

Dear Colleagues,

The Climate, Water, and Carbon Program is working with the John Glenn School Kiplinger Program to host a seminar with two of the Programs Fellows, T.C. Brown and Amanda Zamora. We strongly encourage student participation in this meeting where T.C. and Amanda will discuss "Digital Media Meets the World of Science" (see meeting agenda below). You can learn more about the Kiplinger Fellows at: <http://www.kiplingerprogram.org/fellows.php>

You and especially your students are welcomed to attend this seminar. Please forward this email to students you think might be interested.

Where: Page Hall room 130, the John Glenn School

When: Friday May 9th starting at 2:00 PM, going to 3:00 or longer, as needed

RSVP: Doug Alsdorf alsdorf.1@osu.edu

Agenda:

This seminar will explore how digital media is changing the face of mainstream journalism, how Web 2.0 is creating new opportunities for researchers to engage with media and the public and what academics might expect when questioned by a reporter.

Part I

- A. Short video introduction on the rapidly changing world of the media.
- B. Examples of how the media covers science-related issues differently online.
- C. Examples of how researchers can disseminate information in new ways online.

Part II

- A. What are reporters looking for?
- B. How to draw attention to your best stuff to avoid having it left behind on the cutting room floor.
- B. Interview tips.

Part III

Open the floor for questions.

Thanks,
Doug

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