

AbstractID: 7997 Title: Close Encounters of the Media Kind

Out of nowhere, I was contacted by *The New York Times* to talk about medical physics, and suddenly seemed to have lost my knack of being able to communicate with the public. Questions of statistical nature were being asked and where were my resources? The AAPM website had not yet been set up for public friendly information, especially for reporters that want information NOW.

The AAPM has made a commitment to raise media awareness of our profession and we need to be ready. The next two speakers will relate their experiences in this endeavor, and offer information on media communication and rapid response.