

Past Preservers CEO Debates the Issue of Archaeology in the Media

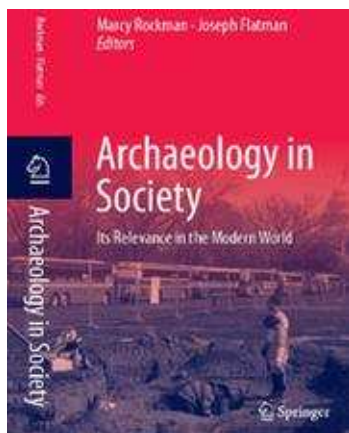
LONDON—25th March 2012—[Past Preservers](#) CEO Nigel Hetherington is proud to be part of a distinguished group of experts featured in a newly published book, Archaeology in Society: Its Relevance to the Modern World, published by Springer Press of New York.

The editors of the book, Joe Flatman and Marcy Rockman, have gathered together a unique group of experts that are singularly able to examine the various facets of archaeology's uncertain future.

A believer in the power and potential benefit of the media, Hetherington stresses in the book the necessity for archaeology to be prepared for working with the media. He founded Past Preservers in 2005 for this very reason. Since then, Nigel has worked on numerous media projects for companies such as the History Channel, the Discovery Channel, National Geographic, and the BBC.



In his capacity as CEO of Past Preservers, whose mission is facilitating the relationship between the media and heritage worlds, Nigel has firsthand experience observing the effect of mediums such as the Internet and television on the perception of archaeology and even the practice of archaeology itself. Nigel's invaluable role in the book is to debate archaeology on the screen: its changes, effects, transformations, and interactions. Nigel states, "Since most people learn about archaeology through television and films, understanding the screen's impact is crucial to understanding the direction that archeology is taking."



This book is an excellent resource for any individual interested in archaeology and its changing relationship with the public. Copies can be ordered at springer.com, or you alternatively can download the entire book or individual chapters online.

About the editors: Dr. Joe Flatman is a senior lecturer of archaeology at the UCL Institute of Archaeology and an expert on scholarly approaches to archaeology and its relation to culture and society. He is also the County Archaeologist of Surrey (Woking, Surrey, UK). Marcy Rockman is the Climate Change Adaptation Coordinator for Cultural Resources for the U.S. National Park Service as well as a Fellow of the Cotsen Institute of Archaeology at UCLA.

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Archaeology in Society

Its Relevance in the Modern World

Rockman, M.; Flatman, J. (Eds.)

2012, XXIII, 317 p. 9 illus., 5 illus. in color., Hardcover

ISBN: 978-1-4419-9880-4