

About Discoveries and Breakthroughs Inside Science TV

What is DBIS?

1. Discoveries and Breakthroughs Inside Science (DBIS) is a syndicated science and engineering news service for local television newscasts.
2. Twelve 90-second segments are produced per month
3. Each segment is reviewed for scientific accuracy
4. DBIS features a broad range of topics in engineering, science, technology and mathematics.

Why does DBIS work?

1. Local TV news is the primary source of information for a majority of the US public (60% US public according to a Pew 2004 study)
2. 44% of the US public cites TV news as their primary source of science and technology news (NSF 2004 Indicators)
3. Local TV news audience is less likely to have alternative sources of science news
4. DBIS reports on science, technology, engineering and math news - demonstrating the role of science and engineering in society, and in our daily lives

Who produces DBIS?

1. The American Institute of Physics in partnership with a coalition of scientific and engineering societies
<<http://www.aip.org/dbis/partners.html>>
2. The National Science Foundation <<http://www.nsf.gov>>
3. Ivanhoe Broadcast Network, Inc. <<http://www.ivanhoe.com/science>>

Where and when do DBIS segments play?

1. Local TV news programs all over the US subscribe to the newsfeed
<<http://www.aip.org/dbis/stations.html>> .
2. Segments play on local TV news shows.