

Promote Your Cosmic Café Using Print and Electronic Media

Getting the word out is key to getting people to your Cosmic Café. Below are attention-grabbing openers and copy to use in your promotion. Also see the tips on using print and electronic media to reach particular audiences.

Catchy Openers

For both print and electronic media (see below for tips on attracting an audience), you'll need intriguing headlines to engage your potential audience. Here are a few suggested FABRIC-related starters.

Time

- Maybe you know what time it is, but do you know what time is?
- Are we living in the past, present, and future all at the same time?
- Can you slow down time by speeding up?

Space

- What if the "emptiness" of space is actually something?
- What will the view from Earth be like in 20 billion years?
- How do you make sense of something that looks like nothing?

Quantum

- Are all secrets of the universe hidden within the atoms in your body?
- Teleportation is here. Small detail: you'll have to be destroyed to be transported.
- Quantum physics: making phones smarter, computers faster, and medical scans clearer.

Multiverse

- Multiple universes: science or philosophy?
 - We are not alone. Our universe may be just one of many.
 - Is alternate reality actual reality?
-

Text for Postings

"Explore the surprising, evolving story of two concepts we're all familiar with—space and time. NOVA's four-part *The Fabric of the Cosmos* series uses space and time as windows on the epic quest to understand how the universe (and the atoms in your body) really works. Learn how scientists have discovered a world more fantastic than our senses alone could perceive. For streamable shows, time and space interactives, podcasts, and more, visit the *The Fabric of the Cosmos* website at: pbs.org/wgbh/nova/physics/fabric-of-the-cosmos.html.

Make sure any promotional message includes your café's date, time, and location, as well the topic.

Print media tips

Print media lets you reach large audiences that are linked by geography or interest. Send a listing to the events calendar, local professional organizations, and partner's newsletters. Get featured in a column, call-out, or article by sending a press release about your Cosmic Café to your local newspaper's science or arts editor.

Here are some Cosmic Café promotional resources you might find useful, they can all be found online :

- The Fabric of the Cosmos press release
- Cosmic Café press release

- Cosmic Café flyer
-

Electronic media tips

Electronic media is a quick way to reach a lot of people. It also has the advantage of letting you blast last-minute reminders. Social media sites can work well together. For example, post a link to your Meet-up on your Facebook page, or encourage someone to tweet his or her Foursquare check-in. These tools allow you to grow your audience and extend the reach of your science café.

E-mail/List serves/Blogs/E-newsletters: Though not as glitzy as social media, these tried-and-true electronic-communication methods reach lots of people. The messages are easy to forward, and you can include attachments, such as:

- The Fabric of the Cosmos press release
- Cosmic Café press release
- Cosmic Café flyer

Facebook: Start a page or group where you can post information about upcoming cafés. Include presenters' bios, related articles, and video clips. Send an event invite a week before your café.

Twitter: Share information in real time in 140 characters or less. Twitter is a great way to send quick reminders and news items related to your cafe. Visit [Twitter.com](https://twitter.com) and enter "science café" to see examples of related tweets. Also use Twitter to gather information—following potential presenters and organizations related to your topic.

Meetup.com: Start a group where you can invite members to your café. To foster interest in science topics beyond the cafés, organize outings to other science-related events in your area.

Foursquare: If the venue hosting your café is a registered Foursquare Check-in Location, encourage attendees to check-in during the event. If possible, offer prizes (e.g., pencils, whistles, bar coasters, etc.) for attendees who check-in.