

Report on Press activities at EPSC 2012



Press conference on updates from Curiosity's REMS and DAN instruments at EPSC 2012. Credit: Maarten Roos/Lightcurve Films/Europlanet

EPSC was a busy time for the press team. This year's task was slightly more manageable than the EPSC-DPS Joint Meeting last year, with only 900+ abstracts to assess for possible press stories.

In the run-up to the meeting, I had support from both Lee Pullen and Oli Usher from Science Office in selecting and writing the releases. In Madrid, Oli and I were joined by Maarten Roos, who produced a fantastic video record of the meeting with interviews and films uploaded on a daily basis. All Maarten's films are available online on the EPSC 2012 Vimeo channel:

<http://vimeo.com/channels/epsc2012> . Our Europlanet Outreach webmaster, Quentin Stanley, also did sterling work in providing a photo record of the meeting, which you can find on Flickr at: <http://www.flickr.com/photos/87639066@N04/>).

We issued a total of 15 press releases during the week and held two press briefings (both in English and Spanish). The compilation of coverage of the meeting is still in progress, but releases were picked up around the world, including by the UPI, Press Association, RIA Novosti, EuropaPress, CNN, The Huffington Post, Nature, Science, Scientific American, MSNBC, NASA, El Mundo, Madridpress.com, CORDIS, The Times of India, Discovery News, National Geographic, the Sunday Times and many more. Thanks to the team at the Centro de Astrobiologia and IFEMA, the meeting also had good coverage in the local press.



Maarten Roos filming a press conference. Credit: Quentin Stanley/Europlanet

There were approximately 15 journalists on site during the meeting, and we were contacted by many more by phone and email. The second press briefing was webcast live over the Internet using USTREAM. Films of both press conferences, produced by Maarten Roos, were posted on www.epsc2012.eu within hours. On Friday, we had seven

journalists participating remotely through the USTREAM chat room.

You can still access the films of the press conferences through the EPSC 2012 website:

http://www.epsc2012.eu/press_and_media/press_conference_monday.html and

http://www.epsc2012.eu/press_and_media/press_conference_friday.html.

Probably due to the much smaller US contingent at the meeting, Twitter coverage of EPSC 2012 was substantially down from EPSC-DPS Joint Meeting. Using Google's site specific search on twitter.com, I picked up 155 tweets using the hashtag #EPSC12 and 96 using the tag #EPSC12. There were 739 tweets mentioning the meeting. We attracted around 40 new followers for @euoplanetmedia.

Overall, EPSC 2012 was a great success, with 705 participants from 34 countries. You can find the full breakdown of numbers of participants by country on the EPSC 2012 meeting website: <http://www.epsc2012.eu/>

Once again, special thanks should go to Mario Ebel from Copernicus for his support in organising the logistics of press activities, along with the ensuring that the rest of the conference ran smoothly.

We look forward to EPSC 2013 in London!