

Dave Finley (NRAO Socorro)

Judy Stanley (NRAO Socorro)

Communicating Science to the Public

Education and Public Outreach (EPO) is one of many threads that makes up the weaving of science communication in our society. Judy Stanley, NRAO Education Officer will present key concepts, resources, and why EPO is important to our society and your career! Judy has worked in the EPO and Informal Science Education fields for 15 years, prior she taught in public schools K-12 for 15 years.

Dave Finley, NRAO Public Information Officer, will talk about press releases. What kind of research result is a candidate for a press release? He will discuss what media professionals consider "news" and how that relates to science. Also, he will outline the process for producing and issuing a press release and dealing with reporters, and navigating the news-embargo policies of journals such as Nature and Science.