

October 4, 2024

WFSJ's Board Election Committee,

I am happy to recommend my dear colleague Aleida Rueda Rodríguez for a seat at the World Federation of Science Journalists' Board of Directors.

I have known Aleida since 2014, when the Mexican Network of Science Journalists (RedMPC, from the name in Spanish) did not yet exist. Since those years I witnessed her determination and efforts to give life to this association that was necessary to articulate a community that until then was disintegrated.

When 2016, RedMPC was born, I became president and Aleida vice president. And I could see, firsthand, Aleida's role in cementing the foundations of our association: designing the first objectives and activities, building the administrative bases, helping science journalists in Mexico visible know each other and come together. Aleida was key in instrumenting basic things, such as opening the bank account, and also essential tasks, like establishing the general way the association would work. Of course she was not alone, we were a team of committed people, and we gave our time and voluntary efforts to make our dream of having an association that really worked come true, but Aleida's leadership was crucial to achieve it.

When she took over as president at the end of 2019, Aleida had to face one of the most challenging stages for the organization: the COVID-19 pandemic, and I can say that she came out on top. She converted our international event, the Foro Hispanoamericano de Periodismo de Ciencia (which, by the way, she started), to a virtual format and managed to partner with all the associations of science journalists and science communicators in the region to get speakers and attendees from Latin America and Spain, and secured sponsorships to conduct training workshops. In addition, she launched #COVIDconCiencia, a verification initiative in which several of our student members and other scientists, verifiers and designers collaborated. For more than two years, this project verified dozens of news stories appearing in the national and international media that lacked scientific evidence. Aleida developed the methodology, trained the students and in 2022 secured funding from Internews Europe to continue the project now including content in Mexican indigenous languages.

Aleida knows how to coordinate organizations, organize teams, find allies and, above all, spread enthusiasm for science journalism. She does all this voluntarily and with enthusiasm and affection for her colleagues, especially the young people of our association. I think Aleida is the kind of person that the WFSJ needs as part of its committee. And we, from RedMPC, will support her permanently.

Best regards,
Manuel Lino

A handwritten signature in black ink, appearing to read 'Manuel Lino', written in a cursive style.