



## **Finding exciting stories among 17,000 scientific abstracts**

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One of my tasks as EGU Media and Communications Manager is trawling through the EGU General Assembly programme to find the most exciting abstracts to present to journalists. The aim is not only to find timely and important research, but also unique science that would make for a good media story. Selected abstracts are presented to the media participants at the conference by means of press conferences.

While major discoveries typically get significant media coverage, at the General Assembly, it is often the quirky and unusual abstracts that generate most interest from journalists. In 2017, the most covered abstract, from an atmospheric sciences session, was about how the spectacular colours of bright, mother-of-pearl clouds may have inspired Edvard Munch's *The Scream*.

In this presentation, I will talk about how to find abstracts with good media potential amongst the thousands of presentations at the conference. Most importantly for the scientists in the audience, I will also provide tips and tricks on how to make your abstract more appealing to a broader audience, be it journalists or simply someone outside your specific research area.