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Media Kit - IAS 2017

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Read "Magazine Industry Trends Every Science Marketer Should Know" # Four: The Mad Men & Women of Science Marketing. The C&EN Media Group team started this blog as a how-to resource for the science marketing community, using a

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monthly newsletter, white papers, and Q&As with industry leaders to engage with this audience.

Marketing Elements Year in Review: Our ... - C&EN Media Group
2017 Bootcamp (Archive) Details ;
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Federation

The Magazine Media 360 Brand Audience
Report shows 6.2 percent average
performance growth of the magazine

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sector in 2015 (pg 7). 2. Specifically, the Science & Technology magazine sector saw an almost 12 percent audience increase with a noticeable uptick in mobile access and video viewership (pg. 15).

Magazine Industry Trends Every Science ... - C&EN Media Group

Media Kit | Inspire Educators Workshops

MEDIA KIT The VIRTUAL Inspire

Educators Workshops is a special event series for educators designed to inspire and equip teachers with the most current and innovative STEM learning tools for the classroom.

Media Kit - Inspire Educators Workshops | USASEF

2017 Annual Conference Media Kit About oSTEM About Annual Conference Out in Science, Technology, Engineering, and Mathematics (oSTEM), Inc. is a 501(c)(3)

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non-profit professional society focused on LGBTQ people in the STEM community. With more than 75 student chapters at colleges/

November 16 - 19 | Chicago, IL | Hyatt Regency O'Hare

New Projects 2017 Events Educational Displays Social Media Mini Labs

Magazine Museum A periodical with each issue focused on a different topic relating art and design to teaching science.

Coinciding with OSU's 150th celebration, VividScience will launch an online museum of science teaching artifacts. Gen Bio labs will feature interactive lab ...

Vivid Science Media Kit 2017 - Oregon State University

MEDIA KIT 22 - 26 MARCH 2017.

ABOUT WORLD SCIENCE FESTIVAL

NEW YORK World Science Festival takes

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science out of the laboratory and into the streets, parks, museums, galleries and premier performing arts venues of New York City and beyond. The festival brings together great minds in science

**MEDIA KIT - World Science Festival
Brisbane**

Media Kit Vegas PBS is a registered 501(c)(3) non-profit organization that uses television and an array of digital media to serve Nevada's educational, informational and artistic content needs.

From the New York Times bestselling author of *The Last Castle* and *The Girls of Atomic City* comes a new way to look at American history through the story of giving thanks. From Ancient Rome through 21st-century America, bestselling

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author Denise Kiernan brings us a biography of an idea: gratitude, as a compelling human instinct and a global concept, more than just a mere holiday. Spanning centuries, *We Gather Together* is anchored amid the strife of the Civil War, and driven by the fascinating story of Sarah Josepha Hale, a widowed mother with no formal schooling who became one of the 19th century's most influential tastemakers and who campaigned for decades to make real an annual day of thanks. Populated by an enthralling supporting cast of characters including Frederick Douglass, Abraham Lincoln, Sojourner Truth, Walt Whitman, Norman Rockwell, and others, *We Gather Together* is ultimately a story of tenacity and dedication, an inspiring tale of how imperfect people in challenging times can create powerful legacies. Working at the helm of one of the most widely read

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magazines in the nation, Hale published Edgar Allan Poe, Nathaniel Hawthorne, Harriet Beecher Stowe, and others, while introducing American readers to such newfangled concepts as "domestic science," white wedding gowns, and the Christmas tree. A prolific writer, Hale penned novels, recipe books, essays and more, including the ubiquitous children's poem, "Mary Had a Little Lamb." And Hale herself never stopped pushing the leaders of her time, in pursuit of her goal. The man who finally granted her wish about a national "thanksgiving" was Lincoln, the president of the war-torn nation in which Hale would never have the right to vote. Illuminating, wildly discussable, part myth-busting, part call to action, *We Gather Together* is full of unexpected delights and uneasy truths. The stories of indigenous peoples, immigrant communities, women's rights

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activists, abolitionists, and more, will inspire readers to rethink and reclaim what it means to give thanks in this day and age. The book's message of gratitude—especially when embraced during the hardest of times—makes it one to read and share, over and over, at any time of year.

This book addresses the roles and challenges of people who communicate science, who work with scientists, and who teach STEM majors how to write. In terms of practice and theory, chapters address themes encountered by scientists and communicators, including ethical challenges, visual displays, and communication with publics, as well as changed and changing contexts and genres. The pedagogy section covers topics important to instructors—everyday teaching as well as longer-term curricular

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development. Chapters address delivery of rhetorically informed instruction, communication from experts to the publics, writing assessment, online teaching, and communication-intensive pedagogies and curricula.

Recontextualized Knowledge aims to analyze the communicative situations involved in the popularization of scientific knowledge: their settings, audiences, and the adaptive process of recontextualization in science communication. Taking an interdisciplinary approach, this publication brings together essays from rhetoric, linguistics, and psychology as well as political and education sciences to serve as an in-depth exploration of today's communicative situations in science communication.

Exploring Science Communication

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demonstrates how science and technology studies approaches can be explicitly integrated into effective, powerful science communication research. Through a range of case studies, from climate change and public parks to Facebook, museums, and media coverage, it helps you to understand and analyse the complex and diverse ways science and society relate in today's knowledge intensive environments. Notable features include: A focus on showing how to bring academic STS theory into your own science communication research Coverage of a range of topics and case studies illustrating different analyses and approaches Speaks to disciplines across Media & Communication, Science & Technology Studies, Health Sciences, Environmental Sciences and related areas. With this book you will learn how science communication can be more than just about disseminating

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facts to the public, but actually generative, leading to new understanding, research, and practices.

This book explores creative solutions to the unique challenges inherent in crafting livable spaces in extra-terrestrial environments. The goal is to foster a constructive dialogue between the researchers and planners of future (space) habitats. The authors explore the diverse concepts of the term Habitability from the perspectives of the inhabitants as well as the planners and social sciences. The book provides an overview of the evolution and advancements of designed living spaces for manned space craft, as well as analogue research and simulation facilities in extreme environments on Earth. It highlights how various current and future

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concepts of Habitability have been translated into design and which ones are still missing. The main emphasis of this book is to identify the important factors that will provide for well-being in our future space environments and promote creative solutions to achieving living spaces where humans can thrive. Selected aspects are discussed from a socio-spatial professional background and possible applications are illustrated. Human factors and habitability design are important topics for all working and living spaces. For space exploration, they are vital. While human factors and certain habitability issues have been integrated into the design process of manned spacecraft, there is a crucial need to move from mere survivability to factors that support thriving. As of today, the risk of an incompatible vehicle or habitat design has already been identified by NASA as

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recognized key risk to human health and performance in space. Habitability and human factors will become even more important determinants for the design of future long-term and commercial space facilities as larger and more diverse groups occupy off-earth habitats. The book will not only benefit individuals and organizations responsible for manned space missions and mission simulators, but also provides relevant information to designers of terrestrial austere environments (e.g., remote operational and research facilities, hospitals, prisons, manufacturing). In addition it presents general insights on the socio-spatial relationship which is of interest to researchers of social sciences, engineers and architects.

This book tells the story of the Space Shuttle in its many different roles as

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orbital launch platform, orbital workshop, and science and technology laboratory. It focuses on the technology designed and developed to support the missions of the Space Shuttle program. Each mission is examined, from both the technical and managerial viewpoints. Although outwardly identical, the capabilities of the orbiters in the late years of the program were quite different from those in 1981. Sivolella traces the various improvements and modifications made to the shuttle over the years as part of each mission story. Technically accurate but with a pleasing narrative style and simple explanations of complex engineering concepts, the book provides details of many lesser known concepts, some developed but never flown, and commemorates the ingenuity of NASA and its partners in making each Space Shuttle mission push the boundaries of what we can accomplish in space. Using

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press kits, original papers, newspaper and magazine articles, memoirs and interviews, this book provides the most up-to-date and comprehensive account available of the shuttle's many missions and will refocus interest on a remarkable flying machine and space program that is often pushed to the background.

The first guide devoted to the functions, structures, and applications of natural hydrocolloids In today's health-conscious climate, the demand for natural food products is growing all the time. Natural hydrocolloids, therefore, have never been more popular. With their thickening, stabilizing, gelling, fat replacing, and binding qualities, these naturally occurring, plant-based polymers can fulfil many of the same functions as commercial ingredients like xanthan, guar, gum Arabic, pectin, and starch. Moreover,

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certain health benefits have been linked with their often biological active compounds and high-fiber compositions, including potential prebiotic effects and the reduction of blood cholesterol levels. Application of these novel hydrocolloids is, however, still underexplored. Emerging Natural Hydrocolloids aims to remedy this by providing a thorough overview of their structure–function relationships, rheological aspects, and potential utility in mainly the food and pharmaceutical industries. This accessible, quick-reference guide features: A comprehensive and up-to-date survey of the most significant research currently available on natural hydrocolloids Examinations of the major functions and rheological aspects of novel hydrocolloids Information on the potential applications of biopolymers within both foods and pharmaceutical systems Collaborations from an international team

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of food scientists Emerging Natural Hydrocolloids: Rheology and Functions offers scientists, engineers, technologists, and researchers alike a unique and in-depth account of the uncharted world of novel hydrocolloids, their uses, properties, and potential benefits.

This book addresses the links between climate change and the threats it poses to sustainable development, from a distance education perspective. Discussing current trends and challenges in sustainable development education, climate literacy and innovations in climate change education, it contributes to the global debate on the implementation of education for sustainability. It also assesses the role that e-learning can play in this process, addressing pedagogical concepts as well as the wide range of technological options now available.

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This book examines the visual representations used in the popular communication of genetics. Drawing upon public science communication theories, information design theories, and social semiotics, the book offers both in-depth analyses and high-level synthesis of how genetics is visualized for the U.S. public from the early 20th century to the present. Individual chapters focus on six visual genres: photographs, micrographs, illustrations, genetic code images, quantitative graphs, and molecular structure images. Han Yu challenges readers to consider the significance of these images we often take for granted, including their historical contexts, scientific backstories, information richness, stylistic choices, economic motivations, and social implications. In doing so, the book reveals the complex

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cognitive, affective, and social-cultural factors that both shape and are shaped by these images. The book will be particularly useful to scholars of public science communication and visual communication, practitioners of science communication, and scientists from a range of related life science disciplines.

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