



Contribution ID: 7

Type: **Session**

From abstract to international news story

Special requirements other than the set up mentioned in the CfA text.

30-40

Please indicate your preferred day to give a demo.

1hr 30mins

3

EGEE NA2

Session Description (include details of proposed agenda, potential speakers and expected outcomes)

Talk 1: NA2, why communicate? –10mins

A short talk on the need for dissemination for the EGEE project and a brief discussion of how to get your story noticed.

Talk 2: From an abstract to a full page in The (London) Times –30mins

A discussion about the ASTRA project and the media coverage gained during EGEE 4th User Forum, with NA2, ASTRA and a journalist.

Workshop 1: Your work as news - 50mins

A hands on section where small groups pick out a newsworthy abstract and turn it into news.

Project(s) or EGEE activity presenting the demo or poster (project or activity names only)

EGEE NA2

Abstract

How does a science abstract become an international news story? NA2 discusses the need for dissemination and the impact that it can have for the grid community using the example of an abstract from the EGEE 4th User Forum that became a full page feature in the London Times. Domenico Vicinanza, the scientist involved discusses his experiences with the media, with additional insight from one of the journalists that he worked with.

The session concludes with a hands on section where the participants will work in small groups to review the abstracts from the conference and pick out a demo or poster that could be newsworthy. The presenters will lead them through creating a press release and/or an iSGTW news item. The leader of each group will finally

present which item they chose, why, and how they would publicise it. The journalist will also pick out their preferred item and approach and discuss why they felt it was newsworthy.

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Track Classification: End Users (Applications)