



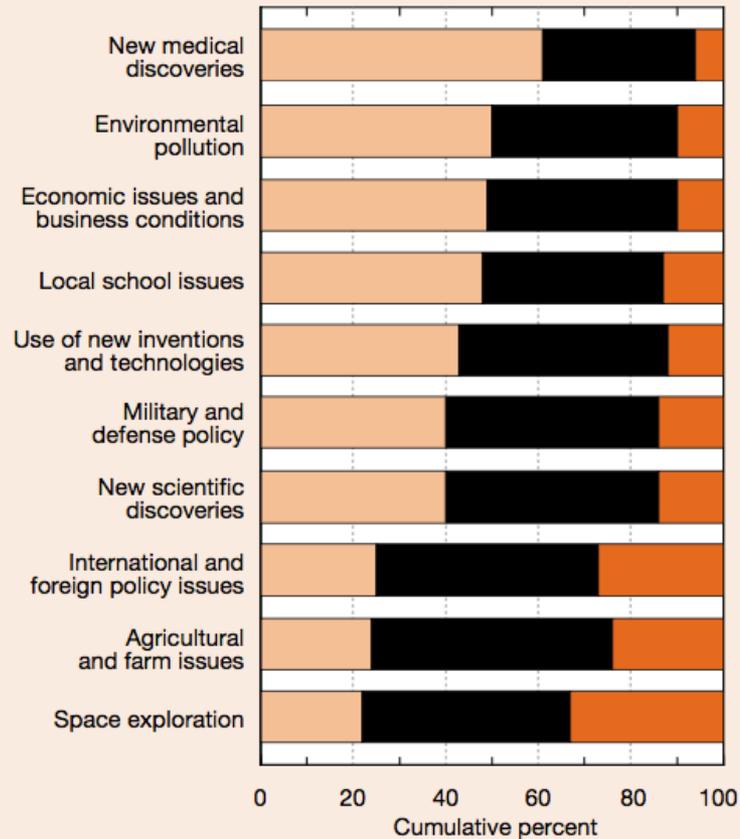
Lisa Van Pay, NSF Office of Legislative and Public Affairs

SCIENCE & THE CHANGING MEDIA LANDSCAPE

The good news

Figure 7-4
Public interest in selected issues: 2008

Very interested Moderately interested Not at all interested



SOURCE: University of Chicago, National Opinion Research Center, General Social Survey (2008). See appendix table 7-4.

The bad news

COLUMBIA JOURNALISM REVIEW
Strong Press, Strong Democracy

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Sunday, October 23, 2011
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The Observatory

a lens on the science press

The Observatory — December 4, 2008 06:30 AM

CNN Cuts Entire Science, Tech Team

Despite network's intention to launch wire service, compete with the AP

By Curtis Brainard

Single Page | Print | Email | **Comments** | 

CNN, the Cable News Network, announced yesterday that it will cut its entire science, technology, and environment news staff, including **Miles O'Brien**, its chief technology and environment correspondent, as well as six executive producers. Mediabistro's TVNewser **broke** the story.

"We want to integrate environmental, science and technology reporting into the general editorial structure rather than have a stand alone unit," said CNN spokesperson Barbara Levin. "Now that the bulk of our environmental coverage is being offered through the Planet in Peril franchise, which is produced by the Anderson Cooper 360 program, there is no need for a separate unit."



How does NSF fit in?



Media training

Event

Science: Becoming the Messenger

Limited to Universities & Colleges in West Virginia - Workshops will be offered in other locations

October 11, 2011 7:30 AM to
October 11, 2011 6:00 PM
Morgantown, West Virginia



"Science: Becoming the Messenger" workshop, George Washington University, Nov. 17-18, 2010

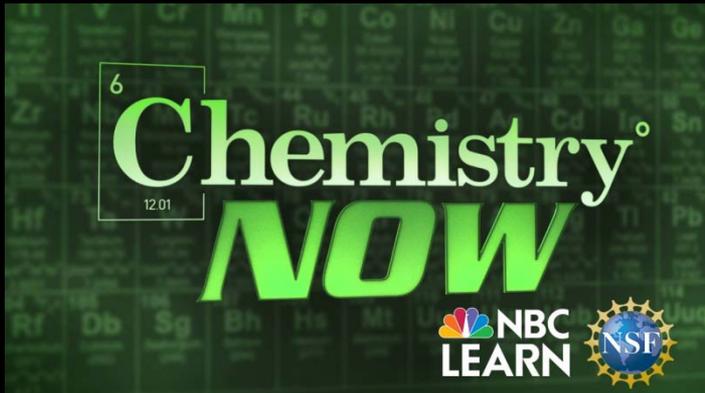
Credit: *National Science Foundation*

 [View video](#)

The National Science Foundation (NSF) will be holding a workshop, "Science: Becoming the Messenger" on October 11, 2011, at West Virginia University, Morgantown, West Virginia.

We are extending an invitation to principal investigators (PI), early career researchers and engineers, graduate students and postdocs from institutions and universities in West Virginia who would like to learn to communicate effectively to a broad audience.

Partnerships



Your institution

The screenshot shows the US News Science website. At the top is the 'US NEWS SCIENCE' header with a search bar and 'GO' button. Below are navigation links for 'HOME', 'PHOTOS', and 'VIDEO'. A banner for 'NATIONAL CLANDESTINE SERVICE CAREERS' is visible. The main content area features a large image of a snowy landscape with the headline 'Study: Global Warming is Real' and a sub-headline 'Berkeley scientists find Earth has warmed since one degree centigrade since the 1950s'. To the right, there are 'Headlines' and 'Content provided by National Science Foundation' with several article teasers like 'Device to Measure Energy Use' and 'Next Generation of Light-based Microscopes'.

The screenshot shows the Live Science website. At the top is the 'LIVE SCIENCE' header with a search bar and 'GO' button. Below are navigation links for 'Home', 'Animals', 'Health', 'Environment', 'Tech', 'Culture', 'History', 'Video', 'Magazine', 'Science', and 'Community'. A banner for 'Biotrue' is visible. The main content area features a large image of a person holding a dog with the headline 'Acoustic Tweezers Can Position Tiny Objects'. To the right, there are 'More Images...' and 'Most Popular' sections.

NSF original content

science360 *The Knowledge Network*

search go

Video Home Topics Series About Science360 News Service Science360 Radio

Click to play featured videos



science360 News Service FROM NSF

Breaking science that shapes your world

SEARCH

► HOME ► ABOUT ► BREAKING STORIES ► NEWS VIDEOS ► PICTURES OF THE DAY ► RECOVERY STORIES ► BLOGS

BREAKING STORY
Manufacturing Goes Viral



Using a simple, single-step process, engineers and scientists recently developed a technique to direct benign, filamentous viruses called M13 shapes to serve as structural building blocks for materials with a wide range of properties. [MORE](#)

NEW IN THE JOURNALS & MAGAZINES

NEUROSCIENCE
Protein May Suppress Eating While Increasing

TODAY'S VIDEO More Videos at Science360 The Knowledge Network
Volcano From Space
 Provided by WonderVisions



LATEST NEWS

Brain Study Reveals How Successful Students Overcome Math Anxiety
 Using brain-imaging technology for the first time with people experiencing mathematics anxiety, scientists have gained new insights into how some students are able to overcome their fears and succeed in math. [MORE](#)

NEW TODAY ON Science360 RADIO



Diffusion Science Radio
 Stellar And Artificial Brains
 Provided by Ian Woolf, Australia



GREEN REVOLUTION NATIONAL SCIENCE FOUNDATION NSF

Solar

Coming up with better ways to get where we need to go and power the lives we live requires creativity, ingenuity and hard work. As part of the "Green Revolution" series we visited researchers all over the country and asked them lots of questions about the energy, fuels and technologies they are working on to make our lives better in the future. Along the way we also learned a lot about what makes careers in science, engineering and other technologies fun and interesting. Some of the answers to our questions were really cool. Some were clever. Others were completely crazy, but one thing was for sure—everyone we talked to was excited about our future in a world powered by clean energy.

Choose Video:

- Discover
- Wind
- Green Roofs
- Smart Grid
- CityCar
- Solar
- Hydrogen
- Biomass

1 2 3 4 5
6 7 8 9 10

National Science Foundation WHERE DISCOVERIES BEGIN

NSF Web Site

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SCIENCE NATION The Online Magazine That's All About Science for the People

ABOUT SCIENCE NATION



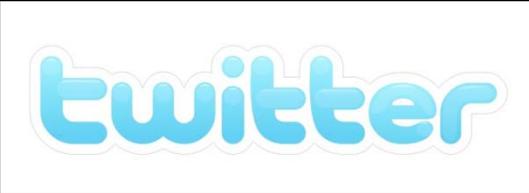
Distribution - statistics



facebook

Fans-21,433

Views-1,032,490



twitter

Followers- 183,980

Most popular story- 443 clicks



News- 1,174,749

Discoveries- 77,823

DNA Origami

Press Release 11-075

DNA Origami Used to Create 3-D Nanostructures



 [View video](#)

Watch a nanosphere self-assemble using the DNA origami technique.

[Credit and Larger Version](#)



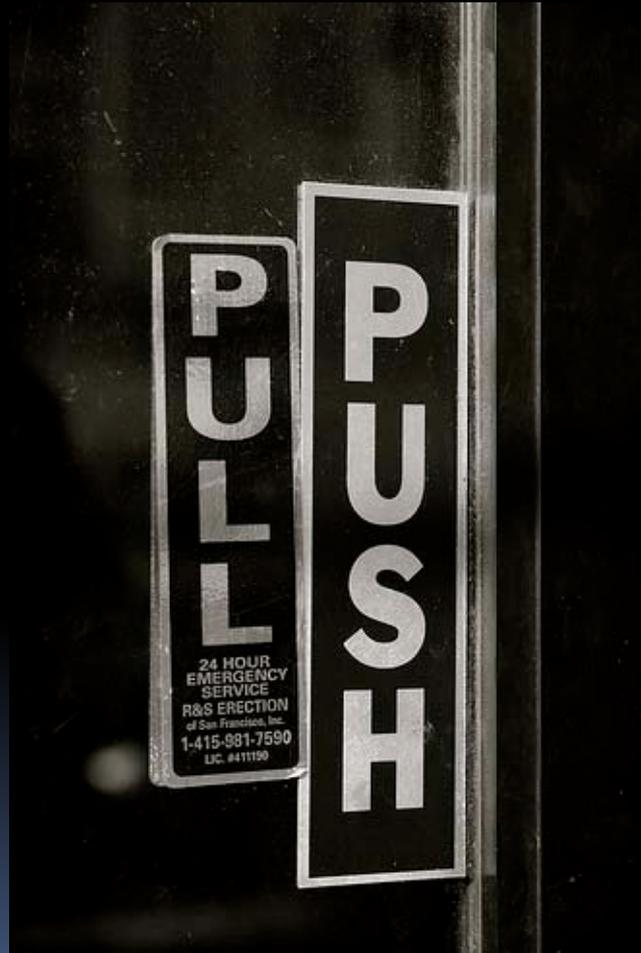
The researchers' findings are described in the April 15, 2011 issue of the journal *Science*.

[Credit and Larger Version](#)

Chalk Talk - DNA



Communicating your science



What to do if:

a reporter or science writer contacts you

- NEVER give an interview on the spot
- NEVER speak “off the record”
- Get pertinent information
 - Are they working on a deadline?
 - What do they want to talk about?
 - Ask them to email you their questions
- Call your communications office

What to do if:

you have research results with mass appeal

- Identify the target audience
 - Media – must have a “news” angle
 - General public – you must use laymen’s terms
 - Congress/stakeholders—can be related to jobs or the economy
- Are there compelling visuals?
- Allow time to prepare
- Contact your communications office and NSF

Embargoes

- What are they?
- What if there isn't one?
- Why are they beneficial?

Contact Information

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