



# ScienceNews

MAGAZINE OF THE SOCIETY FOR SCIENCE & THE PUBLIC

2008 MEDIA KIT

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SERVING THE PUBLIC THROUGH SCIENCE



SOCIETY FOR  
SCIENCE & THE PUBLIC

Inform. Educate. Inspire.

**S**ociety for Science & the Public (SSP) is a nonprofit 501(c) (3) organization dedicated to the public engagement in scientific research and education. SSP educates and informs students, parents, teachers and the greater community about the evolving and influential world of science.

Founded as Science Service in 1921, SSP has through its award-winning magazine, *Science News*, and through world-class science education competitions conveyed the excitement of all areas of science and research directly to the public.

Through decades of dedication to excellence, SSP has offered many of the most revered and prestigious science education resources in the world. From the original Westinghouse Science Talent Search, now the Intel Science Talent Search, six students have become Nobel laureates. The trustworthy and informative *Science News* reaches several hundreds of thousands of readers online and in print. SSP is proud to continue to deliver and explain the world of science to our global community.

## Science Talent Search

The Science Talent Search (STS) is America's oldest and most prestigious science research competition for high school seniors. Since 1942, first in partnership with Westinghouse and since 1998 with Intel, the competition has provided a national stage for America's best and brightest young scientists to present original research to nationally recognized professional scientists.

Each spring, 40 finalists are selected from a nationwide pool of thousands to attend the week-long Science Talent Institute in Washington, D.C. There, students have the opportunity to present their research projects to the general public and members of the scientific community at the National Academy of Sciences, meet with distinguished government leaders and participate in a rigorous judging process. More than \$1 million is awarded annually to STS participants and their schools. Awards range from \$5,000 scholarship grants and laptop computers for all finalists to the grand prize of a \$100,000 college scholarship.

SSP receives generous support from the Intel Corporation and the Intel Foundation to present the program and awards for the STS each year.

## International Science and Engineering Fair

The International Science and Engineering Fair (ISEF), the world's largest international pre-college science competition, annually provides a forum for more than 1,500 high school students from more than 40 countries to showcase their independent research. The ISEF is the premiere science competition in the world exclusively for students in grades 9–12.

Each year, millions of students worldwide compete in local and school-sponsored science fairs; the winners of these events go on to participate in ISEF-affiliated regional and state fairs from which the best win the opportunity to attend the ISEF. The ISEF unites these top young scientific minds, showcasing their talent on an international stage, enabling them to submit

their work to judging by doctoral-level scientists—and providing the opportunity to compete for nearly \$4 million in prizes and scholarships. SSP partners with Intel along with dozens of other corporate, academic, government and science-focused sponsors who provide support and awards for the ISEF each year.

## Young Scientist Challenge

The Young Scientist Challenge is the only U.S. national science competition for students in grades 5–8. It was created in 1999 by Society for Science & the Public and Discovery Communications to promote scientific interest as well as enhance communication skills among middle school students.

Forty students are selected annually from a national field of thousands to participate in the finals of this competition. Gathering in Washington, D.C. each October, the finalists present their projects to professional scientist judges and their fellow students. In addition, student teams complete several “challenges” in a variety of scientific disciplines. The focus is on rewarding and encouraging the effective communication of science, a prerequisite of scientific leadership. Winners are awarded prizes that range from gift certificates to a \$20,000 scholarship.

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