



PUBLICIZING SCIENCE AND RESEARCH EXPERTS

What is News?



**Physicists Make Splash with
Rain Discovery**



**Physicists Receive Grant
to Study Rain**

Convincing Your Researchers



- Follow the money
- Get buy-in from chairs, deans
- Lurk

Reinventing the wheel?



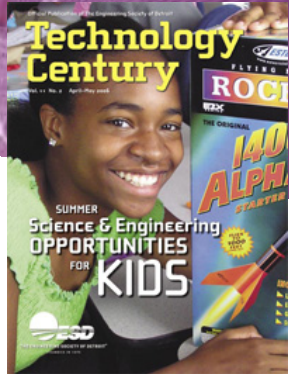
Opportunities

- Become direct content providers
 - On your web site
 - Blogs
 - Posting comments
- Partnerships
 - Government agencies/funders
 - Professional societies



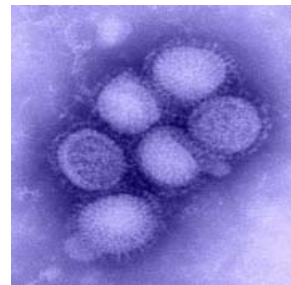


Partnerships



Resources

- Communicating Science – Tools for Scientists and Engineers
 - <http://www.aaas.org/communicatingscience>
- One-day regional workshops for scientists and PIOs
- Viral news





Case Study

Raindrops Research

- Scientist notifies chair, who notifies us
- Contact journal – discuss co-release
- Contact NSF geoscience PIO re. news sites
- Post news release on Michigan Tech web site, EurekAlert and Newswise
- Alert local, regional, national & research media
- Hold researchers' hands to keep them from running away

Summing Up

- It's a brave new world out there
- Embrace the challenge
- Find & cultivate partners

