

September 29, 2024

Dear WFSJ Board,

I am writing to give my highest recommendation in support of Debbie Ponchner's nomination to serve on the World Federation of Science Journalists (WFSJ) board of directors. I can think of no stronger candidate for the board.

I am a contributing editor at *Scientific American* and a senior member of the National Association of Science Writers (NASW), a WFSJ member organization. I have served on NASW's Awards, Diversity, and Program committees. I also served on NASW's board of directors, and I co-founded and served for several years on the NASW Grants Committee. Currently, I am president of the Council for the Advancement of Science Writers (CASW), a sister organization to NASW and a delegate to the WFSJ.

I formally met Debbie in 2014 when *Scientific American* hired her to develop and launch its Spanish-language site, which she ran successfully and expertly for nearly three years. During that time, I nominated Debbie for the CASW board, and the board unanimously and enthusiastically voted in favor of her board membership. Throughout her time on the CASW board, Debbie has made significant contributions to improving our efforts to advance U.S. and international science journalism, consistently sharing her time, energy, experience and astute insights in support of our programming, grants, trainings and conferences.

A diplomatic, thoughtful and bilingual communicator, Debbie is a highly recognized and respected leader among science journalists who are working to strengthen our field throughout the Americas and additional Spanish-speaking communities globally. She has proven invaluable in building and supporting what has evolved into an informal network of science journalists and writers working in Latin America. More than any other individual, she specifically has built professional, collegial partnerships and relationships among Spanish-language and English-language science journalists, science journalism organizations and audiences throughout and among regions including Latin America, North America, Central America, the Caribbean, Spain and beyond. She has attended the World Conference of Science Journalists in Melbourne, Seoul, San Francisco (and crafted much of the Latin American portion of the WCSJ2017 program), Lausanne and Medellín; she also has been invited to speak at or participate in many prestigious journalism events, including several Kavli Workshops for Science Journalism, in the U.S.

Debbie's resumé and work as an international science journalist are excellent. For several years, she has dedicated her career to stories and platforms (e.g. Knowable, *Scientific American*, *The New York Times*, Undark, Sapiens and The Open Notebook) that bring science news to both Spanish-language and English-language audiences. An impressive, timely, international reporting project in 2019, "Exploring the Transgender Experience in Latin America," involved a collaboration of journalists across Latin America and was published in Spanish and English by Tangible and the Spanish-language newspaper El Universal.

Given Debbie's outstanding journalism accomplishments and contributions to the global science journalism community, I am certain that she will be a superb addition to the WFSJ board of directors.

Best regards,



Robin Lloyd  
NASW member  
CASW president