

**CROSSING THE
DIVIDE: ON THE
ADVENTURE OF
GETTING SCIENCE
ACROSS TO THE
PUBLIC**

“Sit down before fact as a little child, be prepared to give up every preconceived notion... or you shall learn nothing.”

Thomas Henry Huxley



For more information about this symposium, contact Dr. Michael Perlin (michael.perlin@louisville.edu), Dr. Lee Dugatkin (lee.dugatkin@louisville.edu) or Dr. Cindy Corbitt (cynthia.corbitt@louisville.edu).

**ON THE
ADVENTURE OF
GETTING
SCIENCE ACROSS
TO THE PUBLIC**

Sponsored by:

- ◆ Department of Biology, UofL.
- ◆ Brown & Williamson Distinguished Speaker Series, UofL.
- ◆ Department of Psychological and Brain Sciences, UofL.
- ◆ Center for Genetics and Molecular Medicine, UofL.
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- ◆ Department of Communication, UofL.
- ◆ Office of the Provost, UofL
- ◆ Office of the Vice President for Research, UofL.
- ◆ Gheens Science Hall & Rauch Planetarium.
- ◆ Sunergos Coffee

**ALL EVENTS ARE
FREE TO THE PUBLIC**

**CROSSING THE
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**A ONE-DAY
SYMPOSIUM**

**FRIDAY, OCTOBER 14,
2011**



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**CROSSING THE DIVIDE:
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Speakers

★ Carl Zimmer, Yale University, author and science writer for the New York Times and Discover.

★ Dr. MaryAnne Wolf, Tufts University, professor and author.

★ Maryn McKenna, science writer, blogger for “Wired” magazine and author.

★ Janet Raloff, science writer and blogger for Science News.

★ Dr. Bruce Lewenstein, Cornell University, science educator.

★ Paul Zaloom, actor, “Beakman’s World.”

★ James Bruggers, Louisville Courier Journal.

PROGRAM

Location of Talks:

★ All lectures will be held at the Rauch Planetarium in the Gheens Science Center.

★ After dinner roundtable will take place in Strickler Hall, Room 102.

FRIDAY, OCTOBER 14, 2011

NOON: OPENING RECEPTION. LIGHT REFRESHMENTS. RAUCH PLANETARIUM

12:30PM: WELCOMING REMARKS BY PROVOST SHIRLEY WILLIHNGANZ AND SYMPOSIUM CO-ORGANIZER, DR. MICHAEL PERLIN, RAUCH PLANETARIUM

12:45PM: DR. MARYANNE WOLF, TUFTS UNIVERSITY, “THE EVOLVING READING BRAIN,” RAUCH PLANETARIUM

1:45PM: MARYN MCKENNA, “SPEAKING BEYOND THE TRIBE: UNEXPECTED AUDIENCES FOR STORIES ABOUT SCIENCE,” RAUCH PLANETARIUM

2:15PM: DR. BRUCE LEWENSTEIN, CORNELL UNIVERSITY, “HOW BOOKS CREATE THE CULTURE OF SCIENCE.” RAUCH PLANETARIUM

3:15PM: COFFEE BREAK, RAUCH PLANETARIUM

3:45: JANET RALOFF, SCIENCE NEWS, “WHY BLOG ABOUT SCIENCE: ISN’T JOURNALISM SUFFICIENT?,” RAUCH PLANETARIUM

4:15PM: JAMES BRUGGERS, LOUISVILLE COURIER JOURNAL, “COVERING SCIENCE AND ENVIRONMENT BETWEEN THE TWEETS,” RAUCH PLANETARIUM

4:30PM: PAUL ZALOOM, “SCIENCE EDUCATION AND ENTERTAINMENT: EDUTAINMENT?,” RAUCH PLANETARIUM

5:00PM CARL ZIMMER, “NEWSPAPERS, BLOGS AND OTHER VECTORS: INFECTING MINDS WITH SCIENCE IN THE AGE OF NEW MEDIA.” RAUCH PLANETARIUM

6:00PM: LIGHT DINNER AND RECEPTION, RAUCH PLANETARIUM

7:30PM: PANEL DISCUSSION (LED BY DR. JENNIFER GREGG), STRICKLER HALL, ROOM 102.