

Navigating the Press Release

Keaton Bell

GSPS

12/04/2015

Goals of Presentation:

Walk you through my recent (first) press release experience to answer:

- What is a press release?
- How do you make one?
- What can it do for you?

The Papers

[2015ApJ...810L...5H](#)

1.000 09/2015 [A](#) [E](#) [F](#) [X](#) [R](#) [S](#) [U](#)

Hermes, J. J.; Montgomery, M. H.;
Bell, Keaton J.; Chote, P.; Gänsicke, B. T.;
Kawaler, Steven D.; Clemens, J. C.;
Dunlap, Bart H.; Winget, D. E.;
Armstrong, D. J.

A Second Case of Outbursts in a Pulsating White Dwarf Observed by Kepler

[2015ApJ...809...14B](#)

1.000 08/2015 [A](#) [E](#) [F](#) [X](#) [R](#) [C](#) [S](#) [U](#)

Bell, Keaton J.; Hermes, J. J.; Bischoff-
Kim, A.; Moorhead, Sean; Montgomery, M. H.;
Østensen, Roy; Castanheira, Barbara G.;
Winget, D. E.

KIC 4552982: Outbursts and Asteroseismology from the Longest Pseudo-continuous Light Curve of a ZZ Ceti

Who To Contact:

Rebecca Johnson

Publications Editor

Phone

(512) 475-6763

Office

UA9 3.118B

Email

rjohnson@astro.as.utexas.edu

Address

StarDate

[mailing address](#)

If you want to do a press release, just tell Rebecca.

My press release



McDonald Observatory
The University of Texas at Austin



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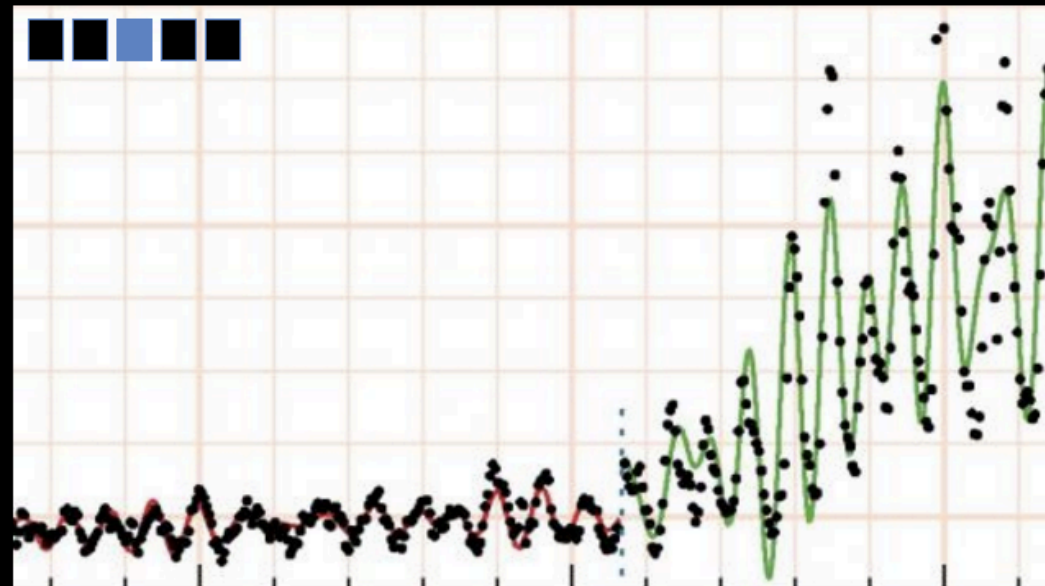
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Dying Stars Suffer from 'Irregular Heartbeats'

Astronomers at The University of Texas at Austin and the University of Warwick have discovered never-before-seen outbursts in stars whose light pulses are usually reliable as a ticking clock.

Texas Astronomers Discover Massive Outbursts in Dying Stars

Posted on August 26, 2015



Listen: **Texas Astronomers Discover Massive Outbursts in Dying Stars**

[Download](#)



Artist impression of white dwarf. Credit: ESA/Hubble, NASA, S. Geier.



This week Texas astronomers are announcing a new discovery: that dying stars display massive outbursts as they decay. These hot, bright flashes haven't been seen before in stars like these.

TEXAS ASTRONOMERS DISCOVER MASSIVE OUTBURSTS IN DYING STARS

These hot, bright flashes haven't been seen before in stars like these.



SoundCloud player interface for the audio track "Texas Astronomers Discover...". The player includes the Texas Standard logo, a play button, the track title, the SoundCloud logo, and a share button. A waveform visualization is shown below the title, and a play button with the number "15" is at the bottom right. A "Cookie policy" link is visible at the bottom left.

By Tom Michael | August 28, 2015 9:00 am

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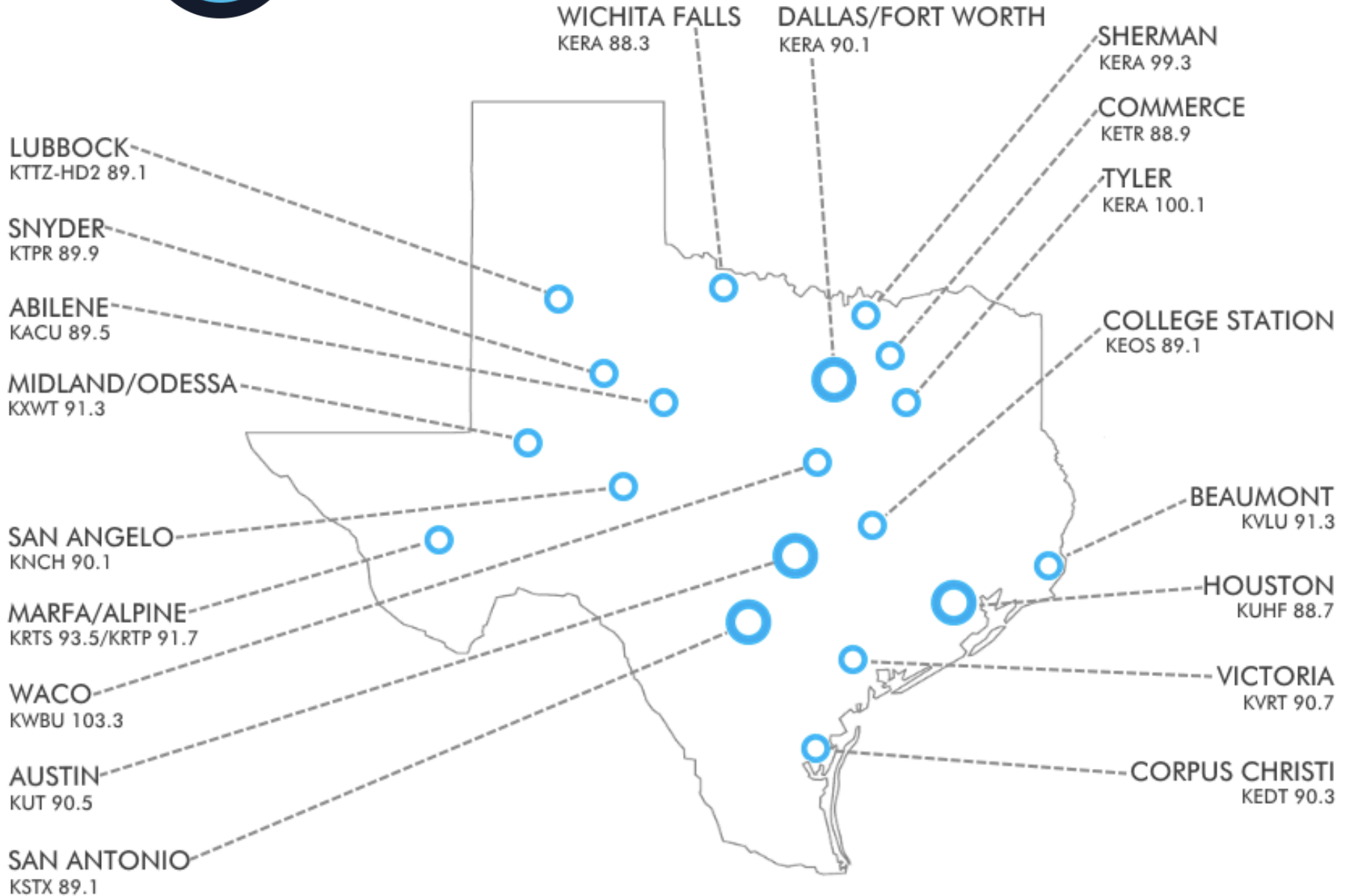


Photo via SA/Hubble, NASA, S. Geier.

Artist impression of white dwarf.



TEXAS STANDARD™



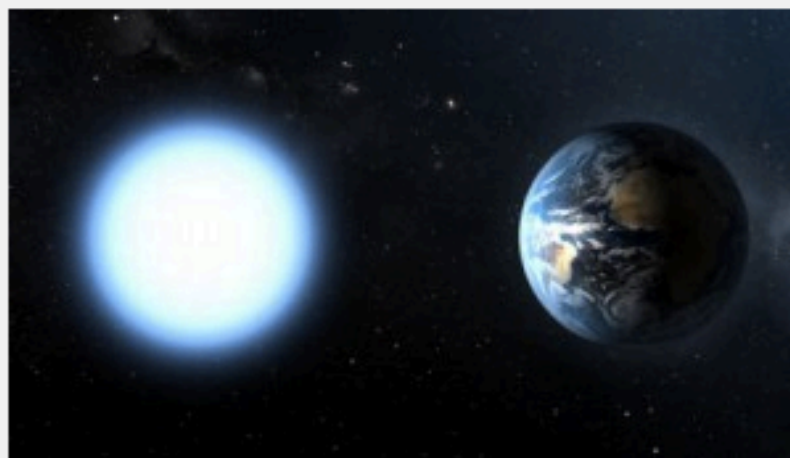
White Dwarf Stars with Hiccups

By: Natalia Guerrero | September 21, 2015



Observations of two cool white dwarfs show irregular outbursts in the stars' otherwise steady rhythm of pulsations.

Hiccups are what come to mind when I think about the behavior astronomers have seen for the first time in two pulsating white dwarf stars. Pulsating white dwarfs, or ZZ Ceti, are a type of white dwarf that glows and fades in a steady rhythm. They can be as dependable as clocks. But J. J. Hermes (University of Warwick, UK), Keaton Bell (University of Texas at Austin), and colleagues report in the [August 10th Astrophysical Journal](#) and [September 1st Astrophysical Journal Letters](#) that they've observed huge, irregular outbursts of light from two of these normally rhythmic stars.



White dwarfs pack a Sun's worth of mass in a sphere about the size of Earth.
ESA / NASA

Astronomers have studied pulsating white dwarf stars since the 1960s. Using a star's spectrum and the variation in its brightness over time, they're able to constrain the star's mass, radius, rotation, chemical composition, and internal structure. However, because the world turns (and because we have weather), scientists have only ever been able to study these stars' behavior by piecing together individual, clear nights of data from Earth-bound telescopes. Gaps are inevitable.

Summary:

- If you want a press release, contact Rebecca.
- Press releases are easy--you don't have to write them yourself.
- Press releases get you positive attention and can battle imposter syndrome.