



Handbook for Science Public Information Officers (Chicago Guides to Writing, Editing, and Publishing)

W. Matthew Shipman

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Whether sharing a spectacular shot from a deep-space probe, announcing a development in genetic engineering, or crafting an easy-to-reference list of cancer risk factors, science public information officers, or PIOs, serve as scientific liaisons, connecting academic, nonprofit, government, and other research organizations with the public. And as traditional media outlets cut back on their science coverage, PIOs are becoming a vital source for science news.

W. Matthew Shipman's *Handbook for Science Public Information Officers* covers all aspects of communication strategy and tactics for members of this growing specialty. It includes how to pitch a story, how to train researchers to navigate interviews, how to use social media effectively, and how to respond to a crisis. The handbook offers a wealth of practical advice while teaching science PIOs how to think critically about what they do and how they do it, so that they will be prepared to take advantage of any situation, rather than being overwhelmed by it.

For all science communicators—whether they're starting their careers, crossing over from journalism or the research community, or professional communicators looking to hone their PIO skills—Shipman's *Handbook for Science Public Information Officers* will become their go-to reference.

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Lena Drew:

Spent a free time for you to be fun activity to accomplish! A lot of people spent their sparetime with their family, or their very own friends. Usually they doing activity like watching television, likely to beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Do you want to something different to fill your current free time/ holiday? May be reading a book is usually option to fill your free time/ holiday. The first thing you ask may be what kinds of reserve that you should read. If you want to try look for book, may be the book untitled Handbook for Science Public Information Officers (Chicago Guides to Writing, Editing, and Publishing) can be great book to read. May be it might be best activity to you.

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