**Propose a press event to AGU**

The AGU Public Information office welcomes proposals for press events at AGU meetings from PIOs of scientific societies, universities, agencies, and organizations. We appreciate your help in identifying and publicizing findings from AGU meetings that are new and significant – or surprising, quirky, funny or otherwise interesting to the press and public. See [this infographic](http://sites.agu.org/sharingscience/files/2015/08/Are-My-Results-Newsworthy-Flyer.pdf) for a helpful guide to determining what science is newsworthy.

To propose a press event to AGU,please read the following guidelines and fill out the form on the next page. When you are ready to submit your proposal, please copy your answers below into the [AGU Press Event Proposal Form](https://news.agu.org/agu-press-event-proposal-form/) on the AGU Newsroom website, upload this Word document to the form and click Submit.

For examples of past press events, please see the [2017 Fall Meeting Press Conference Schedule](http://fallmeeting.agu.org/2017/media-center/press-conferences/).

**Questions? Email AGU’s press office staff:**

Nanci Bompey, Manager, Public Information: nbompey@agu.org.

Lauren Lipuma, Senior Specialist/Writer, Public Information: llipuma@agu.org.

Or email us at news@agu.org.

**Press Event Formats**

AGU welcomes proposals for three kinds of press events at our meetings:

1. **Press Conferences** – A small panel of speakers presents newsworthy findings being presented at the meeting. One speaker not associated with the research may be included to provide commentary. There are two formats for AGU press conferences:
	1. **Panel:** 3 speakers (2 or 4 in exceptional cases) from the same session or related sessions in which each speaker presents the newsworthy results of his/her study.
	2. **Single Study Briefing:** 1-3 speakers (3 maximum) presenting findings from a single study that is significant and/or of high interest to the press, and that can’t be readily combined in a press conference with other related research.
2. **Workshops** – Experts from an ongoing or upcoming research project provide comprehensive information and answer reporters’ questions about that subject. Workshops are meant to provide background information about an upcoming project or ongoing area of research rather than present breaking news.
3. **Media Availabilities** – A prominent person (or several people) in the Earth and space sciences is made available to reporters, both as an opportunity for the speaker(s) to convey information to reporters and for reporters to ask questions. Examples of prominent people are heads of agencies or projects, recent Nobel laureates and researchers currently prominent in the news but not often accessible to reporters.

For the Ocean Sciences Meeting, AGU also accepts proposals for **press releases** (A written statement sent to reporters disseminating newsworthy findings being presented at the meeting).

All press events are 45 minutes long: speakers present their findings for 20 minutes (combined), followed by 25 minutes for Q&A with reporters. For more information about press events, please see [“Prepare for a Press Conference”](http://sharingscience.agu.org/prepare-for-a-press-conference/) on AGU’s Sharing Science website.

**Important reminders**

* While we welcome proposals for workshops and media availabilities, we try not to include more than one or two workshops or media availabilities per meeting. Our primary objective at the meeting is to disseminate research news. Please keep this in mind when considering a workshop or media availability proposal.
* The AGU press office cannot accept press event proposals for research that has already been publicized by a university or institution or that has been previously covered by the mainstream media. Please keep this in mind when considering a press release or press conference proposal.

**AGU Press Event Proposal Form**

**Your name:**

**Your institution:**

**Your email:**

**Your phone number:**

**Press Event Title:**

**Desired Format (choose one):**

1. Press Conference Panel
2. Press Conference Single Study Briefing
3. Workshop
4. Media Availability
5. Press Release (for the Ocean Sciences Meeting only)

**Description (2-3 paragraphs):**

**What are the main, new research findings that will be reported to the media at this press event or in this press release? Please be as specific as possible.** (Not required for workshop or media availability.)

**Why are these findings newsworthy?** (Not required for workshop or media availability.)

**What is new about these findings compared to what is already known about this area of research?** (Not required for workshop or media availability.)

**Have these results been presented already at a previous conference, or will they be by the time the meeting takes place?** (Not required for workshop or media availability.)

**Have the findings been published in, accepted but not yet published in, or submitted to a scientific journal? If so, where and when?** (Not required for workshop or media availability.)

**Have these findings been previously publicized by your institution’s press office? If so, when and how (i.e., press release, feature story, social media, etc.)?** (Not required for workshop or media availability.)

**Have these findings been covered by the mainstream press, blogs or other media? If so, when and where? Provide links to past media coverage, if applicable.** (Not required for workshop or media availability.)

**Proposed Speakers (Name, Title & Affiliation):**

*Note: If you are proposing multiple speakers, we prefer that they are from multiple agencies/universities. Also, please consider including a researcher unconnected to the studies who can provide background, put the results in context, or comment on the studies’ significance.*

1.

**Link to each speaker’s abstract:**

**Scheduling restrictions (i.e. a speaker will only be at the meeting on Tuesday and Wednesday):**