

Space Physics Seminar

Thursday, April 2, 2015

Science Beyond the Tower: Non-traditional Career Paths in Science Communication

Mika McKinnon
io9 & Physics Today

Abstract:

You love science, but aren't certain you want to focus entirely in academic research. Where else can you take that passionate love for the strange quirks of our universe? Mika McKinnon will share her experience with film sets, daily news, and social media to entice you into science communication beyond publishing journal articles. Between telling tales from behind the scenes of consulting for television, running the gauntlet of pay-per-click journalism, and managing a daily science news site for half a million readers, McKinnon offers a realistic look at both the joys of doing science in public and the pitfalls lurking to catch unwary scientists jumping into the public sphere.

This will be a practical talk focused on the current economic climate for working in science communication, with advice on how to get started, build on your current successes, develop new opportunities, and find a balance point between research and communication.

3:00 pm

Refreshments
CAS Room 500

3:30 pm

Seminar
CAS Room 502

Next Week

- Shri Kanekal
NASA/GSFC
- The Earth's Dynamical
Radiation Belts: New
insights from the Van
Allen Probes Mission



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