

Free Service Launched to Connect Reporters & Writers with Experts at Universities and Research Institutions

Bridge 2 Science is a new online service that has been launched that gives reporters, writers and bloggers a place to request scientific expertise located at universities and other research institutions.

April 13, 2009 (FPRC) -- RENO, Nev. – Bridge 2 Science is a new online service that has been launched that gives reporters, writers and bloggers a place to request scientific expertise located at universities and other research institutions.

“For years I have seen a need for reporters to have quick access to expert sources, especially in times when budgets are tight,” said Bob Conrad, Bridge2Science founder and CEO. “This service gives reporters a place to enter a request for information from a credible source – researchers and their respective institutions -- that they can use for their stories. We then send that request to our list of sources, which include the top universities in the U.S. and abroad.”

Bridge2Science.com has been in beta stages for weeks and is now launching its services. Its targeted email list already includes representatives from the National Science Foundation, Yale University, Princeton, Duke, Caltech, Tulane, Brandeis, Ohio State, Discover News and dozens of others.

“We are specifically geared toward the sciences and technology, which makes Bridge2Science different from other news services,” Conrad added. “The fact that we are free to both sources and reporters also makes our service beneficial.”

HOW IT WORKS

Bridge2Science is simple.

1. A writer, reporter or blogger needs a source about a technical or scientific topic.
2. He or she fills out this form.
3. We edit the request for clarity then compile all requests into one email.
4. We send the email the next business day after a request is received (for a maximum of once daily on business days only) to our subscribers — people who are experts or who have access to researchers and scientists, such as university public affairs offices.
5. The source contacts the reporter directly with their pitch for their expertise.
6. The writer/reporter then has the opportunity to use that source in their story.

Please see the FAQ page for more information: <http://bridge2science.com/about/>.

Request an expert source here: <http://bridge2science.com/request-a-source/>

Sign up to the email list here: <http://bridge2science.com/>

Contact Information

For more information contact Bob Conrad of <http://> (<http://>)
775-636-7959

Keywords

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