**Guidelines for proposing press events 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, etc. 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 ideas for **press conferences, workshops and media availabilities**, please read the following guidelines and answer all questions below. When you are ready to submit your proposal, please copy your answers from this Word document into the [AGU Press Event Proposal Form](https://news.agu.org/agu-press-event-proposal-form/) on the AGU Newsroom website and click Submit.

For examples of past press events, please see the [2016 Fall Meeting Press Conference Schedule](http://fallmeeting.agu.org/2016/media-center/press-conferences/).

Questions? Email [news@agu.org](mailto:news@agu.org).

**Press Event Formats**

AGU hosts 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.

Note: All 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.

*\*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.*

**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

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

**What are the main, new research findings that will be reported to the media at this press event? 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 findings been covered by the mainstream press, blogs or other media? If so, when and where?** (Not required for workshop or media availability.)

**Have the results been presented already at another 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.)

**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.*



**Abstract Title, Abstract ID and Proposed Session for each speaker:**

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