**Propose a press conference to AGU**

**General information**

The AGU Media Relations Office encourages PIOs of scientific societies, universities, agencies and organizations to help us identify and publicize newsworthy findings presented at AGU meetings. For Fall Meeting 2020, we are only accepting pitches for press conferences, where 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. Information about other types of press events is below.

Press conferences will be held virtually during the week of 7-11 December 2020. We anticipate holding two press conferences each day (Monday through Friday) – one in the morning (U.S. Eastern Time) and one in the afternoon (U.S. Eastern Time). All press conferences will be 45 minutes long. Information about the online platforms for hosting press conferences will be announced closer to the meeting. Dates and times of press conferences are subject to change before and during the meeting.

Press conference proposals should be 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 or the impact of climate change on animal populations.
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 related research. Past single study briefings have included a study of the evolution of a new Pacific island and new insights on tornado formation.

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, read descriptions of press conferences from [Fall Meeting 2019](https://news.agu.org/files/2019/12/FM19-Press-Conferences-2-upload-to-web.pdf). See [this infographic](https://news.agu.org/files/2020/08/AGU_Newsworthy_One_Pager.pdf) for a helpful guide to determining what science is newsworthy.

**Media Roundtables**

If there is an ongoing mission or area of research from your institution you feel reporters may be interested in but does not have breaking news, AGU may consider it for a media roundtable, where experts provide comprehensive information and answer reporters’ questions about that subject in an informal, conversational setting. If you have an idea for a media roundtable, please [fill out this form explaining your idea.](https://forms.gle/Piqrtytg1y2o1aH28)  A member of the AGU Media Relations team will contact you for more information.

**Instructions**

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://forms.agu.org/agu-press-event-proposal-form/), upload this Word document to the form and click **Submit**.

**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 news@agu.org.

**Important reminders and helpful information**

* We cannot accept proposals for research that has already been widely covered by the mainstream media or previously publicized by a university or institution.
* 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 conferences are 45 minutes long. Speakers present for 20 minutes (combined), followed by 25 minutes of Q&A with reporters. We ask that panelists be available for about 15 to 30 minutes after the press conference to answer any additional questions from reporters.
* 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.
* We encourage PIOs to collaborate with colleagues at their institution and others to avoid submitting multiple proposals on similar topics.
* We receive many proposals every year, and because we have limited 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.

**AGU Press Conference Proposal Form**

**Your name:**

**Your institution:**

**Your email:**

**Your phone number:**

**Press conference title:**

**Desired format (choose one):**

1. Panel Briefing
2. Single Study Briefing

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

***Note:*** *Panel briefings are limited to four speakers;**single-study briefings are limited to three speakers. Please aim to have researchers from multiple agencies, universities or organizations and of a diversity of backgrounds and career stages. Also, please consider including a panelist unconnected to the research who can provide background, context or comment on the studies’ significance.*

1.
2.
3.
4.

**Please copy and paste the title and text of each speaker’s abstract here.** Please indicate which abstract belongs to which speaker.

**Press conference description (2-3 paragraphs).** Please provide enough information for us to evaluate the newsworthiness and significance of the findings. Describe what the main, new researching findings are; how the findings compare to what is already known about this research; and why we should care about them. If your researchers do not have concrete results yet but will have them by the time the meeting starts, please provide as much information as you can at this time.

**Have these research findings (or similar findings) been:**

1. Presented at a previous scientific conference, or will they be by the time Fall Meeting takes place? If so, please describe.
2. Published in, accepted but not yet published in, or submitted to a scientific journal? If so, please provide the journal and publication information.
3. Submitted to a pre-print server such as ESSOAr? If so, where and when?
4. Previously publicized by your institution’s press office? If so, when and how?
5. Covered by the mainstream press, blogs or other media? If so, when and where?

**Press conferences will take place Monday-Friday, December 7-11. Please select the top three desired dates and time blocks during which you would like the press conference to take place. All times are U.S. Eastern Standard Time (UTC-5).**

* *Monday, 7 December, 8 am - 12 pm*
* *Monday, 7 December, 12 pm – 4 pm*
* *Tuesday, 8 December, 8 am - 12 pm*
* *Tuesday, 8 December, 12 pm – 4 pm*
* *Wednesday, 9 December, 8 am - 12 pm*
* *Wednesday, 9 December, 12 pm – 4 pm*
* *Thursday, 10 December, 8 am - 12 pm*
* *Thursday, 10 December, 12 pm – 4 pm*
* *Friday, 11 December, 8 am - 12 pm*
* *Friday, 11 December, 12 pm – 4 pm*