

3 October 2024

Dear members of the nomination committee, Lisbeth Fog, Diran Onifade and Pallab Ghosh,

It is a pleasure to recommend Aleida Rueda as a candidate for the WFSJ Board. I have known Aleida since 2004, when she started her work as a reporter and member of the Journalism Unit of the General Department for Science Communication at the National Autonomous University of México (UNAM), a pioneer space created in Mexico for training science journalists. In 2006, Aleida started collaborating with the Latin American and Caribbean desk of SciDev.Net covering science and development, coordinated by myself as the regional coordinator.

For more than 15 years Aleida was a freelance contributor for SciDev.Net, writing high quality stories related to environment, health, agriculture, science policy, among others. In 2021, Aleida became part of the editorial team of SciDev.Net Latin America, which includes writing, editing, proofreading, searching for potential topics and producing videos on different topics. Her ability to search for topics, journalistic research and collaboration in teams has helped to strengthen and make science and development topics visible at regional and global level.

In parallel, Aleida was one of the founders of the Mexican Network of Science Journalists (RedMPC) in 2015, which has become an allied association for several global science communication and science journalism projects, from international events, workshops and training courses, to surveys and projects in order to know the conditions of science journalists in Latin America. In all these years as president, vice-president and member of the RedMPC's Board, I have seen how Aleida has strengthened the training of new generations of science journalists and the organization of global forums to discuss and reflect on the profession. Aleida has been also participating in international conferences and events, such as the World Conference of Science Journalists and the International Conference on Public Communication of Science and Technology (PCST), serving as a Latin American representative who can speak critically about the conditions and challenges in the context of developing countries.

In the last two years, through SciDev.Net, Aleida has actively participated in the design and development of courses and workshops for researchers, institutional communicators and policy makers of the region, showing her ability to share knowledge and adapt it to different audiences. The overall objective has been to provide tools and basic knowledge to those who do research, especially, to improve the way science communication is done in our countries.

After 20 years of knowing Aleida, I have no doubt that she has the capacity, empathy and enthusiasm to strengthen science journalism from the WFSJ. I believe that she will be a key ally to improve training and collaboration spaces that give visibility to the problems and journalistic coverage of Latin America and the Caribbean.

A handwritten signature in black ink, appearing to read "Luisa".

Luisa Massarani
Coordinator for Latin American of SciDev.Net