Sponsors & Host Sites

SPONSORING ORGANIZATIONS
American Association for the Advancement of Science (AAAS)
American Chemical Society (ACS)
American Geophysical Union (AGU)
American Mathematical Society (AMS)
American Physical Society (APS)
American Physiological Society (APS)
American Society of Plant Biologists (ASPB)
Burroughs Wellcome Fund
Institute of Electrical and Electronics Engineers, USA (IEEE-USA)
The Heising-Simons Foundation
Howard Hughes Medical Institute (HHMI)
Noyce Foundation
Society of Industrial and Applied Mathematics (SIAM)
Univision

HOST SITES
CNN en Español
Discover magazine
HHMI Communications
HHMI Tangled Bank Studios
KQED Science
The Los Angeles Times
The Milwaukee Journal-Sentinel
National Geographic
National Public Radio (NPR)
NOVA
The Oregonian
PBS NewsHour
The Philadelphia Inquirer
The Raleigh News & Observer
The Sacramento Bee
Scientific American
Slate
WIRED
Univision
Voice of America
Important Dates

Tuesday, June 2 – Thursday, June 4
Three-day Orientation session in Washington, D.C.

Monday, June 8
Fellows report to sites for work by this date

Friday, June 19
Submit first Biweekly Exchange

Friday, July 3
Submit second Biweekly Exchange

Friday, July 17
Submit third Biweekly Exchange

Friday, July 31
Submit fourth Biweekly Exchange

Friday, August 14
Last day on site.

Monday, August 17 – Tuesday, August 18
Presentations and Wrap-Up session in Washington, D.C.

Friday, August 21
Submit Final Report, Tips & Suggestions sheet, and Program Evaluation
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Program History & Overview

PROGRAM HISTORY

Now in its 41st year, the Mass Media Fellows Program has supported 635 Fellows. The program’s impact extends beyond the 10 weeks that Fellows spend at their host sites. Forty three percent of active program alumni have been encouraged by their fellowship experiences to pursue careers related to science journalism or communication and 82% write professionally in some capacity.

The careers of the Fellows who have remained in science range widely over disciplines and the types of positions they occupy, from full-time researchers to full-time professors. Many are well-known in their fields, such as Eric Lander, renowned biologist, founding Director of the Broad Institute of MIT and Harvard, and co-chair of U.S. President Barack Obama's Council of Advisors on Science and Technology; and Edward J. Weiler, former Director of the NASA Goddard Space Flight Center and former Associate Administrator of the Science Mission Directorate; and Julianne Malveaux, economist, author, social and political commentator, businesswoman and the 15th president of Bennett College.

In the media, many Fellows have worked for major science trade publications, including Chemical & Engineering News and SCIENCE magazine. Others have worked on the staff or freelanced regularly for the New York Times, including Kenneth Chang and Erica Goode, the Washington Post, and the Los Angeles Times, as well as major news weeklies such as Newsweek, Business Week, and U.S. News and World Report. Several have worked for National Public Radio, or its affiliates, including Richard Harris, David Kestenbaum, and Joe Palca.

Still, other Fellows have been successful pursuing careers in other media, television and business organizations. Ethan Canin is a physician and award winning author of several novels; Steve Levene is the founder and president of Levenger’s Tools for Serious Readers (catalogue and retail store); and Neal Baer is a physician, Executive Producer of Law & Order: SVU, and former co-producer and writer for ER.

OVERVIEW

The Mass Media Science and Engineering Fellows Program, administered by AAAS and supported by a collection of funders, is designed to enhance coverage of science-related issues in the media in order to improve public understanding and appreciation of science and technology. It also provides young scientists, mathematicians and engineers a unique opportunity to participate directly in the process by which events become news, and to improve the Fellow’s skills in communicating complex technical subjects to non-specialists.

To qualify, candidates must be graduate students, advanced undergraduates or post-doctoral students in natural, social, or behavioral sciences, mathematics, engineering or medicine, and must demonstrate a commitment to the public understanding of science and technology. The 11-week fellowship (10 on-site) takes place during the summer. Fellows selected to participate receive a weekly stipend and all travel expenses are paid. The number of Fellows supported each year varies according to the availability of funds.

The program is highly competitive. The process of selection and placement was as follows: applications were received up until the January 15 deadline; the pool of applicants was pre-screened to ensure completeness and competitiveness of application; semi-finalists were chosen by a selection committee comprised of working scientists and engineers, professional journalists, as well as former Mass Media Fellows; the semi-finalists were interviewed by telephone; their applications were sent to the various host sites; and 20 final assignments were made.
Travel

Overview
Travel Policy
All travel for AAAS Mass Media Fellows must be pre-approved by AAAS program staff. AAAS will reimburse Fellows for authorized actual travel expenses that are reasonable and necessary for travel to and from the Fellowship Orientation and Wrap-up sessions, and to and from the city in which their host site is located. Travel expenses incurred while on site are the responsibility of the Fellow.

AAAS program staff will book economy airfare or train travel for all Fellows. Fellows who elect to drive to their sites are expected to travel the most direct route. Caution and good judgment should be exercised by travelers when incurring business expenses. Fellows are expected to use reasonable economical lodging, meals and transportation that will meet requirements, with due consideration to safety and scheduling.

AAAS will reimburse all Fellows up to $1,000 for reasonable total travel expenses (this including the cost of airfare), all of which must be pre-approved by the AAAS Program Director. Once again, AAAS will reimburse Fellows for authorized actual travel expenses that are reasonable and necessary for travel to and from the Fellowship Orientation and Wrap-up sessions, up to $1000 including the cost of airfare.

Travel Logistics
AAAS pays for Fellows to travel to orientation (June 2–4), from orientation to their media site, from their media site to Washington, D.C. for the wrap-up session (August 11–12), and from D.C. back home. That is, if a fellow is flying or take a train, AAAS agrees to purchase two round trip tickets* with the following agenda:

Roundtrip 1:
  June 1: Home to Washington, DC
  August 18: Washington, DC to Home
Roundtrip 2:
  June 4: Washington, DC to host site city
  August 16: Host site city to Washington DC

*AAAS will only purchase one roundtrip ticket for Fellows whose host sites fall in or around Washington, DC.

Modifications: All requests for changes to the above agenda are traditionally granted, but must be approved by the Program Director. Modifications might include, for example, flying into DC for orientation from one city and leaving wrap-up bound for a different city. Another example might include, flying into DC for orientation a few days early to be with friends or family. If the price of the Fellow’s modified travel request exceeds the price of the two round trip tickets outlined above, the Fellow must pay the additional cost of the revised trip.
Once reservations have been made, the Fellow will be responsible for any fees associated with ticket changes. Any changes to the Fellow’s flight reservations MUST be approved by the Program Director.

As stated in your official acceptance letter, you must provide your preferred airport code and requested travel times as soon as possible but no later than 5 p.m. PT Thursday, April 30.

AAAS makes every effort to accommodate travel preferences, but budget considerations will prevail when making final flight reservations.

**Reservation Details:** You will need to request travel for both June and August. You will need to travel to D.C. on Sunday, June 1. Orientation will end by 3 p.m. on June 4 so you will need to travel that late afternoon or evening. Your last day on site will be August 14 and you will need to travel to D.C. on Sunday, August 16 for the concluding wrap-up on the following Monday and Tuesday and plan to depart Tuesday late afternoon or evening.

**PLEASE USE THE EXAMPLE TABLE BELOW WHEN REQUESTING YOUR TRAVEL.**

*A Fellow who lives in San Francisco and is placed at Scientific American in New York, might request the following travel:*

<table>
<thead>
<tr>
<th>Step</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flight 1: to Orientation in DC</strong></td>
<td>Departure City and State: San Francisco, Ca</td>
</tr>
<tr>
<td></td>
<td>Preferred Airport Code: SFO</td>
</tr>
<tr>
<td></td>
<td>Departure Date: June 1</td>
</tr>
<tr>
<td></td>
<td>Preferred Departure Time: Morning</td>
</tr>
<tr>
<td><strong>Flight 2: to Host Site</strong></td>
<td>Arriving City and State: New York, NY</td>
</tr>
<tr>
<td></td>
<td>Preferred Airport Code: JFK</td>
</tr>
<tr>
<td></td>
<td>Departure Date: June 4</td>
</tr>
<tr>
<td></td>
<td>Preferred Departure Time: Evening</td>
</tr>
<tr>
<td><strong>Flight 3: to Wrap-up in DC</strong></td>
<td>Departure City and State: New York, NY</td>
</tr>
<tr>
<td></td>
<td>Preferred Airport Code: JFK</td>
</tr>
<tr>
<td></td>
<td>Departure Date: August 16</td>
</tr>
<tr>
<td></td>
<td>Preferred Departure Time: Afternoon</td>
</tr>
<tr>
<td><strong>Flight 4: to Home</strong></td>
<td>Arriving City and State: San Francisco, Ca</td>
</tr>
<tr>
<td></td>
<td>Preferred Airport Code: SFO</td>
</tr>
<tr>
<td></td>
<td>Departure Date: August 18</td>
</tr>
<tr>
<td></td>
<td>Preferred Departure Time: Evening</td>
</tr>
</tbody>
</table>

Please also include the following information:

<table>
<thead>
<tr>
<th>Step</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official Name on ID</td>
<td></td>
</tr>
<tr>
<td>Date of Birth</td>
<td></td>
</tr>
<tr>
<td>Frequent flyer miles (if applicable)</td>
<td></td>
</tr>
<tr>
<td>Preferred seating, aisle or window</td>
<td></td>
</tr>
</tbody>
</table>
Note in the above example I asked for your “preferred” airport codes. While SFO might be your preferred airport, OAK – Oakland is another Bay Area airport that may be used. And similarly with JFK in New York; LGA– LaGuardia and EWR – Newark are also New York City area airports so any three of these airports may be used.

DCA – Reagan, IAD – Dulles, BWI – Baltimore, are all DC area airports. AAAS may book your flight into any of these airports.

Please keep all boarding passes and receipts for any and all forms of transportation, meal and lodging expenses.

- *All receipts must be itemized*—this includes receipts from restaurants. You must provide the itemized receipt listing exactly what you ordered.
- *All receipts must display the last 4 digits of your credit card number* (this is usually only an issue with receipts that were emailed for things like airline tickets and shuttle vans).
- If automobile transportation is used, reimbursement will be made at the current mileage rate (currently .575 cents per mile – subject to change). *Mileage reimbursement cannot exceed the cost of the alternative airfare or train ticket. Mileage reimbursement cannot exceed the cost of the travel cap ($1,000) as stated in the travel policy on page 6.* You will need to submit a google maps printout with the start and end address of your destination (ex. home to airport) so AAAS can accurately record the distance driven for reimbursement.

You will receive expense forms and instruction at Orientation. If you have any questions about acceptable expenses prior to June, please do not hesitate to contact program management.

**Transportation**

You will be staying at the Renaissance Hotel in June and August. You will find more information about the hotel in the Travel Expenses & Accommodations section.

**Arriving in Washington, D.C. by Airplane**

When scheduling travel, AAAS flies Fellows into any of the three D.C. area airports, which include Reagan National (DCA), Dulles International (IAD) and Baltimore-Washington International (BWI). Travel costs to and from D.C. to these airports can be expensed. **Please retain all boarding passes and receipts from your travel.**

Please note that whenever possible we expect Fellows to seek out cost effective travel options. Keep in mind when traveling from the hotel for departure, the front desk or concierge will be able to assist you in arranging for shuttle service or you can call the shuttle service directly. DCA is approximately 20 minutes from downtown. BWI and IAD are both approximately 45 minutes to one hour and thirty minutes from D.C. depending on traffic.

- **Reagan National (DCA)**
  From Reagan National you may either take the Metro (subway) for about $2.00 each way or, due to its close proximity to the city, or hail a taxi outside the terminal for ~$25. AAAS and the Renaissance, where you will be staying in June and August, can be accessed easily from the Blue and Yellow line, which services DCA. If traveling to the Renaissance, use the Metro Center stop (Blue line) or Gallery Place Chinatown stop (Yellow line). If traveling to AAAS, use the Metro
Center stop (Blue line) and exit 12th & G. The Washington Metropolitan Transportation Authority website is helpful for traveling to and from the airport and in and around the city: http://www.wmata.com/.

**Dulles International (IAD)**
As of recent, you can now take the Silver Line Express (http://www.mwaa.com/dulles/7161.htm, $5.00) from Dulles to the Metro’s Silver Line which will bring you directly into the city and will cost about ~$6 each way. AAAS and the Renaissance, where you will be staying in June and August, can be accessed easily from the Silver line. If traveling to the Renaissance or AAAS, use the Metro Center stop and exit 12th & G. The Washington Metropolitan Transportation Authority website is helpful for traveling to and from the airport and in and around the city: http://www.wmata.com/. You can also make reservations for SuperShuttle’s Door-to-Door Shared-Ride Service (approximately $35 one-way). For more information about the SuperShuttle or to make reservations, call 1-800-BLUEVAN or visit www.supershuttle.com. SuperShuttle stops are clearly identified on the Ground Transportation Level roadway outside the Main Terminal at Washington Dulles. You will find the ticket on the Ground Transportation Level. AAAS requests that you do not take a taxi to or from Dulles as taxi’s run upwards of $85.

**Baltimore-Washington International (BWI)**
From BWI, you may take a free shuttle to the MARC train, which is relatively inexpensive ($6.00) and runs every day of the week (http://www.bwiairport.com/en/travel/ground-transportation/trans/marc), and transfer to the Metro (Red line) at Union Station. For more information about transportation at BWI see: http://www.bwiairport.com/en/travel/ground-transportation. The Renaissance and AAAS are accessible from the Red line Metro Center stop or you can easily catch a cab at Union Station. Alternatively, you can also make reservations for SuperShuttle’s Door-to-Door Shared-Ride Service (approximately $35 one-way). For more information and reservations, call 1-800-BLUEVAN or visit www.supershuttle.com. You will find the SuperShuttle ticket counter on the Ground Transportation Level (baggage claim).

**Arriving in Washington, D.C. by Train**
Amtrak and other regional train systems operate in and out of Union Station, which is also serviced by the Metro Red Line. The Renaissance and AAAS are easily accessible from the Red line Metro Center stop.

**Arriving in Washington, D.C. by Car**
If automobile transportation is used to travel to and from your site location, reimbursement will be made at the current mileage rate (currently .575 cents per mile – subject to change). You will need to submit a google maps printout with the start and end address of your destination so AAAS can accurately record the distance driven for reimbursement. Any Fellow wishing to drive between home, DC, and their host site needs to first get this approved by Fellowship management. Mileage reimbursement cannot exceed the cost of the alternative airfare or train ticket. Mileage reimbursement cannot exceed the cost of the travel cap ($1,000) as stated in the travel policy on page 6.
Travel Expenses & Accommodations

Expenses for Orientation & Wrap-Up Sessions
Expenses you incur (meals, lodging if appropriate and transportation) while traveling to/from Orientation & Wrap-Up sessions will be submitted on an expense report form, which you will receive at Orientation. **You must submit itemized receipts to receive reimbursement.** Since the majority of your meals will be provided by AAAS, reimbursement will only be provided for meals other than those provided at AAAS sessions. AAAS does not pay per diem. Cost per meal must be broken out; reimbursements will be issued considering exact expenses. All expenses will necessitate an itemized receipt. You will receive more information on how to complete and submit expense forms during orientation. **NOTE: to receive reimbursement, expense forms must be returned within 3 weeks after orientation and wrap-up.**

Accommodations for Orientation & Wrap Up Sessions
In June and August you will be staying at the Renaissance Washington, DC Downtown Hotel, 999 Ninth Street NW, Washington, DC 20001. You can contact them at 202-898-9000. The closest metro stop is Gallery Place Chinatown, servicing the Yellow, Green, and Red lines. The Metro Center Metro Stop is almost equidistant and services the Blue, Orange, Silver, and Red lines. AAAS is located a short walk away at 1200 New York Ave., NW, Washington, D.C. 20005.

**Directions to Hotel from Metro:** Exit Gallery Place Chinatown at the SE corner of 7th & H St. Walk west on H St, turn right on 9th St. The Renaissance will be on the right between I & K Sts.

**Directions from Hotel to AAAS:** Exiting hotel on the corner of 9th Street and K New York Ave. Head southwest on New York Ave (away from Mt Vernon Square). AAAS is on the southwest corner of New York and 12th St. There is a private AAAS entrance on 12th and New York, but please bypass this as you will need to check in with the security desk at the 12th & H entrance. Turn left on 12th. Walk one block to H & 12th.

All accommodations will be pre-arranged by the Program Director and you will be sent hotel room confirmations via e-mail in May (for Orientation) and July (for Wrap-Up). AAAS will cover the cost of the room and taxes, but you will be responsible for your own incidentals (phone, movies, etc). You will be sharing a room with one other Fellow.

Accommodations While At Your Site
All Fellows are responsible for finding their own accommodations in their host cities and are responsible for paying all costs towards those accommodations and living expenses. Often the best resources for finding housing are former Fellow suggestions (see tip-sheet), local ads, Craigslist or university housing and bulletin board listings. Your site mentor may also have suggestions; however, please note that it is not their responsibility to secure your housing.

Moving Expenses
You can expense the cost of standard checked luggage, but please note that this will be applied toward the $1,000 travel cap (please see page 6 for more details). In most cases, expenses associated
with shipping personal belongings via mail will not be permissible for reimbursement. Excess baggage fees (levied by airlines for luggage exceeding a maximum weight/size) will not be eligible for reimbursement. Please contact the Program Director for prior approval for any additional moving expenses beyond travel and food.
Orientation

Overview

Orientation for the 2015 Mass Media Fellowship will be held at the AAAS Headquarters, June 2–4. Your attendance at orientation and all associated events is mandatory. During orientation you will:

✓ Meet AAAS staff
✓ Attend workshops on science writing and interviewing techniques
✓ Tour a mass media site in Washington, D.C.
✓ Likely have an opportunity to meet your sponsor
✓ Receive contact, financial, travel information

Sample* Orientation Agenda
*A final agenda will be emailed to you the week prior to orientation

<table>
<thead>
<tr>
<th>Tuesday, June 2, 2015</th>
<th>Thursday, June 4, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30AM Continental Breakfast</td>
<td>8:30AM Continental Breakfast</td>
</tr>
<tr>
<td>9:00AM Welcome &amp; Introductions</td>
<td>9:30AM Writing for the Ear</td>
</tr>
<tr>
<td>10:00AM Overview of AAAS Communications</td>
<td>11:00AM Nuts &amp; Bolts</td>
</tr>
<tr>
<td></td>
<td>11:30AM Speaker</td>
</tr>
<tr>
<td></td>
<td>12:30PM Lunch</td>
</tr>
<tr>
<td>11:00AM Overview of Science Magazine</td>
<td>1:30PM Round Table Discussion</td>
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<td></td>
<td>1:30PM</td>
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<tr>
<td>12:00PM Lunch</td>
<td></td>
</tr>
<tr>
<td>1:00PM Science Writing Workshop II</td>
<td></td>
</tr>
<tr>
<td>3:00PM Break</td>
<td></td>
</tr>
<tr>
<td>3:30PM Interviewing Techniques</td>
<td></td>
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<tr>
<td>6:30PM Happy Hour with DC Science Writers Association</td>
<td></td>
</tr>
</tbody>
</table>

Wednesday, June 3, 2015

|8:30AM Continental Breakfast|
|9:30AM Tour media site|
|12:00PM Lunch|
|1:00PM How to Frame a Story|
|1:30PM How to Pitch a Story|
|2:30PM Break|
|3:00PM Hands-on Practice|
Stipend Information

Payment
By the end of your fellowship, you will have received $5,000 distributed accordingly:
• $2,000 Friday, May 29
• $1,400 Thursday, July 2
• $1,400 Friday, July 31
• $200 upon receipt of your final report

In most cases, stipends will be distributed via Direct Deposit. In order for your payments to be processed on time, Direct Deposit Forms must be arrive in DC as soon as possible but no later than May 15, 2015. For Fellows on the West Coast, this means dropping your form in a standard USPS mailbox no later than May 8, 2015.

The Direct Deposit Form states, “Note: Attach a form from the bank indicating proper routing number and account number here.” A voided check is acceptable.

In most circumstances stipends will be fully taxable under IRS regulations (this means that though taxes are not withheld from the stipends you receive, they still may be taxed under IRS regulations). AAAS cannot provide tax advice to Fellows. There is no clear, standard answer regarding your tax status. Each case is different. AAAS urges Fellows to contact a CPA or the IRS before coming to Washington. AAAS will not withhold any deductions and does not provide employer-like services such as health insurance. If you are able to do so, please arrange to keep any health insurance plan you presently have. You will considered an independent contractor and receive a 1099 Misc. Income to file with your taxes from AAAS by February 28th, prior to the filing season. Please keep the Program Director up to date regarding any address changes after your Fellowship so that forms are received in a timely manner.

International Fellows
Payments are made for services rendered and you will receive a Form 1042 issued by AAAS. In some cases, AAAS is required to withhold 30% of the payment for taxes. A social security number or ITIN is necessary to receive any type of payment related to your visit to the U.S. AAAS is able to issue stipend payments and travel-expense reimbursements for holders of J1, H1-B, or TN type visas.
Program Reporting

Biweekly Exchange (Informal)
The Biweekly Exchange helps keep you and other Fellows up-to-date on each other’s summer activities. These four informal reports are submitted via email and are strictly for the use of the Fellows and the Program Director. One to two paragraphs on the activities at your site for that time period are sufficient. Due dates are listed in the manual on the Important Dates (page 3) page.

Collective Story Log
Each Fellow is required to update a group story log, listing the title and websites of all finished stories, as soon as they are published. You will be able to access this form online.

Final Reporting (Formal)
1. A Closing Report (3–4 pages) must be submitted by August 21, 2015. The heart of your report should describe the activities at your site and your experiences. In addition, please answer the following questions and incorporate them into your report: What have you learned about the importance of communicating science to the public? How could the program be improved? Would you recommend that a Fellow be assigned to this site next year?

2. A summary statement (not to exceed 250 words) must be submitted by August 21, 2015. The summary statement should highlight the most important experience, article/story written, skill gained, or lesson learned during your 11-week fellowship. This summary will appear in the published report submitted to sponsors, sites, and the general public.

3. “Tips and Tricks” must be submitted by August 21, 2015. These are your notes on what’s good to know both professionally and in terms of moving or living in a city as a future Fellow. These are not shared with your host site editors or mentors, so feel free to be as honest as you like. While it’s ok to include tips from 2014 and/or expand on a fellow’s experience, do not turn the identical tip sheet from the year before.

4. Collective Story Log must be updated as your stories continue to get published. If some clippings have yet to be published or aired, but you know they will be published after August 21st due date, list there publication date as TBA.

5. Clips, articles, or stories you have written or contributed to must be submitted by August 21, 2015. It is the Fellow/Intern’s responsibility to provide me with high-resolution PDF clips of all of your articles, stories, or scripts in PDF form.
   a. If your story appeared online, please "print as PDF."
   b. If you have radio or video stories, you must also send me the audio/video files as well as the scripts for those stories.
   c. If your story appeared in print, you must send me PDF clips of the news article as it appeared in the newspaper AND bring paper clipping of your story to wrap-up.

6. A Program Evaluation, to be provided near the end of the Fellowship experience, must be submitted by August 21, 2015.
Dress Code

Orientation and Wrap-up are business casual. Suit and tie are not necessary but please, no jeans.

On-site dress code is site specific. Some news sites are business casual while others are conservatively informal. I would ask your mentor or past Fellows for advice, but when in doubt, always error on the side of business casual.

Site Visits

The AAAS Program Director will be available throughout the summer if you need to call or email with questions or concerns, and may call the sites periodically to assess how the summer is progressing. The Program Director or another member of the AAAS staff may visit if circumstances allow.

Contact Information
Dione Rossiter, PhD
Director, AAAS Mass Media Fellows Program
1200 New York Avenue, NW
Washington, D.C. 20005
tel: (202) 326-6645
fax: (202) 371-9849
drossite@aaas.org
Wrap-Up

Overview

At the conclusion of the fellowship, you will return to Washington, D.C., to attend a wrap-up session. Your attendance at wrap-up is mandatory. Fellows present posters on their summer experiences and attend workshops to further their science communication expertise. All Fellows should bring portfolios of stories and articles they have written and produced, including clippings of newspaper and magazine articles, scripts, and recordings of radio news stories that they will use during their presentation. You will receive more information about these presentations later in the summer.

Sample Agenda

Monday, August 17, 2015
9:00AM  Continental Breakfast
9:30AM  Welcome
10:00AM  Individual Presentations
12:00PM  Lunch
1:00PM  Individual Presentations continued
5:00PM  Conclude for the day

Tuesday, August 18, 2015
8:30AM  Continental Breakfast
9:00AM  Freelance Workshop I
10:15AM  Break
10:45AM  Freelance Workshop II
12:00PM  Lunch
1:30PM  Conclusion
Suggested Reading

It is strongly recommended, and to your advantage as well as the advantage of your host site, that you do some reading prior to orientation. These titles should be available at the library, a local bookstore, or online. Please, jot down any questions that may arise during your reading so you can ask the science journalists, AAAS Staff, and others who will participate in the orientation program.

It is also strongly recommended that Fellows familiarize themselves with their site’s style of media coverage by visiting their website prior to arrival.

1. *The Science Writers' Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age*, (to be mailed) by Writers of SciLance (including Fellow alums), edited by Thomas Hayden & Michelle Nijhuis. In this essential guide, 35 leading science writers share their hard-won wisdom and illuminating stories, going beyond the basics to cover everything else you need to survive and thrive as a science writer.

2. *A Field Guide for Science Writers*, edited by Deborah Blum and Mary Knudson. The official guide of the National Association of Science Writers (NASW) includes a foreword by Carl Sagan and chapters by 39 contributing authors, all of whom are leading science writers and science communicators.

3. *Associated Press Guide to News Writing: The Resource for Professional Journalists*, by René J. Cappon. This practical handbook is the ideal writing style guide for all reporters, writers, editors, and journalism students. It covers all the essentials of good news writing, according to the styles and guidelines set forth by the Associated Press.

4. *Associated Press Stylebook & Briefing on Media Law*, edited by Norm Goldstein. Each media outlet likely has a supplemental style guide, but this “journalists’ bible” has more than 5,000 entries regarding AP rules on grammar, spelling and punctuation; as well as usage directives on brand names, datelines, country names, numbers, titles and more. Please flip through a copy and familiarize yourself with the type of style items it outlines.


6. *The Art & Craft of Feature Writing*, by William E. Blundell, Wall Street Journal feature writer. “Filled with expert instruction on a complex art, it provides beginners with a systematic approach to feature writing and deftly teaches old pros some new tricks about: How and where to get ideas; What readers like and don’t like; Adding energy and interest to tired topics; Getting from first ideas to finished article; The rules of organization; How – and whom – to quote and paraphrase; Wordcraft, leads and narrative flow; Self-editing and notes on style; plus sample feature articles.”

6. *Letting Go of the Words: Writing Web Content that Works*, Janice (Ginny) Redish
   From Amazon: Ginny Redish, the technical communication guru, gives the most practical and useful advice about writing for the web.
Newspaper Glossary

*The information in the glossary should be read prior to the Orientation Session (for presentations) and will be helpful during the early days at your Site.*

**AGATE** -- Small type often used for statistics or other figures on sports page, stock market pages, etc...

**ANCEDOTAL LEAD** -- A lead that begins with a short story that illustrates the story theme or situation. May include narrative elements, such as characters, dialogue and setting. Usually limited to several paragraphs in length.

**ATTRIBUTION** -- Identifying the source (person, document, etc.) of information in a story.

**BEAT** -- The subject field or specialty a reporter covers: For example, science, crime, education, courts...

**BUDGET** -- A lineup from each news or feature department, of what they plan to place in the newspaper on a given day.

**BULLDOG** -- An early edition actually printed the day before the published date. For example, a Sunday paper that comes out on Saturday with all the feature and ad sections included but no breaking news.

**CLICHE** -- A descriptive phrase or term that has been overused to the point of losing its impact.

**CLIPS** -- Published articles that usually accompany an application for a reporting job.

**COMPOSING ROOM** -- That part of the publication where computerized machinery brings together every story picture, graphic and advertisement.

**COPY DESK** -- Desk where stories usually go for the final round of editing; copy editors look for errors in spelling, punctuation, style, as well as content.

**COPYRIGHT** -- The right to own and control the copying of one’s own creative work. A federal law guarantees and protects those rights.

**CUTLINE** -- A picture caption.

**DATELINE** -- The city or place designation at the beginning of a story; usually used when a story originates outside the hometown area of the newspaper.

**DEADLINE** -- The exact time a story must be turned in to an editor. Editors, in turn, have their own deadlines for getting the story to the copy desk and subsequently the composing room.
Newspaper Glossary, cont.

**DINGBAT**—In a very long story, a Dingbat is a device (sometimes a hollow square or a star) used to break up sections of the text for easy reading.

**DRAFT**—A preliminary version of a story.

**EDITORIAL ASSISTANT**—Newsroom workers who attend to various duties, including handling phones, mail, office machines, assembling paperwork and picking up documents around town for reporters and editors (formerly called copy boys).

**ELLIPSIS**—Punctuation mark (three dots) indicating words or sentences deleted from a quote.

**EXCLUSIVE** (or **SCOOP**)—An important story that a newspaper or other media outlet reports before anyone else.

**FIVE W’s**—Who, what, when, where and why. Usually included in “straight” news leads.

**FLAG**—The newspaper’s name displayed on the front page.

**FOIA**—The Freedom of Information Act; utilized by reporters seeking official government documents.

**FORESHADOWING**—A literary device that hints at something to come later in the story.

**G.A.**—General assignment; a reporter with no specific beat who may be called upon to write about anything.

**GRAPH**—A paragraph.

**INTERNSHIP**—The equivalent of a college course (usually a semester) spent in a newsroom, rather than a classroom.

**INVERTED PYRAMID**—A story structure that places the most important information first, with the remaining information coming in order of importance.

**JARGON**—The specialized vocabulary of a group (scientists, professionals, bureaucrats, etc...).

**JUMP**—The part of a story that is continued on another page or pages.

**KICKER**—A story ending that punctuates the story with a strong conclusion (i.e. a detail, example or quote).
Newspaper Glossary, cont.

**LEAD**—The beginning (usually the first sentence or paragraph) of a story.

**LIBEL**—The publication of false statements about someone. (Libel is written defamation; slander is spoken defamation).

**LIBRARY/MORGUE**—Where old stories, directories and other reference materials are kept (in both electronic form and hard copy).

**MASTHEAD**—Usually refers to the box or boxes on the editorial page listing the top editors and company officers at the newspaper.

**NARRATIVE**—A story form featuring a beginning, middle and an end, characters, theme, plot, climax and resolution. Scenes are the building blocks of narrative.

**NEWS RELEASE**—A document, printed or via e-mail, that provides information from a company, university or other organization interested in attracting news media attention.

**NOT FOR ATTRIBUTION or ON BACKGROUND**—Agreement between reporter and source that information can be used but without being attributed to the source; or with the source being identified in a non-specific way, such as a “spokesperson” or “official”.

**NUT GRAPH**—One or more paragraphs near the top of a story that tells the reader why they should care about it.

**OBITUARY**—A news report of someone’s death, usually including a biographical sketch of the deceased.

**OFF THE RECORD**—Agreement between a reporter and a source that nothing the source says will be used in the story (If the same information is provided by an independent source on the record, the information can be used).

**ON THE RECORD**—Agreement between reporter and source that anything the source says can be used in a story with complete attribution.

**PARAPHRASE**—To re-state another’s writing or quotation in your own words.

**PICA**—A unit of typographical measurement. There are six picas in an inch, each containing 12 points.

**PLAGARISM**—Intentionally representing the words or ideas of another person as one’s own.
POINT--A unit of typographical measurement equaling 1/72 of an inch.

PRIVACY--The right to be left alone.

PRIVILEGED INFORMATION--Information obtained from an official proceeding or record, such as a police report or court transcript.

PUBLIC FIGURE--Celebrities, government officials, athletes and others who are widely recognizable or have power in a community or are involved in a public controversy.

PUBLIC OFFICIALS--Politicians and high ranking government personnel who have a significant measure of responsibility or control over government affairs.

PUTTING THE PAPER TO BED--When the pages of the paper are finished and no more changes can be made, the paper is printed and stacked on trucks for delivery.

QUOTATION--A person’s spoken or written words enclosed between open and closed quotation marks.

REFER--A small box of type that refers readers to related or inside stories.

RE-PLATE--Adding or otherwise revising a story or other part of the newspaper after the presses have begun printing. Presses are stopped to add the new material, then begun again.

REPORTING--Ways in which reporters gather information, including interviewing, observing, note-taking, researching and interpreting.

REVISING--Making changes to draft to improve the structure, clarity, fairness and accuracy.

RIM--A somewhat dated term referring, collectively, to the copy editors.

RULE--A straight line on a page.

SIDEBAR--A smaller story that accompanies a “mainbar” or story, detailing some aspect or personality involved in a primary story.

SLOT--A copy desk person, sometimes the desk chief, who checks the copy editor’s work.
Newspaper Glossary, cont.

SLUG--A single word used by reporters and editor to identify the story.

SPIKE--To kill a story or file.

STRINGER--A writer, reporter or photographer who is not a full-time employee, but who is paid by the assignment (this word originated in days when a writer would get paid by the column inch and would measure the story by holding a string next to it and knotting the string where the story ended).

STRIP--When a story is placed across the entire width of the page at the top.

STYLE BOOK--A book of the newspaper’s rules for everything from spelling to writing style to defining which words are admissible and which are not.

TAKEOUT--A longer story that gives perspective to a topic in the news.

WIDOW--A short line or a single word that hangs at the end of a paragraph.

Sources:
Reporting and Writing: Basics for the 21st Century, Christopher Scanlon (Oxford University Press)
Los Angeles Times, Joel Greenberg
Radio Glossary

**ACTUALITY**—Recorded segment of a newsmaker speaking, generally lasting from 10 to 20 seconds; this is what people outside of radio journalism often call a “sound bite”.

**CLOCK**—Schedule of a broadcast hour, with precise time in minutes and seconds allotted for the various programming segments; often represented as a pie chart resembling an analog clock.

**CUT**—Tape containing the recording of a voicer, wrap, actuality or nat sound (See below); networks feed cuts to affiliates via satellite.

**HOURLY**—Network newscast beginning at the top of the hour.

**IQ**—“in cue” -- the first words recorded on a cut.

**LEAD**—First sentence of a news story, which should concisely reveal the story’s basic events and provide an introduction to the details given in the rest of the story.

**LIVE SHOT**—Report introduced by an anchor that has not been recorded but is read live by another journalist, often at a news scene.

**LOCKOUT**—Final words of a report spoken by a journalist in which the journalist’s name and station call letters or frequency are given.

**MOS**—Abbreviation for “Man On the Street” interviews; that is, interviews of passers-by chosen at random in a public place and asked their opinions of events or people in the news.

**NAT or NATURAL or RAW SOUND**—“raw sound” is recorded sound that is not of a newsmaker speaking; sometimes known as “natural sound” or “nat sound”.

**OQ**—“out cue” -- the last words recorded on a cut.

**READER**—Script of a news story in which no actualities are to be played.

**SCRIPT**—Written-out version of a news story, the text of which is read on the air.

**SLUG**—Title of a script, used for reference purposes; wire-service stories are each given one.
Radio Glossary, cont.

**SOUNDER**--Recorded tune used to introduce segments of the broadcast; the networks use sounders at the beginning of the hourlies.

**SPOT**--Recorded commercial advertisement.

**TEASE**--Brief phrase spoken by the anchor immediately before playing a spot or going to traffic (or some other interruption of the newscast) to tell the listener about a story coming up later; the tease should intrigue the listener without either misrepresenting the story or revealing it entirely.

**VOICER**--Recorded report containing only the journalist’s voice -- there is no actuality; can be understood as a recorded reader.

**WRAP**--Recorded report in which a journalist’s voice occurs at the beginning and end, and an actuality is played in between; the report is “wrapped around” the actuality.

**ZINGER**--Unusual and generally humorous feature story often placed at the end of a newscast.

**Sources:**
*Writing for Radio, Newscript website*