

PUBLISHING GEOSCIENCE FOR THE WORLD
Association of Earth Science Editors 46th Annual Meeting
San Diego, California October 8–12, 2012

It's that time of year again — time to get the word out about **presenting at the 2012 meeting** in San Diego. We're excited ... are you?

This year's theme is "Publishing Geoscience for the World." Held in San Diego, California, the meeting will begin Monday evening with an opening reception. Technical sessions will be held on Tuesday and Wednesday, and Thursday's field trip will round out the week with a viewing of the desert "Sky Art" sculptures.

The theme of geoscience "for the world" looks at how geoscience research and publishing interacts with the world at large. The goal is to express this theme in the session topics for each day of technical sessions: The first day will focus on aspects of editing and publishing not only in the field of science but in all fields, as well as our relationship with the larger world of publishing, and the second day will cover issues faced by publishers and editors of science in particular, including how we can connect with nonscientific readers and nonpublisher colleagues. The field trip continues the theme of geoscience "for the world" by showing how geoscience can merge with art to bring the beauty of the earth to a wider audience.

Session Topics

Below are some broad, preliminary session topics, but **feel free to speak on or suggest ANY topic**. Presentations should last about 15 minutes (with several presentations per session), and workshops can last up to two hours.

Editing and Publishing

Science!

- Ethics and Working with Authors — topics such as how to handle problem authors or working with copyrighted material
- Freelancers and Contractors — how to be one, how to find one, how to use one
- Electronic Publishing Tools — using "apps," getting the most out of editing/publishing software, etc.
- Marketing for Organizations and Publications — for example, when, why, and how to effectively use social media
- Resources for Geoscience Editors and Authors* — tips and tricks, favorite Web sites, go-to guides
- Issues Facing Science Publishers — from surveys to professional organizations and nonprofits, how we are facing the challenges of the day
- Science Outreach — to the public, to youth, to colleagues, to cooperators
- San Diego/Southern California Geoscience
*possible roundtable or panel session

Thinking about presenting?

What do you love about the AESE? What expertise do you have to share with your fellow science and publishing professionals?

Can't think of a presentation topic?

What topics do you *want to hear*? What presentations would draw you to the meeting? Can you recommend anyone, within AESE or without, to speak on these topics?

Want to present but can't attend?

Get in touch with the AESE vice president and technical session chair Melanie Parker about presentation options (mparker@usgs.gov).

*See the AESE meeting Web page
(www.aese.org)
or Blueline for more information.*

*We are also looking for volunteers to
serve as session chairs. Let us know if
you would like to participate in any way.*

Abstracts must be **one double-spaced paragraph (about 200 words)** and should be self-contained. New or unfamiliar terminology should be defined. We discourage the use of commercial names or parenthetical statements.

The abstract should stand alone as a very short version of the presentation. It should not simply list the topics covered in the presentation or merely describe its contents. Do not refer to the presentation itself ("In this presentation, I will discuss ...").

Submit files in **Word (.doc) or text (.txt) format**; special characters must be noted. Be sure to include your contact information.

Abstracts for presentations must be submitted by **August 1, 2012**, to Rowena Mills, AESE editor, at hrmills777@yahoo.com.