Media Outreach at Experimental Biology 2011
The annual meeting, Experimental Biology (EB), is an excellent opportunity to shine a spotlight on physiology. This year, in addition to press releases announcing the Cannon and Bowditch lecturers, we developed six scientific releases. They are noted below, along with the media outlets that reported about them:

Vitamin D May Help Reduce Heart Risk in African Americans (Harris)
- News 10 At Five: WCAU-TV (NBC) CH 10, Philadelphia | NBC 5 First At Four: KXAS-TV (NBC) CH 5, Dallas/Fort Worth | KING 5 News: KING-TV (NBC) CH 5, Seattle/Tacoma | NewsChannel 36 At 4:00: WCNC-TV (NBC) CH 36, Charlotte | 11 News Today: WBAL-TV (NBC) CH 11, Baltimore | Eyewitness News Sunrise At 5:30: WTHR-TV (NBC) CH 13, Indianapolis | TJM4 News Live At 3: WTMJ-TV (NBC) CH 4, Milwaukee | News 4 Live At Five: WYFF-TV (NBC) CH 4, Greenville-Spartanburg SC/Asheville NC | NBC 13 News At 5:00: WVTM-TV (NBC) CH 13, Birmingham/Anniston | Fox 8 5:00 News: WGHP-TV (FOX) CH 8, Greensboro/Winston-Salem

Aerobic Exercise May Improve Non-Alcoholic Fatty Liver Disease (Haus)
- KTVU Channel 2 News At 5, KTVU-TV (FOX) CH 2, San Francisco | Good Day Colorado: KDVR-TV (FOX) CH 31, Denver | Fox 8 News At 5 PM: WJW-TV (FOX) CH 8, Cleveland/Akron | Fox 8 News At Noon: WJW-TV (FOX) CH 8, Cleveland/Akron | Fox 13 News: Good Day Utah 5 AM: KSTU-TV (FOX) CH 13, Salt Lake City | KOKH-TV (FOX) CH 25, Oklahoma City

Moderate Exercise Improves Brain Blood Flow in Elderly Women (Zhang)
- 11:00 PM - 11:35 PM; Eyewitness News 11 PM: KABC-TV (ABC) CH 7, Los Angeles | NBC 5 News Today At 5:00: WMAQ-TV (NBC) CH 5, Chicago | News 10 Today: WCAU-TV (NBC) CH 10, Philadelphia | NBC 5 First At Four: KXAS-TV (NBC) CH 5, Dallas/Fort Worth | Today In The Bay: KNTV-TV (NBC) CH 11, San Francisco | KING 5 News: KING-TV (NBC) CH 5, Seattle/Tacoma | KING 5 Noon News On KONG: KONG-TV (IND) CH 16, Seattle/Tacoma | Today In South Florida: WTVJ-TV (NBC) CH 6, Miami/Ft. Lauderdale | Newschannel 8 At Noon: KGW-TV (NBC) CH 8, Portland, OR

Women’s Voices Remain Steady Throughout the Month; New study contradicts prior research suggesting hormonal status affects voice (Latman):  
Obesity May Shut Down Circadian Clock in the Cardiovascular System (Stepp):


Maternal Stress During Pregnancy May Affect Child’s Obesity (Han)

- CBS 11 News At Ten: KTVT-TV (CBS) CH 11, Dallas/Fort Worth | Noticias 34: KMEX-TV (UNI) CH 34, Los Angeles | Noticias: KMEX-TV (UNI) CH 34, Los Angeles

Do You Follow @Phyziocich on Twitter?

We hope you are following us on Twitter! @Phyziocich is the feed for what’s new in science. During EB we tweeted regularly. Among the tweets:

- “Stay calm, Mama! Maternal stress during pregnancy may affect child's risk of obesity later in life. Read the study: http://bit.ly/hW0d5G” and

- “Sunshine in a pill: Vitamin D supplementation improves vascular function in African-Americans. Read the study@ http://bit.ly/hW0d5G.”

Dr. Dolittle’s Comparative Blog

We also hope you are reading the APS comparative physiology blog, Dr. Dolittle’s Lifelines. The Doctor’s EB coverage ranged from the symposia offered by the Comparative and Evolutionary Physiology Section to blood pressure regulation in giraffes.

Communications Symposium

The EB Communications symposium, Communicating Science as a New Career Path, Physiology Beyond the Lab, attracted more than 60 attendees, many of whom stayed until long after the session was over. In response to the feedback we received, the committee will host another symposium at EB 2012, entitled, Using Social Media to Communicate About Physiology and You.

APS Journal Press Release Program

In addition to promoting the findings announced at EB, APS disseminates information about research published in our journals that will be of interest to the public and press. We have recently issued four such releases: New Study Suggests Estrogen, The Path to Type 2 Diabetes
Can Begin in the Womb, When Warming Up for the Cycling Race, Less is More and Why Physiology Matters in Medicine.

APS-AAAS Mass Media Fellow
We are pleased to announce that Kelly Hogan is the APS-AAAS Mass Media Fellow for 2011. Ms. Hogan, who is expected to receive her Ph.D. in December from Pennsylvania State University’s Department of Veterinary and Biomedical Sciences, Center for Molecular Toxicology and Carcinogenesis, will be reporting on science and health issues for the *Milwaukee Journal Sentinel*.

Please let any of us know if you have questions or need additional information.