**Propose a press event to AGU**

The AGU Public Information office welcomes proposals for press events at Fall Meeting 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](https://news.agu.org/files/2018/05/When-is-Science-Newsworthy-flyer-2018.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 public information office staff:**

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

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

Liza Lester, Senior Specialist/Writer, Public Information: llester@agu.org

Or email us at news@agu.org. For more information about AGU press events, please see [“Prepare for a Press Conference”](http://sharingscience.agu.org/prepare-for-a-press-conference/) on AGU’s Sharing Science website.

**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 Briefing:** Two to four speakers present newsworthy results from one or more related studies that are significant and/or of interest to the press.
	2. **Single Study Briefing:** One to three speakers present findings from a single study that is significant and/or of 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 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.

**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 widely covered by the mainstream media. Please keep this in mind when considering a press conference proposal.
* All press events are 45 minutes long. For press conferences and workshops, speakers present for 20 minutes (combined), followed by 25 minutes for Q&A with reporters. For media availabilities, participants may provide a brief overview (5-10 minutes) followed by a Q&A with reporters.
* Fall Meeting press events take place Monday through Thursday from 9:00 a.m. to 4:00 p.m. Tentative time slots are: 9:00 a.m., 10:00 a.m., 11:00 a.m., 2:00 p.m., 3:00 p.m., and 4:00 p.m. each day. No press events are held on Friday.

**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 Briefing
2. Press Conference Single Study Briefing
3. Workshop
4. Media Availability

**Proposed speakers (Name, title and affiliation):**

***Note:*** *Please limit the number of speakers to four for a panel briefing and three for a single-study briefing. If you are proposing multiple speakers, please aim to have researchers from multiple agencies, universities or organizations and a diversity of backgrounds and career stages. Also, please consider including a researcher unconnected to the research who can provide background, context or comment on the studies’ significance.*

1.

**Link to each speaker’s abstract:**

**Press event 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 results been presented already at a previous scientific 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.)

***Note:*** *The AGU press office cannot accept press event proposals for research that has already been widely publicized by a university or institution.*

**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.)

***Note:*** *The AGU press office cannot accept press event proposals for research that has already been widely covered by the mainstream media.*

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

***Note:*** *Fall Meeting press events take place Monday through Thursday from 9:00 a.m. to 4:00 p.m.; no press events are held on Friday.*