



# Buck

## QUARTERLY MEDIA UPDATE

Live better longer



### Breakthrough local coverage with **Marin Independent Journal**

[A front-page story on January 20<sup>th</sup>](#) in the *Marin Independent Journal*. “[A Completely New Day: Buck Institute Sees Brighter Future After Turmoil](#)” covered new leadership, board engagement, encouraging funding and the long-term vision for the Institute. That story was followed by a positive editorial that ran on January 31<sup>st</sup>, “[Aging center’s positive progress report](#).”



### **BBC WORLD NEWS**

Terrific international attention with significant play on BBC’s World News. Eric was included in a piece about longevity research in the BBC’s popular technology program *Click* which aired on January 28<sup>th</sup>. [An excerpt from the program is posted on our YouTube Channel](#). And Gordon Lithgow was featured in a long-form [BBC documentary “Forever Young”](#) that aired on February 11. Both programs were also



### **TheScientist** EXPLORING LIFE, INSPIRING INNOVATION

Julie Andersen’s team published an important study in *Cell Reports* on Jan 23<sup>rd</sup> – offering a new therapeutic avenue for Parkinson’s disease. The research got great coverage in [The Scientist](#), and in [The Guardian](#). Both articles highlight the possibility of targeting multiple neurodegenerative diseases by clearing senescent astrocytes.



### **PBS NATIONAL DOCUMENTARY** Begins airing in March!

Judy Campisi is included in a PBS documentary “[Incredible Aging: Adding Life to Your Years](#)” that will begin airing nationwide in March during fundraising drives. Locally, KQED is set to air it at 9 a.m. on Saturday March 3<sup>rd</sup> and on Sunday March 18<sup>th</sup> at 8 a.m.

The American Federation for Aging Research has posted a [preview on their website](#)

This documentary has high production values and features a “who’s who” in aging research. We are proud to be a part of it.

**WALL STREET JOURNAL****“What Is Your Perfect Age? Readers Weigh In”**

And finally , we got a brief mention in a January 18<sup>th</sup> [Wall Street Journal “Turning Points” column](#) that focused on “What is your perfect age?”


**What's on Tap****Who we're talking to**

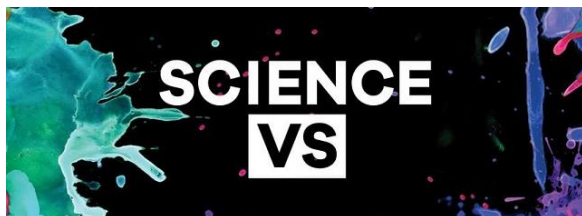
There are never any guarantees on how these queries will play out - but we're very excited about a long phone call that we had with a senior health editor at NBC's Today Show. The Today Show is considering doing a 3-part series on longevity and we are hoping to provide the vast majority of the expertise for the series.

And along those same lines, we also had an introductory call with a reporter from CNBC who may be interested in doing a story about our partnerships with industry



We're currently scheduling a date for a video crew from France to interview both Eric and Gordon at the Buck. [Oldyssey Productions](#) showcases elderly from around the world and highlights initiatives that deepen connections between generations. We would be the voice for research on aging in their productions.

Eric will do an interview for a very, very cool podcast called [Science Vs](#), which is doing a story on ketogenic diets. The podcast gets almost a half a million listeners and was named one of the best science podcasts of 2017 by *The Atlantic*, *Popular Science* and *The Scientist*.

**Mark Your Calendars!****Upcoming speaking engagements (you can attend!)**

[The Marin Coalition](#) is a place for conversations that matter. For 43 years, it has worked to engage discussions focused on civic improvement. On Wednesday May 2<sup>nd</sup> Eric will be the keynote speaker at a Coalition luncheon that begins at 11:15AM at the McGinnis Park Golf Club on Smith Ranch Road. The event is open to the public.

Both Gordon Lithgow and Wells Whitney are on the roster for the [Sonoma Valley Authors Festival](#) scheduled for May 4<sup>th</sup> - May 6<sup>th</sup> at The Lodge at Sonoma Renaissance Resort and Spa. They'll be in great company - columnist David Brooks, historian Doris Kearns Goodwin and astronaut Scott Kelly are among the other speakers.

Eric will be one of the panelists at a [Marin TEDX Salon Event](#) scheduled for May 10<sup>th</sup> at 7PM at Dominican University. This Salon will focus on extending human healthspan. Angelico Hall at Dominican seats up to 600 people so we're hoping for a huge turnout!