

## **RBSP Communications Training Resources**

### **Communications materials and background**

The AGU “The Plainspoken Scientist” blog feature: “Scientists: Meet the journalists” *Seth Borenstein (Associated Press), Dan Vergano (USA Today), and Alexandra Witze (Science News)* discuss helpful tips for scientists to communicate science to journalists. It’s **HIGHLY** recommended that you watch the three excellent short (3 min.) videos

<http://blogs.agu.org/sciencecommunication/2011/09/30/meet-the-journalists/>

The “Plainspoken Scientist” blog has other useful stories and tips:

<http://blogs.agu.org/sciencecommunication/>

Also from AGU:

“You and the Media: A researcher’s guide for dealing successfully with the news media”

<http://www.agu.org/news/pdf/MediaGuide.pdf>

From the Science Media Centre (UK):

“Top Tips on Media Work” - A PDF pamphlet on media tips

[http://www.sciencemediacentre.org/uploadDir/admintop\\_tips.pdf](http://www.sciencemediacentre.org/uploadDir/admintop_tips.pdf)

A NASA GSFC news story about the benefits of media training given by George Merlis

[http://sciences.gsfc.nasa.gov/600/highlights/stories/SED\\_media\\_training.html](http://sciences.gsfc.nasa.gov/600/highlights/stories/SED_media_training.html)

George Merlis has done a lot of NASA media training

<http://www.experiencemediaconsult.com/>

Bruce Tsurutani, edited into a 2011 CME story by Jon Stewart/“The Daily Show”

(Probably the only time you will hear “magnetosphere” said so often on regular TV)

<http://www.youtube.com/watch?v=taarEaGGr7o>

### **Current/recent RBSP Media**

Video

NASA Edge show visits RBSP

<http://www.youtube.com/watch?v=J6q7WEKOWdA>

Text

Spaceflight Now: “Radiation Belt Storm Probes arrive at Florida launch site”

<http://www.spaceflightnow.com/atlas/av032/120501rbsparrival/>

Star-Tribune (MN): “Recent solar bursts well-timed for U space study”

<http://www.startribune.com/local/148615615.html?page=1&c=y>

**RBSP sites – good for images, animations, specs, data and other info**

NASA site

[http://www.nasa.gov/mission\\_pages/rbsp/main/index.html](http://www.nasa.gov/mission_pages/rbsp/main/index.html)

Project site

<http://rbsp.jhuapl.edu/index.php>

Facebook

<https://www.facebook.com/pages/Radiation-Belt-Storm-Probes-RBSP/180502091967513?sk=wall>

Twitter

<https://twitter.com/#!/RBStormProbes>