



CALIFORNIA ASSOCIATION OF
PROFESSIONAL SCIENTISTS

Calling All State Scientists!

CAPS needs YOU to help highlight the great work of California's state scientists. Got a newsworthy story or event? Something that the public would find interesting about what you do? Check it against this list of news criteria. If you mark "yes" to three or more standards, fill out the bottom of this form and email it to Jon Ortiz, award winning journalist formerly of the Sacramento Bee, now coordinating the CAPS media campaign: jortiz@capsscientists.org.

1. **Is the impact local, statewide, national or global?** (Richmond state scientists solve California crimes; state scientists catch Volkswagen emissions cheating.) **Local** __ **Statewide** __ **National** __ **Global** __
2. **Is there a threat to public health, property or wealth, and/or the economy?** (Spinach with E. coli bacteria pulled from store shelves; state scientists stop glassy-winged sharpshooter.) **Yes** __ **No** __ **Maybe** __
3. **Is it small but illuminates something big?** (School ships in bottled water – drought blamed; state Supreme Court to hear Marin pension case.) **Yes** __ **No** __ **Maybe** __
4. **Is it a "first"?** (First woman in space; first time a goat is successfully cloned.) **Yes** __ **No** __ **Maybe** __
5. **Is it a "last"?** (Last day of the 20th Century; last time the Kings will play in Sleep Train Arena.) **Yes** __ **No** __ **Maybe** __
6. **Is it recent or about to occur?** (Ben Feringa receives Nobel Prize in Chemistry; inspectors to check water quality tomorrow.) **Yes** __ **No** __ **Maybe** __
7. **Is there a "feel good" element that involves kids, animals or the elderly?** (CHP honors 100-year-old volunteer; kids build improvements for Folsom Zoo animals.) **Yes** __ **No** __ **Maybe** __
8. **Is it a "least"?** (California ranks last in spending per high school student; Michigan has the fewest work-related deaths per capita;.) **Yes** __ **No** __ **Maybe** __
9. **Is it a "most"?** (California spends more per high school student than other states; Michigan has the most work-related deaths.) **Yes** __ **No** __ **Maybe** __
10. **Is it wacky/unique?** (Man bites dog; California state scientist wins Nobel Prize.) **Yes** __ **No** __ **Maybe** __

I HAVE NEWS FOR JON! Here's my contact info:

My full name: _____

My best contact phone number: _____ My work phone number: _____

The story is