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Scientific American appoints Editors Christine Gorman and Anna Kuchment, and Blog & Community Editor Bora Zivkovic

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Scientific American is pleased to announce a trio of new appointments. Christine Gorman will primarily edit health and medicine features while Anna Kuchment will edit the front of the book section of the magazine. Bora Zivkovic will be joining the staff in a new position, Blog & Community Editor. In this role, Zivkovic will develop *Scientific American's* blog network.

"Christine, Anna and Bora are extremely talented with great energy and fresh ideas," says *Scientific American* editor-in-chief Mariette DiChristina. "They are wonderful additions to the editorial team."

Christine Gorman began her publishing career at *Time* magazine, where she worked for more than 20 years in the business, nation, science and health sections. She inaugurated the magazine's personal health section, which won awards from the National Press Club and the Deadline Club. Her cover stories, which addressed such topics as AIDS, anxiety, cancer, diabetes and sleep disorders, consistently ranked among the magazine's top sellers each year. Gorman received a 2008 Nieman Fellowship to study global health at Harvard University, followed by a three-month reporting trip to investigate the nursing crisis in Malawi.

Before coming to *Scientific American*, Anna Kuchment was a writer and editor at *Newsweek International* and *Newsweek* magazine. At *Newsweek*, she worked out of the Moscow bureau and covered technology, science, and medicine among many other topics. She is also the author of the forthcoming book, "The Forgotten Cure," due out in February 2011.

Besides their backgrounds as print journalists, both Gorman and Kuchment have extensive broadcast experience and have appeared as featured guests in top media outlets. Gorman has been a guest on NBC's Today show, Charlie Rose and the NewsHour while Kuchment has appeared on BBC TV, CNN Headline News and MSNBC. Kuchment and Gorman are part of *Scientific American's* roster of editors available to media as expert guests who can translate science news of the day in plain English.

Bora Zivkovic is the former Online Community Manager at Public Library of Science, focusing mainly on PLoS One. He writes "A Blog Around The Clock," a blend of chronobiology, science, media and education among other subjects. Born in Serbia, Zivkovic emigrated to the USA in 1991. He received a MS degree in the Department of Zoology at North Carolina State University.

In this new role at *Scientific American*, Zivkovic will recruit talented science bloggers and serve as moderator for the community, encouraging discussion and facilitating the exchange of ideas with both the bloggers and *Scientific American* readers.

Scientific American became part of Nature Publishing Group (NPG) in 2009, after many years as a sister Holtzbrinck organization. The oldest continuously published magazine in the US, *Scientific American* celebrated its 165th anniversary in August 2010.

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Scientific American is at the heart of NPG's newly-formed consumer media division, meeting the needs of the general public. Founded in 1845, ***Scientific American*** is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 16 local language editions around the world it reaches over 3 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

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