

**Jackson Hole WILD and WGBH Announce Programming Highlights for SMASH18  
Keynote Speakers Include Mary Lou Jepsen, Open Water and Deb Roy, MIT Media Lab**

*Jackson, WY (May 16, 2018)* – Jackson Hole WILD and WGBH announce programming highlights for the Science Media Awards and Summit in the Hub (SMASH), that will take place September 25 - 27 at WGBH in Boston.

This biennial conference will bring together more than 300 leading scientists, producers, filmmakers, writers and technology innovators. Together, attendees will celebrate exceptional media, learn about cutting-edge discoveries and explore new ways of communicating the wonders of science to a global audience in a rapidly-changing media landscape. Generous support for SMASH is provided by The Rita Allen Foundation and the National Science Foundation.

Keynote conversations at the 2018 summit, slated for September 25-27, will feature:

- **Mary Lou Jepsen:** A leading force of disruptive innovation makes her inaugural appearance at SMASH. The founder and CEO of imaging tech startup OpenWater, Jepsen was previously an engineering executive at Facebook, Oculus, Google[x] and Intel as well as a founder of four startups including One Laptop per Child. Jepsen’s influence has been recognized as a “Time 100” pick and a “CNN Top 10 Thinker.” She will display two revolutionary technologies that marry imaging and science: a screen that reveals what you *think* and a cheap, portable better-than-MRI wearable that can both diagnose *and* treat cancer.
  
- **Deb Roy:** Fact: False stories spread 70% farther and faster than true ones. So how can science storytellers get audiences to believe what we tell them? Deb Roy, the former Chief Media Scientist at Twitter and current director of the Lab for Social Machines at MIT Media Lab, is a master of media analytics who has a visionary approach for using technology and networks of human trust to make truth believable again.

Jackson Hole WILD and WGBH are now accepting applications for the 2018 SMASH Fellowship. SMASH fellows, a group of US and international scientists and media-makers, will convene in Boston from September 24-28 to attend the three days of the summit, participate in customized workshops and enjoy networking opportunities with leading scientists and innovative science communicators from around the world and receive a stipend towards travel, lodging, conference costs and a modest per diem. Visit [www.sciencemediasummit.org/2018-fellows](http://www.sciencemediasummit.org/2018-fellows) for more information.

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About Jackson Hole WILD:

For more than 26 years, Jackson Hole WILD has held the biennial Jackson Hole Wildlife Film Festival and Conservation Summit, which is recognized as the premiere event of its genre. The week-long industry conference and film awards gala draws more than 700 international conservationists, journalists, filmmakers and broadcasters to Grand Teton National Park in Wyoming. The festival encourages the production of natural history programming around the world by providing non-fiction media industry stakeholders with an international film forum to conduct business, test new equipment, refine production

techniques and celebrate the world's finest nature and science programming. For more information, please visit [jacksonholewild.org](http://jacksonholewild.org).

About WGBH:

WGBH Boston is America's preeminent public broadcaster and the largest producer of PBS content for TV and the Web, including *Masterpiece*, *Antiques Roadshow*, *Frontline*, *Nova*, *American Experience*, *Arthur*, *Pinkalicious & Peterrific* and more than a dozen other primetime, lifestyle and children's series. WGBH's television channels include WGBH 2, WGBX 44, and the digital channels World and Create. WGBH TV productions focusing on the region's diverse community include *Greater Boston*, *Basic Black* and *High School Quiz Show*. WGBH Radio serves listeners across New England with 89.7 WGBH, Boston's Local NPR®; 99.5 WCRB Classical Radio Boston; and WCAI, the Cape and Islands NPR® Station. WGBH also is a major source of programs for public radio (among them, *PRI's The World*®), a leader in educational multimedia (including PBS LearningMedia™, providing the nation's educators with free, curriculum-based digital content), and a pioneer in technologies and services that make media accessible to deaf, hard of hearing, blind and visually impaired audiences. WGBH has been recognized with hundreds of honors: Emmys, Peabodys, duPont-Columbia Awards and Oscars. Find more information at [wgbh.org](http://wgbh.org).