

**SBN**

Society for Behavioral Neuroendocrinology

E-Newsletter

February, 2008

Contents: Announcements (5)

1) OUR 2008 ANNUAL MEETING

Be sure to mark your calendars for the 2008 meeting in Groningen July 7-10th!

This is a reminder that deadlines are approaching for submission of abstracts and for early registration.

March 14: The deadline for award applications for students and post-docs.

April 1: The deadline for abstract submission

May 1: The deadline for reduced registration.

Please see the conference website for details and documents:

<http://www.rug.nl/bcn/sbn/index?lang=en>

2) NEW EDITOR FOR *HORMONES AND BEHAVIOR*

We are pleased to announce that Elizabeth Adkins-Regan, Cornell University will assume the duties of Editor of *Hormones and Behavior* effective January 1, 2009. We thank the selection committee Chaired by Mike Baum for their efforts in choosing the new Editor and, of course, we thank Anne Etgen, the current Editor, for furthering to strengthen *Hormones and Behavior* into the premier journal for our field.

3) MEMBERSHIP RENEWAL REMINDER

If you have not yet renewed your membership for 2008 please go to the SBN website and fill out your renewal notice. In addition if you have new students, post docs or colleagues that would benefit from becoming SBN members please direct them to our website.

4) PRIMING SCIENTISTS FOR SUCCESSFUL MEDIA INTERVIEWS

New AIBS book provides tools and tips for effective science communication

WASHINGTON, DC—Evolution, climate change, stem cell research—Scientists are frequently called upon to provide expert information on hot button issues that pervade the daily news headlines, yet most find themselves woefully unprepared for the bright lights of the television studio or leading questions from a newspaper journalist. A new publication from the American Institute of Biological Sciences (AIBS), *Communicating Science: A Primer for Working with the Media*, by Holly Menninger and Robert Gropp, will prepare scientists for successful and effective media interviews.

Recognizing that many scientists are reluctant to engage in media outreach, the Primer outlines compelling reasons for scientists to interact with the media and describes key differences between journalism and science that may not be apparent to practicing scientists. Step-by-step, Menninger and Gropp walk scientists through the entire interview process—from appropriate questions to ask when a reporter calls to practical advice for looking and sounding one's best on-air or on-camera.

The information and advice in the Primer is presented in eight easy-to-read chapters that provide vital information for scientists new to media outreach, as well as a quick refresher for seasoned experts—an ideal text for a graduate

course on science communication or a professional development course for students and faculty. The Primer's authors speak from their own experiences as PhD scientists in the biological sciences with years of experience in media outreach.

The concise, user-friendly volume has several unique features that set it apart from other media guides for scientists. The Primer includes first-person interviews with nearly a dozen scientists who have successfully navigated print, radio, and television interviews. The scientists—including the “Island Snake Lady,” Kristin Stanford, recently featured on the Discovery Channel show, *Dirty Jobs*—share advice and experiences on a number of topics, including safely speaking on behalf of an organization, avoiding trouble when discussing socially or politically controversial topics, and reflections on first interviews.

The Primer also provides worksheets to assist readers with interview preparation: building a message framework with talking points and transition phrases, developing analogies, and using illustrative props or images. It includes pages for readers to organize contact information of journalists with whom they have worked directly and those who have reported on stories related to their own research to keep as potential contacts for future story pitches.

Communicating Science: A Primer for Working with the Media is available now at www.aibs.org/bookstore/

The table of contents and cover image are also available at www.aibs.org/bookstore/

5) NEXT IBNS ANNUAL MEETING (International Behavioral Neuroscience Society)

Frenchman's Reef & Morning Star Marriott Beach Resort, St. Thomas, Virgin Islands, June 17-22, 2008

Please put these important dates on your calendars.

March 1, 2008 Notification - Travel Awards

April 1, 2008 Late Abstract Deadline - for posters only

April 1, 2008 Deadline for Exhibitor Registration and Ads

May 1, 2008 Hotel Reservation Deadline

May 1, 2008 Last Day for Refunds

June 2, 2008 Online Registration Ends (On-site registration will be available)

June 17-22, 2008 Conference Dates

Please don't miss the discounted rates for early registration at the annual meeting. As our payment system is automated, we cannot accept discounted rates after the deadline. The preliminary schedule is now online so that you can start planning your travel to the IBNS meeting in St. Thomas.

<http://www.ibnshomepage.org/annualmtg08.htm>. Please note that earlier we had an incorrect email address for our contact for hotel reservations. It is now corrected on the website Abriel.Matthias.Cox@marriotthotels.com. At this time we have a few vacancies on our committees and need volunteers to fill those positions. Please let us know if you are willing to serve on an IBNS Committee. A list of committees and their mission statement is on our website at <http://www.ibnshomepage.org/committees.htm>.

2008 membership fees are now due. If you can't remember if you have paid your dues, please logon to the membership database to check.

<http://www.ibnshomepage.org/memberlogon.asp>. If you can't remember your password, please email the Central Office at ibns@ibnshomepage.org. Payment reminders will be sent out this week via email, please logon and check what is owed prior to contacting the Central Office or paying. Got News?? Melanie Paquette, IBNS Secretary and Newsletter Editor, is collecting articles for the next newsletter. Please send any items of interest to her at paquette@ohsu.edu.

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Next IBNS Annual Meeting

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