



University Research Magazine Association

# URMA 2010

**The Future of Our Magazines:**  
Is the medium the message?

Howard Hughes Medical Institute  
May 18-21, 2010



**HHMI**  
HOWARD HUGHES MEDICAL INSTITUTE

## TUESDAY, MAY 18

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### 1:30 – 4:30 Pre-Conference Field Trip to NIH

Tour of National Library of Medicine, home to MedLine, PubMed Central, MedLine Plus, and more. See special exhibitions and get a personalized tour of the History of Medicine Reading Room, where you can see rare documents and artifacts, and learn about conservation methods. Prepare to be wowed by such things as a 16th century medical journal, rare photographs, and other extraordinary objects.

A look at some of NIH's media resources, including the new remote studio where television interviews can be done on site. NIH also does radio broadcasts, produces podcasts, vodcasts, and videos. Despite the high profile, production facilities are modest, with some production taking place at desktop computers. NIH videos, carried on YouTube, and the vodcasts and podcasts, carried on iTunes, have proved to be very popular.

### 5:00 – 6:00 Opening Reception – Great Hall

### 6:00 – 7:00 Dinner – Dining Room

### 7:00 – 8:00 Tour of HHMI headquarters

### 8:00 – 11:00 Rathskeller Open

## WEDNESDAY, MAY 19

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### 7:30 – 8:30 Breakfast – Dining Room

### 8:30 – 9:00 Greetings and Introduction to HHMI

*Speaker:* Avice Meehan, VP Communications & Public Affairs, HHMI

### 9:00 – 10:00 Going Digital: Lessons from the trenches

*Speaker:* Rob Covey, SVP of digital media content & design, *National Geographic*

### 10:00 - 10:15 Break – Great Hall

### 10:15 – 11:15 Panel: Social Networking and Measuring Value

#### Social Media: Beyond the Basics

*Speakers:* Rachel Coker, Binghamton University, and David Leavitt, Weber Shandwick

#### Web Metrics: What's in it for editors? / Search Engine Optimization

*Speakers:* Sarah Goforth and Kate Forte, HHMI

### 11:15 – 12:15 Balancing Act: Creating content for print and Web

*Speaker:* Curt Suplee

A renowned writer and speaker, Curt Suplee specializes in making complicated scientific information vivid and comprehensible to the general public. He has authored five popular books and dozens of magazine articles, including four cover stories for *National Geographic*. After 24 years as a writer and editor at *The Washington Post* – where he was twice nominated for the Pulitzer Prize – and seven years at NSF, where he was the Director of the Office of Legislative and Public Affairs, he is now an independent producer of books, articles, web sites, explanatory computer graphics, photography, and videos about the physical sciences.

### 12:15 – 1:15 Lunch – Dining Room

### 1:15 – 2:30 Writing Revival

*Speaker:* Don Ranly, professor emeritus, Missouri School of Journalism

### 3:00 – 8:00 Field Trip to HHMI's Janelia Farm Research Campus, Ashburn, VA

#### Tour of facility

*Speaker:* Roian Egnor, Ph.D., Janelia Farm Fellow – “Whistling in the Dark: What can mouse vocalizations tell us about the brain?”

#### Cocktails and dinner

### 9:00 – 11:00 Rathskeller Open

## THURSDAY, MAY 20

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### 7:30 – 8:30 Breakfast – Dining Room

### 8:30 – 9:30 Starting Over: Giving Your magazine on online makeover

*Speakers:* Rachel Coker and Martha Terry, Binghamton University

### 9:30 – 10:30 Shifting Paradigms: Building an interactive digital community

*Speaker:* Matt Nisbet, professor of mass communication, American University, and author of the blog *Framing Science*

### 10:30 – 10:45 Break – Great Hall

### 10:45 – 11:30 Proving Our Worth: What's ROI? How can we measure it? Who are our allies?

*Speakers:* Nick Houtman of Oregon State will lead a conference session on measuring our magazines against institutional goals. Fermilab's Kurt Riesselmann will participate, with a focus on the internal collaboration that goes into producing *Symmetry*. As Nick says, collaboration is key if magazines are to be seen as a way to attract students, inspire donors, and prompt business partnerships. We're not just out here telling good stories to make ourselves feel good. The bosses need to know that we're making a difference for the institution.

### 11:30 – 12:15 The Changing Communications Landscape

*Speakers:* Dana Topousis (managing editor) and Laurie Howell (multimedia), NSF's *Science360 News Service*

### 12:15 – 1:15 Lunch – Dining Room

### 1:15 – 2:30 Sharpening Your Editing Skills

*Speaker:* Don Ranly, professor emeritus, Missouri School of Journalism

### 2:30 – 3:30 Getting Evolution Right

*Speaker:* Eugenie Scott

Genie Scott, executive director of the National Center for Science Education since 1987, is a leading critic of young earth creationism and intelligent design. In her URMA presentation, Genie will address techniques for writing about evolution that help clarify ideas and concepts that journalists and science writers too often get wrong. Her argument is that if we writers can't get it right, then why should we expect the public to understand the arguments and be prepared to defend them?

### 3:30 – 5:00 Free Time

### 5:00 – 6:00 Cocktails – Great Hall

### 6:00 – 7:00 Dinner – Dining Room

- 7:00 – 8:00**     **Special Guest: Richard Harris**  
Award-winning journalist Richard Harris reports on science issues for NPR's newsmagazines Morning Edition, All Things Considered, and Weekend Edition. Before joining NPR, Harris was a science writer for the *San Francisco Examiner*. From 1981 to 1983, Harris was a staff writer at *The Tri-Valley Herald* in Livermore, California, covering science, technology, and health issues. Under the auspices of AAAS, Harris spent the summer of 1980 as a Mass Media Science Fellow reporting on science issues for *The Washington Star* in Washington, D.C. Harris is co-founder of the DC Science Writers Association, as well as past president of NASW.
- 8:00 – 11:00**     **URMAfest – Rathskeller**

## FRIDAY, MAY 21

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- 8:00 – 9:00**     **Breakfast – Dining Room**
- 9:00 – 9:30**     **Marrying Print and Digital**  
*Speaker:* Laura Helmuth, senior science editor, *Smithsonian*
- 9:30 – 10:30**     **Customizing Delivery of Content**  
*Speaker:* Richard Creighton, principal of TMG (The Magazine Group)
- 10:30 – 11:30**     **Halting Malaria**  
*Speaker:* Christopher Plowe, M.D., HHMI investigator at the University of Maryland, Baltimore, School of Medicine
- Plowe studies genetic diversity and malaria, with a goal of developing efficacious drugs and vaccines, some of which are now in clinical trials. With field sites in Mali, Malawi, and a new project in Southeast Asia, he has established collaborations with scientists around the world.
- 11:30 – 12:30**     **Business Meeting**
- 12:30**     **Meeting Adjourned**



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For more information, visit [www.urma.org](http://www.urma.org).