



ASTROPHYSICS SEMINAR SERIES

"A Scientist's Guide to Interacting with the Media: Who, What, When, Where, Why, and How"



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AAS, Press Officer

Monday, April 29, 2013
Refreshments at 3:30pm in CAS 500
Talk begins at 4:00pm in CAS 502

Abstract:

It is the responsibility of every practicing scientist to play some role in explaining the interest and value of science to our employers, the taxpayers of the world. Even if you don't share that sentiment, but you're lucky enough to make a newsworthy discovery during your scientific career, you're going to have to talk to the media, maybe even on camera. If you want reporters to get the story right, you have to show up prepared.

What makes a discovery newsworthy? (Hint: It's rarely scientific importance!) When is the right time to announce new findings, and who controls the process? How do publication embargoes work? Who do you call first with your news? What are the essential components of a press release? Of a presentation at a press conference? Where can you find help with all this?

To begin to prepare you for your 15 minutes of fame, American Astronomical Society press officer Rick Fienberg will answer these and other questions about working with journalists. Rick is former editor in chief of Sky & Telescope magazine and has reported on astronomy from all seven continents and both poles. He earned his bachelor's degree in physics at Rice University and his master's and Ph.D. degrees in astronomy from Harvard University.

Longer bio: http://aas.org/staff/rick_fienberg