**Publicize your institution’s research at AGU meetings**

**Propose a press event**

The AGU Public Information Office encourages PIOs of scientific societies, universities, agencies and organizations to help us identify and publicize newsworthy findings presented at AGU meetings. We welcome proposals for three kinds of press events at our meetings:

1. **Press Conferences** – A small panel of speakers deliver newsworthy findings being presented at the meeting to attending reporters. One speaker not associated with the research may be included to provide commentary. Press conference proposals can be any of the following:
   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. Panel briefings may focus on one science topic or research mission, such as [new results from the Juno mission to Jupiter](https://fallmeeting.agu.org/2017/media-center/press-conferences/#juno) or [the impact of climate change on animal populations](https://fallmeeting.agu.org/2017/media-center/press-conferences/#animals).
   2. **Single-Study Briefing:** One to three speakers present newsworthy findings from a single study, research project, or recent event that can’t be readily combined in a press conference with other related research. Past single study briefings have included a study of the [evolution of a brand new Pacific island](https://fallmeeting.agu.org/2017/media-center/press-conferences/#island) and [new insights on tornado formation](https://fallmeeting.agu.org/2018/media-center/press-conferences/#tornadoes).
   3. **Addition to a Geoscience Grab Bag:** AGU organizes several Geoscience Grab Bag press conferences each year, which feature Earth and space science research presentations that are unrelated to each other or may not stand on their own as a single-study briefing. PIOs can pitch us individual presentations that we may include in a Geoscience Grab Bag. Past Grab Bag presentations have included [new insights into the diets of Neanderthals](https://fallmeeting.agu.org/2018/media-center/press-conferences/#grabbag1) and [new research showing invasive species can damage city infrastructure](https://fallmeeting.agu.org/2018/media-center/press-conferences/#grabbag2). PIOs can submit up to three presentations for Grab Bag consideration.
2. **Workshops** – Experts from an ongoing or upcoming research project provide comprehensive information and answer reporters’ questions about that subject. Workshops may also provide a hands-on skill to reporters to help them cover new science developments. Workshops are meant to provide background information about an upcoming project or ongoing area of research rather than present breaking news. Past workshops have described upcoming missions such as the [Parker Solar Probe](https://fallmeeting.agu.org/2018/media-center/press-conferences/#solarprobe) and taught reporters to use [data visualization software](https://fallmeeting.agu.org/2018/media-center/press-conferences/#worldview).
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. Past media availability speakers have included former [cabinet members](https://fallmeeting.agu.org/2016/media-center/press-conferences/#jewell) and [agency heads](https://fallmeeting.agu.org/2017/media-center/press-conferences/#turekian).

**Other ways to publicize research from your institution**

If you identify potentially newsworthy research from your institution that does not rise to the level of a press conference, you can submit it for inclusion in one of AGU’s reporter tip sheets. PIOs can submit up to 10 individual abstracts or sessions for inclusion in a tip sheet. [See a list of Fall Meeting 2018 tip sheets here](https://fallmeeting.agu.org/2018/media-center/media-tip-sheets/).

**Instructions**

1. **Proposing a press event**

To propose a press event to AGU,please read the important information below and answer all questions on the following pages. 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/#event), upload this Word document to the form and click **Submit**.

1. **Submitting research to an AGU tip sheet**

To nominate presentations for inclusion in one of AGU’s reporter tip sheets, please fill out our [Tip Sheet Nomination Form](https://news.agu.org/agu-press-event-proposal-form/#tipsheet) with all the required information. PIOs can submit up to 10 individual abstracts or sessions for inclusion in a tip sheet.

1. **Questions**

We strongly encourage PIOs to contact us early and often with ideas, questions, and potential pitches. We can help you determine what science might be newsworthy to the reporters who cover our meeting, recommend additional speakers or topics to round out a panel, or just answer basic questions. [Schedule time to chat with us about your pitch](https://docs.google.com/spreadsheets/d/1gGqtoCUjohoQSgDFT4XuTQnBOVrW5_SUNmm457BZzpU/edit?usp=sharing) or contact us anytime at the one of the emails listed below.

Nanci Bompey, Assistant Director: [nbompey@agu.org](mailto:nbompey@agu.org)

Lauren Lipuma, Program Manager: [llipuma@agu.org](mailto:llipuma@agu.org)

Liza Lester, Senior Specialist/Writer: [llester@agu.org](mailto:llester@agu.org)

**Important reminders and helpful information**

* For detailed information about what we look for in a pitch, watch a recording of our “[Pitch a Press Event to AGU](https://youtu.be/kcvJOqAZPyc)” webinar from 2018 or [view a copy of the webinar slides](https://news.agu.org/files/2018/08/PIO-webinar-for-distribution.pdf). For examples of past press events, please read the descriptions of press events from [Fall Meeting 2018](https://fallmeeting.agu.org/2018/media-center/press-conferences/) and [Fall Meeting 2017](http://fallmeeting.agu.org/2017/media-center/press-conferences/).
* Our primary objective at AGU meetings is to disseminate research news, so while we welcome proposals for workshops and media availabilities, we try not to include more than one or two per meeting. Please keep this in mind when considering a workshop or media availability proposal.
* The AGU press office cannot accept proposals for research that has already been widely covered by the mainstream media or previously publicized by a university or institution. Please keep this in mind when considering a press conference proposal.
* Please be as specific as possible in your proposal about what new research will be presented at the press event, including research results. The more specific a proposal, the more likely it is to be accepted.
* 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 to 10 minutes) followed by a Q&A with reporters. We ask that panelists be available for about 15 to 30 minutes after the press event to answer any additional questions from reporters.
* No press events are held on the final day of the meeting (Friday).
* If we accept your proposal, you will be responsible for organizing the press conference going forward, which includes coordinating panelists, scheduling, and writing a description. You must be available by email or phone to communicate with AGU staff regarding the status of the press conference from the time we accept your proposal until the press event concludes. If you cannot perform these duties, do not submit a proposal.
* If you cannot attend an AGU meeting in person, you can still propose a press event to AGU and organize a press event at the meeting. Contact us for more information.
* We receive many proposals every year, and because we have limited space and time for press events, we cannot accept every pitch we receive. If we do not accept your pitch, we encourage you to share your researchers’ work with reporters in other ways, such as writing a press release or creating a reporter tip sheet.
* 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.

**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. Addition to a Geoscience Grab Bag
4. Workshop
5. Media Availability

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

***Note:*** *Panel briefings are limited to four speakers;**single-study briefings are limited to three speakers. 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. If you are proposing additions to a Geoscience Grab Bag, submit no more than three nominations.*



**Link to each speaker’s abstract:**

**Press event description (2-3 paragraphs):** (Not required for addition to geoscience grab bag).

**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. Please indicate whether you will be attending the meeting in person.*