

EarthScope Publication and Media Guidance

Outreach is an important aspect of EarthScope, including publications and media coverage. Publications of EarthScope and related science are increasing dramatically as is media coverage, including Press releases and/or announcements. To assist scientists, our partner agencies, and all others associated with EarthScope we provide this publication and media guidance.

Publications

Users of EarthScope data and or equipment, regardless of source of support, are responsible for assuring that an acknowledgment of NSF and EarthScope.

NSF-supported projects:

Unless otherwise provided in the grant, all grantees are responsible for assuring that an acknowledgment of NSF support is made in any publication (including Web pages) of any material based on or developed under this project, in the following terms:

"This material is based upon work supported by the National Science Foundation under Grant No. (NSF grant number)."

NSF support also must be orally acknowledged during all news media interviews, including popular media such as radio, television and news magazines.

Disclaimer. The awardee is responsible for assuring that every publication of material (including World Wide Web pages) based on or developed under this award, except scientific articles or papers appearing in scientific, technical or professional journals, contains the following disclaimer:

"Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation. "

Users of EarthScope data and or equipment, regardless of source of support:

"Instruments [data] used in this study were made available through EarthScope (www.earthscope.org; EAR-0323309), supported by the National Science Foundation."

Media

According to NSF "The news media includes - but is not limited to - the editorial (i.e., news reporting) operations of publications, wire services, general and special interest publications (including scientific journals and association newsletters), radio, television,

cable stations, and networks. Film and video production companies are also covered by this guidance.”

NSF policy is: “All interactions with the news media should be coordinated through the NSF Office of Legislative and Public Affairs.” This coordination takes many forms, and with something as large and distributed as EarthScope, this coordination may become difficult. These simple guidelines are provided to help insure that EarthScope media coverage adheres to the guidelines for NSF supported efforts.

The EarthScope National Office (ESNO) will serve as the central point of contact for the media. Media inquiries should be referred to the ESNO which maintains media materials, knows how to represent EarthScope, and is prepared to work with NSF in dealing with all media inquiries.

The media usually wish to speak with individual EarthScope participants (researchers, technical personnel, etc), the PI’s of individual EarthScope components, or local institutions who are participating in EarthScope. If an individual or institution communicates directly with the media, then they should present EarthScope in an appropriate and balanced fashion, include referrals to the ESNO and NSF (provide telephone numbers and contact information), and inform both the ESNO and NSF of any media coverage (provide the name and contact information of the media contact). This allows the ESNO and NSF to provide “more bang for the buck” via NSF co-releases, EarthScope web page postings, EarthScope mailing list distribution of announcements, etc.

Specific actions include:

- Urge the media to include within their report the statement that “EarthScope is funded by the National Science Foundation.”
- Press releases concerning EarthScope efforts should have a quote from an NSF representative (chosen by the NSF EarthScope Program Director(s)).
- Press conferences should have an NSF representative as a prominent participant (chosen by the NSF EarthScope Program Director(s)).
- Publication and/or presentation of research using EarthScope data/data products must acknowledge the National Science Foundation.

Suggested Contacts

EarthScope National Office:

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NSF:

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