The state of science media in 2006-2007

- *The Washington Post* ends its science section
- *U.S. News & World Report* ends its science section
- CNN fires its entire science team
- Internet news sources now more popular than newspapers and magazines
- All four major broadcast networks stop covering science as a separate beat
- Veteran national science reporters quit or take buyouts at major newspapers
- Reuters dramatically shrinks its syndicated science coverage
- The ability to communicate science to mass audiences is now quite difficult
LiveScience partnership
Science of Speed with NASCAR

The Science of Speed: About the Series

The roar of the engines ... the squeal of the tires ... and the race to victory lane. It all says, "NASCAR." A racecar is much more than steel, gas, rubber and speed. A racecar is a science experiment on wheels.

The Science of Speed, produced for the National Science Foundation (NSF) and written and hosted by Candia Ledes-Palecek's explains the scientific principles that are so essential to the NASCAR experience. The series is based on the knowledge she gathered in her book, "The Physics of NASCAR." Ledez-Palecek is the recipient of numerous NSF awards for science research and for science education and outreach projects, including Building SPEED, a project addressing challenges to U.S. global competitiveness by linking math, science and engineering to motorsports and, in particular, NASCAR. Read more about this project in the Speed Abstract.

The Science of Speed made its debut in spring 2009. It was produced by Santa Fe Productions, an educational production company.

NSF is an independent federal agency that supports fundamental research and education across all fields of science and engineering. In fiscal year (FY) 2009, its budget is $5.5 billion, which includes $2.0 billion provided through the American Recovery and Reinvestment Act. NSF funds reach all 50 states through grants to over 1,000 universities and institutions. Each year, NSF receives about 44,400 competitive requests for funding, and makes over 11,500 new funding awards. NSF also awards over $400 million in professional and service contracts yearly.
Science of Speed with NASCAR
Science Nation with PBS stations

January 31, 2011

DigIMorph: Bringing Fossils to Life

Getting edge research without having to cut up anything!

For hundreds of years, scientists also wanted to examine a rare fossil might have had to travel halfway around the world and that is not the only challenge in viewing a small, unique, or priceless specimen.

"When we're looking at these pressure things under the microscope, we're limited because we might break them," says vertebrate paleontologist Timothy Rowe. "You might hit it against the microscope and break it."

Now a new range of tools provides a chance for
Science Nation
Background media briefings from the NSF studio

Media Advisory 11-001
NSF Webcast: Water and Oil Everywhere, and Now it’s Safe to Drink

Developer demonstrates oil filtration technology tested in 2010 Gulf of Mexico oil spill

Clean water being passed over a vibratory separator after treatment with OspreX®

January 14, 2011

Building upon research conducted during the 2010 Deepwater Horizon oil spill in the Gulf of Mexico, engineers have incorporated a suitable nano-structured glass called OspreX® into a system for extracting pollutants like dissolved petroleum from water—and collecting the petroleum for later use.

During a webinar from the National Science Foundation, developer Paul Edmiston of the College of Wooster will demonstrate the new application for the OspreX® technology and discuss how it is being evaluated in the petroleum industry.

As part of the media briefing, Edmiston will conduct demonstrations to show how the material expands to eight times its original volume in the presence of hydrocarbons—expanding with a force that could
Science of the Winter Olympics with NBC Learn
Science of the Winter Olympics
Science of NFL Football
NBC Universal wins a Sports Emmy

Chemistry Now with NBC Learn
CBS News partnership
"Innovation Nation" on the Discovery Science Channel
Innovation Nation
Discover magazine: forums and special events

DiscoverMagazine.com is now accepting members for our first-ever reader panel. Members are eligible to win one of ten Amazon gift cards (Value: $50 each)

Changing Planet
Impact on Lives and Values

The National Science Foundation, DISCOVER magazine, and NBC Learn are producing three town hall events in 2011 about our Changing Planet to engage people in a discussion about climate change. Each event will be broadcast on The Weather Channel, reaching more than 3 million viewers.

The first town hall, “Changing Planet: the Impact on Lives and Values” was held at Yale University in January and moderated by Tom Fink. The panel successfully conveyed that climate change is an important moral cause that should include all of society; a survey of attendees showed, for example, that the percentage who thought that religious values should inform the climate debate more than doubled after the panel.

For more Changing Planet, check out the second panel, “Changing Planet: Ocean Energy and Ocean jobs.”

- READ ABOUT CHANGING PLANET
- SMART IS YOUR CLIMATE CHANGE PROFILE?
Popular Mechanics’ “TechWeek” broadcast
Science 360 News Service

BREACH STORY
Turtle Populations Affected by Climate, Habitat Loss, and Overexploitation

FACT: The sex of some species of turtle is determined by the temperature of the nest. eggs nests produce females, cooler nests, males. And although turtles have been on the planet for about 200 million years, scientists are now reporting that almost half of the turtle species are threatened. Turtle scientists are working to understand how global warming may affect turtle reproduction.

NEW IN THE JOURNALS & MAGAZINES

DESCRIBED
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NEW SCIENTIST
The Internet is Running Out Of

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Researchers have taken a large step toward defining the behavior of atoms. [More]

Home And Away: Are Invasive Plant Species Really "That Special?" Invasive plants are a major environmental problem—but how abundant are they? [More]

Sleep Selectively Stores Useful Memories A new study shows that after a good night’s sleep, people remember information better in a memory task. [More]

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CARECAST
Climate Change
Provided by the U.S. Geological Survey

PICTURE OF THE DAY
Golf In The Wind

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Initiatives on climate science and clean energy
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Planet Forward PBS specials with Frank Sesno

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INNOVATION ROUND UP

EDITOR'S PICK

waiting for the sun... to pay off (webisode 209)

When you can't fit everything you need on your carbon fiber road bike, cargo bikes.

Almost nothing on 28 August 2010, 11:46 a.m. | 1 comment

When you can't fit everything you need on your carbon fiber road bike, cargo bikes.

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INNOVATION ROUND UP

Fresh Air for Sale in Hong
Planet Forward
Clean Energy Video Series
Communicating Science Workshops in EPSCOR’s 29 states

Kansas NSF EPSCoR Hosts NSF Communicating Science Workshop

More than 130 Kansas scientists and research communicators attended the Science Becoming the Messenger workshop in Lawrence on Jan. 27. In addition, 20 selected researchers attended the workshop for a second day, on Jan. 28, to receive further training in communicating their science to broad audiences. The National Science Foundation plans to host this workshop in all 29 EPSCoR jurisdictions, with Kansas being the first.

Chris Mooney, a journalist and blogger for Discover magazine, and Joe Schreiber, a television producer, taught the workshop. During afternoon breakout sessions, participants learned about blogging and using social media, and also produced short videos about their research.

Over lunch, a panel of journalists spoke with the participants about what they need to hear from scientists and research communicators when it is time to share the research story with the public. Serving on the panel were Meril Jin Mocek of KGAF Fox 4-TV in Kansas City; Bryan Thompson from Kansas Public Radio; Todd Cohen, director of University Relations at KU; and Jessica Schilling from the Lawrence Journal-World/social media division.