

Selected Publications

Links to full-text versions of most of these articles, as well as a more complete list of publications, are available on Wedin's website (www.wedincommunications.com).

Magazines. Wedin has published more than 75 articles in science-related publications, including:

- *Chemistry*, published by the American Chemical Society (ACS) for its members and student affiliates
 - "It's Time, Once Again, for Science Education"
 - "Grab a Wedge of Carbon" (article on carbon mitigation and global warming)
- *Today's Chemist at Work*, ACS publication for industrial chemists and chemical engineers
 - "The Meaning of Mentoring"
 - "Turning Green Chemistry Into Black Ink"
- *Modern Drug Discovery*, ACS publication for scientists in the biotech and pharmaceutical industries
 - "SNPs (Single Nucleotide Polymorphisms) are Serious Business"
 - "Visual Data Mining Speeds Drug Discovery"
- *Chemical & Engineering News (C&EN)*, published weekly by the ACS
 - "The Pill Turns 50!" (book review)
 - "Comments" (one-page editorials ghost-written for governance members)
- Science-related articles in other magazines include:
 - *New Scientist* ("Everything to Play For: Opportunities Abound in Chemistry Research")
 - *Chronicle of Higher Education* ("Parenting: Maybe It Is Rocket Science")
 - *Ruminator Review* ("Coffee Chemistry")

Newsletters. Wedin has created, written, and/or edited newsletters, including:

- *Positive Reactions: The Kids & Chemistry Volunteer Newsletter*, ACS Office of Public Outreach
- *International Chemistry Celebration (IChC) News*, ACS Office of Public Outreach
- *RC Quarterly Newsletter*, Research Corporation

Annual reports and final reports. Wedin has written annual reports and final reports, including:

- Annual reports for Research Corporation (2003-2006)
 - "Exploring Light: Optical Sciences and the Visual Arts," 2004 report
 - "Behind Door No. 2: A New Paradigm for Undergraduate Science Education," 2006 report
- Final report on ACS PROGRESS: Projects to Facilitate Advancement of Women in Chemistry
- Final report on the International Chemistry Celebration

Electronic Media.

- "MicrobeWorld Radio" (edited/reviewed scripts for daily, 90-second radio series for public)
- Fox 9 Weekend Show (interviewed and performed hands-on chemistry activities on local TV)
- Website content development for public outreach and informal science education sites
 - Website for TPT/Nova show on "Absolute Zero"
 - "Kids and Chemistry" and "National Chemistry Week" websites

Book-related projects.

- *Guaranteed to Succeed: A Handbook for Community Activity Coordinators* (one of two authors of this "how-to" booklet for public outreach practitioners, American Chemical Society)
- *ChemTogether: A Handbook for Building Employee/Employer Partnerships of Public Outreach Activities* (author of this "how-to" booklet, American Chemical Society, Association Roundtable)
- "Balancing Risks and Benefits" (book chapter in *Your Chemical World*, American Chemical Society)
- *Fundamentals of General, Organic, and Biological Chemistry* (author of sidebars and career profiles in this college-level textbook, Prentice Hall)
- *The Alchemist in the Minivan* (book proposal, including outline, marketing plan, and sample chapters)

Clients

In addition to the magazines listed on the previous page, Wedin has done writing and communications consulting projects for the following clients:

American Chemical Society:

- Office of Public Outreach
- Department of Pre-college Education
- Office of Diversity Programs
- Office of Executive Director
- Office of President
- ACS News Service
- Publications Marketing

American Forage and Grassland Council

American Institute of Chemical Engineers

Association Roundtable

Chemical Manufacturers Association (now American Chemistry Council)

Council for Chemical Research

Crabtree & Company (PR firm representing non-profit organizations)

MicrobeWorld Radio (American Society for Microbiology)

Prentice Hall

Research Corporation

Schwartz Communications (PR firm representing EMAX Solutions)

St. Olaf College

Twin Cities Public Television (for Nova program on "Absolute Zero: The Conquest of Cold")

Wardour Publishing & Design

Wayzata Public School District