



## BLOGGING INTO THE 21<sup>st</sup> CENTURY

The Geochemical Society experimented with a new communications strategy at this year's Goldschmidt Conference: conference blogging<sup>1</sup>. Nine conference attendees blogged on a variety of topics. These were mainly drawn from the scientific proceedings, but also from the "Earth's Future" panel discussion and social events. This test was part of a new outreach plan designed to bring the Goldschmidt meeting to geochemists who did not attend and to increase the visibility of the Geochemical Society to a wider public.

Blogging has become a popular and even transformative means of communication in some fields, such as technology and politics. But science is a more deliberative endeavor, and it remains an open question whether blogs will be an effective tool in scientific communication. Conferences are a particular sticking point—a recent editorial in *Nature*<sup>2</sup> suggested that it is now imperative for conference organizers to decide if their conference will be "open," where attendees are allowed to immediately broadcast proceedings worldwide via blogs and twitter, or "closed," where such activity is prohibited.

Blogging is likely to change the nature of conferences. Given the possibility that the proceedings of a small plenary are made instantly available on the Internet, speakers may become more cautious about the information and ideas they are willing to present. Such a development would be unfortunate. But in the best scenario, blogs could serve as a means for enriching fruitful conversations, including voices not physically present, and as a forum for keeping conference deliberations alive after the convention center has emptied. The Geochemical Society has decided that conference blogs are more advantageous than not, and has embraced the new medium. As blogging evolves, the Geochemical Society will adapt so that speakers and bloggers alike have a clear idea of what the ground rules are.

Scientists will not be the only ones served by conference blogs. With science journalism in decline, blogs may be an efficient way for scientists to communicate with the general public. The Internet is a major source of science information for nonscientists<sup>3</sup>. Internet content generated by scientific societies has credibility. In sponsoring conference blogs, scientific societies can provide the public with relevant and reliable information that is up to date and timely. These blogs can help inform the public and be a starting point for journalists considering story ideas. By offering a variety of viewpoints, blogs can even introduce the public to debates within scientific communities, improving public understanding of how scientific ideas are developed and tested. It remains to be seen what the impact of this new communication medium will be, but the genie is out of the bottle: conference blogs are here to stay.

Alex Bradley, Harvard University

1 <http://geochemicalnews.wordpress.com/>

2 How to stop blogging. *Nature* 460: 152

3 The internet as a resource for news and information about science. Pew Internet & American Life Project, 2006. <http://www.pewinternet.org/Reports/2006/The-Internet-as-a-Resource-for-News-and-Information-about-Science.aspx>



Check Goldschmidt 2010 advertisement on page 314.

## GS AT GSA-PORTLAND MEETING

The 2009 and 2010 GS Program Committees worked very diligently this year to help propose eight sessions for the GSA meeting in Portland, Oregon (October 18–21, 2009). **Seth Davis** (GS Business Manager) will be at the GS exhibit booth (**Booth 659**) during the conference if you would like to renew your membership or address a specific issue in person. The GS booth is located close to the MSA booth, which will have several RiMG volumes for sale. We will also be sponsoring the **2009 Ingerson Lecture** and the **MSA/GS Joint Reception**. The reception is a ticketed event. Check your GSA program for locations.

## 2010 MEMBERSHIP DRIVE

### 2010 Member Rates (US\$)

Professional: \$30  
Student: \$10  
Senior: \$12 (retired, 65+)

**2010 Subscription Rates (US\$)**  
*Subscription rates are at cost. GS does not make money from member subscriptions.*

*Elements* – Free!  
(included with membership)

**GCA hardcopy + online access**  
(1995 to date)  
– Professional: \$137  
– Student or senior: \$69

**GCA online access only**  
(1995 to date)  
– Professional: \$87  
– Student or senior: \$44

**G-cubed Online Access**  
– Professional or senior: \$80  
– Student: \$44

### Member Discounts

*Publication Discounts*

- 40% off GS Special Publications
- 25% off most MSA publications, including RiMG volumes
- 25% off Elsevier book orders

### Registration Discounts

- AGU Joint Assembly
- V.M. Goldschmidt Conference™
- GSA Annual Meeting & Exposition
- AGU Fall Meeting

### Community

- Access our website's members-only content
- Vote for Board of Directors officers
- Receive important announcements and updates
- Participate in member surveys
- Discover volunteer opportunities

Join online:

[www.geochemsoc.org](http://www.geochemsoc.org)

## 2010 COMMITTEE CHANGES

Everything we do as a society is impossible without the enormous efforts of our volunteers. Many thanks go to the volunteers who stepped down on June 30 this year:

- **NOMINATIONS COMMITTEE:** Lisa Pratt (chair), Alan Matthews
- **V.M. GOLDSCHMIDT AWARD COMMITTEE:** Christopher Martens
- **F.W. CLARKE AWARD COMMITTEE:** Christian Koeberl (chair), Douglas E. Hammond
- **C.C. PATTERSON AWARD COMMITTEE:** Candace E. Martin (chair), Richard T. Wilkin
- **GS/EAG FELLOWS COMMITTEE:** Jacques Schott (chair), Harry Elderfield

Below are the committee changes and additions for 2010. Welcome aboard! For a complete list of committee members go to [www.geochemsoc.org/society/committeesandpersonnel/](http://www.geochemsoc.org/society/committeesandpersonnel/).

### Board of Directors Nominations Committee

CHAIR: Janne Blichert-Toft  
NEW MEMBERS: Dominique Weis,  
Mark Rehkamper

### Program Committee

CHAIR: Troy Rasbury  
NEW MEMBERS: Pat Castillo, Bridget Bergquist

### V.M. Goldschmidt Selection Committee

CHAIR: Paul Asimov  
NEW MEMBER: Victoria Bennett

### F.W. Clarke Award Selection Committee

CHAIR: Robert Ayuso  
NEW MEMBERS: Jiwchar Ganor,  
Suzanne Golding

### C.C. Patterson Selection Committee

CHAIR: Jenny Webster-Brown  
NEW MEMBERS: Kenji Mibe,  
Alakendra Roychoudhury

### GS/EAG Fellows Selection Committee

CHAIR: Barb Dutrow