for futurists.
- For National Science Foundation: researched, wrote, and produced "Science and Technology Policy News Digest" for Division of Policy Research and Analysis.
- At Space Business News: started first trade publication on space commercialization. Planned and executed space-business conference. Co-authored book on space commercialization. Responsible for budget, marketing, promotion, layout, and management in addition to reporting, writing, and editing. Composed and conducted subscriber survey.

PAPERS AND PRESENTATIONS

- October 28, 2008: "Fifty years of NASA and the public: What NASA? What public?", NASA's First 50 Years: A Historical Perspective, Washington, DC.
- September 18, 2008: "Thinking strategically about communication in planning for Mars Sample Return: considering public participation," Mars Exploration Program Analysis Group, Monrovia, CA.
- September 3, 2008: "Authority, credibility, and facts: UFOlogy and the alien abduction phenomenon," Science Mission Directorate seminar, NASA Headquarters, Washington, DC.
- July 14, 2008: "Science at the ends of the Earth: astrobiology field expeditions as outreach tools," Congress of the Committee on Space Research, Montreal, Canada.
- July 14, 2008: "The narrative power of astrobiology: telling the story of the quest to understand life's origins and the search for evidence of extraterrestrial life," Congress of the Committee on Space Research, Montreal, Canada.
- June 30, 2008: "The rhetoric of space exploration: new worlds, new perspective(s)," Kenneth Burke Society triennial conference, Villanova U., Wayne, PA.
- June 5, 2008: "Media, citizens, and space exploration: Conquest and exploitation, or discovery and understanding?," U. Colorado conference, "Media, Spiritualities, and Social Change," Boulder, CO.

- April 15-17, 2008: Presentations, Astrobiology Science Conference, Santa Clara, CA:
 - "Thinking strategically about communication: why astrobiologists should care."
 - "Innovative approaches to communicating about science on astrobiology field expeditions."
 - "Communication skills for astrobiologists (and astrobiologists-to-be)."
- April 14, 2008: "Communicating About Astrobiology with Experts and Others: Why Graduate Students Should Care," Astrobiology Graduate Conference, April 14, 2008, Santa Clara, CA.
- Feb. 1, 2008: "Earth, life, space: the social construction of the biosphere and its expansion into the solar system," International Assn. for Science, Technology, and Society, Baltimore, MD.
- Dec. 12, 2007: Poster presentation, "Community, Identity, Service: Strategic Communication Planning For NASA's Astrobiology Program," American Geophysical Union Fall Meeting, San Francisco, CA.
- Aug. 10, 2007: Poster paper, "Sex! Aliens! Harvard? A Study of How Journalists Participate in Constructing Scientific Authority," Assn. of Educators in Journalism and Mass Communication, Washington, DC.
- Oct. 23, 2007: Organizer and moderator, roundtable session, "What role has space exploration played in the cultural environment of the U.S. and the world?," NASA-NASM history conference, "Remembering the Space Age," Washington, DC.
- Feb. 16, 2007: Session organizer/co-chair/presenter, "What is the value of space exploration? Lessons from history." Presentation: "Conquest of the space frontier: ideology, advocacy, and exploration." AAAS annual meeting, San Francisco, CA.
- Feb. 18, 2007: Session organizer/chair/presenter. "Who speaks for science? Scientific authority in the 21st century." Presentation – "Sex! Aliens! Harvard? Journalists, Scientists, and Scientific Authority." AAAS annual meeting, San Francisco, CA.
- Oct. 5, 2006: "Advancing public understanding by attitude adjustment: strategic communication about space science and exploration," International Astronautical Congress, Valencia, Spain.
- Oct. 4, 2006: "Motives and meanings: the role of the frontier metaphor in the discourse on space exploration," International Astronautical Congress, Valencia, Spain.
- April 1, 2006: "Crisis in Science Communication? Science, Journalism, and Public Understanding." Crisis in Communications Conference, U. Massachusetts-Amherst.
- March 30, 2006: "Scientists are from Saturn, Journalists Are from Jupiter?," panel organizer and speaker, Astrobiology Science Conference, Washington, D.C.
- March 13, 2006: Guest speaker on participatory communication, graduate seminar on science policy, Department of Microbiology, Georgetown University, Washington, D.C.
- November 2005: State Department U.S. Speaker and Specialist Program representative, Budapest and Pecs, Hungary.
- October 22, 2005: Workshop organizer and moderator, "Who Speaks for Science?," National Association of Science Writers, Pittsburgh, PA.
- August 31, 2005: Moderator, media workshop on planetary protection, Association for Politics and the Life Sciences, Washington, DC.
- August 31, 2005: Panelist, "Bridging the Gap," roundtable discussion of best practices in science communication: Association for Politics and the Life Sciences, Washington, D.C.
- August 20, 2005: Presentation, "Communicating About Science with Experts and Others: Strategies that Work," Astrobiology Graduate Conference, La Jolla, CA.
- May 29, 2005: Poster paper, "The case of the deviant doctor: a rhetorical analysis of journalistic boundary-work," International Communication Association, New York, NY.
- March 18, 2005: Presentation, "Communication research for NASA's planetary protection program: expanding the dialogue," First International Conference on the Impact of Space on Society, International Academy of Astronautics, Budapest, Hungary.
- March 18, 2005: Poster paper, "The frontier, the wilderness and the moral equivalent of war: metaphor and space exploration," First International Conference on the Impact of Space on Society, International Academy of Astronautics, Budapest, Hungary.
- December 16, 2004: Poster paper, "Communication Research for NASA's planetary protection program: science, risk, models, strategy," Fall Meeting, American Geophysical Union, San Francisco, CA.
- August 2004: Poster paper, "Participatory Communication in Science and Technology Policy Making," Gordon Research Conference on Science and Technology Policy, Big Sky, MT.
- July 23, 2004: Presentation, "Conference on Communicating Astronomy to the Public: Taking Action," Committee on Space Research, Paris, France.
- July 23, 2004: Presentation, "Public communication strategy for NASA's planetary protection program: expanding the dialogue," Committee on Space Research, Paris, France.
- May 28, 2004: Presentation, "Communication strategy for NASA's planetary protection program: a place for participation?," International Communication Assn., New Orleans, LA.

ASSOCIATIONS, COMMUNITY SERVICE

- Member, American Association for the Advancement of Science, American Geophysical Union, American Society for Microbiology, 2002-present.
- Women in Aerospace, 1985-present (president, 2003; vice president-programs, 2002; vice president-communication, 2001; board of directors, 1986-1996; awards committee, 1986-1995, 2000-2002).
- Member, National Association of Science Writers (workshop organizer), D.C. Science Writers Association (program planning), Society of Environmental Journalists, 2002-present.
- National Communication Association, 1999-present: Member, Legislative Assembly, 2007-present.
- International Communication Association, 1996-present.
- Association of Educators in Journalism and Mass Communication, 1996-present.
- American Astronautical Society, 1991-present: 1991-92 program chair, DC Section; publicity chair, 1989 Goddard Memorial Symposium; 1990-96, Conference Planning Committees; 2007-present, Board of Directors.
- The Planetary Society; D.C. volunteer, 1992-1996; member, 1992-present.
- Harvey Hall, Arlington, VA, tutor, 1999-present.
- Barrett Elementary School, Arlington, VA, tutor, 1999-2006.
- Women's Center of Northern Va.; seminar speaker/career advisor, 1990-96.
- Zero Population Growth, D.C. volunteer, 1995-1996.
- Monroe County (IN) Humane Association, volunteer, 1996-1999.
- Housing Solutions Inc., Bloomington, IN, volunteer, 1997-1999.
- WFHB-FM community radio, Bloomington, IN; volunteer, 1996-1999.

AWARDS

- 2009 Arlington County Volunteer Award.
- 1993 Quality Performance Award, BDM, for outstanding support to NASA space station utilization office.
- 1992 Outstanding Achievement Award, Women in Aerospace, for exceptional contributions to NASA's Space Exploration Initiative.
- 1992 Quality Performance Award, BDM, for outstanding support to NASA Space Astronomy Program.
- 1992 Quality Performance Award, BDM, for outstanding support to NASA's Space Exploration Directorate.
- 1988 Media Award, Washington Space Business Roundtable, for coverage of space business.

PUBLIC SPEAKING

- February 1998: Commentary on the search for life in the universe, Unitarian Universalist Church, Bloomington (IN).
- September 1997: Dramatic reading, Waldron Arts Center poetry series, Bloomington.
- March 1999, talk-show guest, "Who owns the media?," WFHB-FM, Bloomington.
- May 1999, global-affairs talk-show host, "Plight of the Turkish Kurds," WFHB-FM.
- November 1997: Media-literacy talk-show guest, WFHB-FM.
- March 1996: Panelist, American University School of Communications radio program on the search for extraterrestrial intelligence.
- March 1996: Speaker, Fourth Australian Space Development Conference, Canberra, Australia.
- July 1995: Speaker, National Space Society of Australia Space Frontier Conference, Sydney.
- July 1995: Commentary (the search for life in the universe), Unitarian Universalist Church of Arlington (VA).
- September 1994: Speaker, Third Australian Space Development Conference, Sydney.
- May 1994: Panelist, "Does the U.S. Need a Space Station?," Harvard University.
- June 1992: Speaker, National Space Society space development conference, Washington, D.C.
- October 1991: Guest, "Crier and Co.," Cable News Network.
- July 1991: Guest, "Good Morning America," ABC TV.
- April 1990: Guest lecturer, public policy, American University.

PUBLICATIONS [link]