

The Hispanic Physicist

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AMERICAN INSTITUTE OF PHYSICS

In our mission to disseminate interesting and relevant scientific information to the general public, we at the American Institute of Physics (AIP) produce a variety of print and broadcast programs that highlight news and innovations in physics and the general scientific/engineering/math community. For our various media programs, we are undertaking efforts to increase the representation of United States scientists from under-represented minority groups.

Therefore, we welcome leads on scientists, engineers, and mathematicians who have performed research of interest to the general public. We will consider story leads for one or more of our following programs:

Discoveries and Breakthroughs Inside Science: our syndicated science TV News program. These twelve 90-second TV reports per month deliver the latest research developments right into the nation's living rooms. Our goal— provide the latest science news through the news medium most used by the US public— local TV news!

Inside Science News Service: a news service for lay journalists that brings the science behind today's news to journalists in everyday life. This relatively new AIP service is distributed right into newsrooms throughout the country via the Associated Press. **ISNS** covers the science behind current affairs.

Physics News Update, Physics News Graphics and Physics News Select Articles: for more than 10 years, Physics News Update (PNU) has been bringing physics news from research journals to science journalists throughout the world. PNU is a reliable source of the latest developments in physics research with the aim of facilitating physics coverage in newspapers, magazines, the internet, and broadcast outlets. PNU is now translated in more than half-a-dozen languages.

Here are some things to keep in mind when submitting story ideas for all of the above:

1. Is the story breaking news? That is, is it tied to an upcoming or a very recent paper in a journal or meeting? Or, is it tied to an upcoming event or product?
2. Does the story have a direct benefit to the general public?
3. Is the story the solution to a current problem? (if applicable)

If you can say "yes" to any two of these, please send the story ideas to Nur Rifai at nrifai@aip.org

Here are additional story criteria for DBIS, our TV program (it has additional considerations, such as having a limited budget which only permits filming in the US).

1. Are the researchers in the U.S.?
2. Does the story affect people across the U.S., rather than being regional in nature?
3. Does the story have elements that we can see or show?
4. Will the technology or product be available for the general public within the next year or so?

If you can say yes to at least 3 of these questions as well, please submit the idea also to Emilie Lorditch (elorditc@aip.org), the science editor for DBIS. For all story ideas, please include as much information as possible about the story including: the main scientist's name, affiliation, and contact information. Also, please include anyone that you think might be a good outside expert on this topic and their contact information. Thank you.

Headquartered in College Park, MD, the American Institute of Physics (AIP) is an umbrella organization for ten physics and related societies. We work to promote public knowledge and appreciation of physics and the sciences. With over 120,000 individuals as members of any one or more of ten Member Societies, AIP facilitates interactions and communications among Member Society scientists, the news media, policy makers and the public. If you have any further questions or concerns, please feel free to contact Alicia Torres, Director of Media and Government Relations.

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