

Panel Discussion

*From Measurement to Media Outlet:
How Results Get Out There*



Blaire Flynn

*SNOLAB Senior Officer, Education &
Outreach*



Vijay Iyer

*SNOLAB Research Scientist
Former SuperCDMS
Outreach Coordinator*

FORMAT

- A few opening questions from the moderator to generate discussion among the panelists
- Open the floor to questions from the audience
- Close with wrap up thoughts from the panelists

PANEL INTRODUCTIONS

PROMPTS

PROMPT

What should researches keep in mind when they are looking to get media coverage for a publication or project milestone?

PROMPT

What does the process of organizing a press release look like?

AUDIENCE Q&A

CLOSING PERSPECTIVES

A Personal Plea from the Moderator:
If you are a scientist conducting social media
activities, connect to the Federated Social
Universe (“Fediverse”)

Ask me how!