



Health, Science & Nonprofit
Communications/Public Relations

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For Immediate Release

**TARTAGLIA COMMUNICATIONS TAPPED BY UC BERKELEY TO PROMOTE
RESEARCH TRANSPARENCY PRIZES**

SOMERSET, NJ – May 4, 2015 - Tartaglia Communications, LLC has been hired by the Berkeley Initiative for Transparency in the Social Sciences (BITSS) to design and execute a communications program around new prizes geared toward encouraging open social science research. *The Leamer-Rosenthal Prizes for Open Social Science*, which provide recognition, visibility and cash awards to both the next generation of researchers and senior faculty, are generously supported by the John Templeton Foundation. The prizes are named for economist Dr. Edward E. Leamer (UCLA) and psychologist Dr. Robert Rosenthal (UC Riverside) – academic pioneers who laid the foundation for open social science.

BITSS is an initiative of the Center for Effective Global Action (CEGA) at the University of California, Berkeley.

“We are honored to be chosen for this important assignment by one of the leading organizations that is working to promote open, valid and reliable research,” says Dennis Tartaglia, president, Tartaglia Communications. “We look forward to helping BITSS promote these innovative new prizes in order to help foster best practices in social science research and education.”

Transparent research is integral to the validity of science. Openness is especially important in such social science disciplines as economics, political science and psychology, because this research shapes policy and influences clinical practices that affect millions of lives. Yet, in academia, career advances and research funding are usually awarded on the basis of how many journal articles a scientist publishes. This incentive structure can encourage researchers to dramatize their findings in ways that increase the probability of publication, sometimes even at the expense of transparency and integrity.

“Tartaglia Communications was recommended to us by the Templeton Foundation, and we chose them due to their track record in science communications and their experience in promoting awards and prizes,” says BITSS Project Manager Guillaume Kroll. “We want these prizes to become among the most prestigious and sought-after for social scientists, and we believe Tartaglia Communications is the right partner to help us attain this objective.”

Tartaglia Communications and its principals have designed and successfully executed high-impact science communications programs for such clients as the Gordon and Betty Moore Foundation, Brookhaven National Laboratory, Columbia University Medical Center, Max Planck Florida Institute for Neuroscience, American Headache Society and the American Federation for Aging Research. They have also promoted such awards programs as the Moore Foundation's Science, Play and Research Kit (SPARK) Competition, MetLife Foundation Awards for Medical Research in Alzheimer's Disease, The Robert Wood Johnson Foundation's Innovators Combating Substance Abuse Awards at Johns Hopkins, and the IPRO Quality Awards.

In the last decade, demand for evidence to inform the design of public policy has increased. While this demand has driven investment in data-intensive social science research, the incentives, norms, and institutions that govern economics, political science, and related disciplines don't always promote openness and integrity. This leads to a biased and incomplete record of research - which can create significant problems, because this research evidence is used to support policies that can affect millions of people.

About Tartaglia Communications

Tartaglia Communications develops high-impact, strategic communications programs for health and science-focused organizations. The firm's principals draw on more than 30 years of experience and a network of contacts to deliver customized programs that help clients reach business, policy, educational and brand development objectives. The firm has designed award-winning campaigns for research and public policy organizations, as well as for biopharmaceutical startup companies, universities, academic medical centers and hospitals, and nonprofit organizations working in health and science. Tartaglia's principals have earned more than two dozen awards, including the Public Relations Society of America's *Silver Anvil* and *Bronze Anvil*, PRWeek's *Healthcare Campaign of the Year* and the *HPRMS Award for Excellence in Public Relations*. Please visit www.TartagliaCommunications.com, or contact the firm at DTartaglia@TartagliaCommunications.com or 732-545-1848. Follow Tartaglia Communications on Twitter, [@TartagliaComm](https://twitter.com/TartagliaComm).

About the Center for Effective Global Action

BITSS is a program of the Center for Global Action (CEGA). CEGA designs and tests solutions for the problems of poverty, generating actionable evidence for policy-makers in less developed countries. Using rigorous field trials, behavioral experiments, and tools from data science, CEGA measures and maximizes the impacts of economic development programs throughout the world. Find out more at www.cega.berkeley.edu or follow CEGA on Twitter at [@CEGA_UC](https://twitter.com/CEGA_UC).

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