



THE 2006
**UNIVERSITY RESEARCH
MAGAZINE ASSOCIATION
ANNUAL CONFERENCE**

May 16-19, 2006 ■ FLORIDA STATE UNIVERSITY

*Celebrating
Our 25th
Anniversary!
1981-2006*

EVENT SCHEDULE

Tuesday, May 16

3:30—5p.m.

RECEPTION & HOSPITALITY HOUR
Park Plaza Hotel

6—9:30 p.m.

**"It Came from
Planet URMA!"**



Kick-off reunion/get-acquainted party featuring
creature comforts galore, including:

- nature boat rides up the beautiful Wakulla River (bring cameras!)
- low-country boil seafood feast with cold adult beverages
 - a live, foot-stompin' bluegrass band and
 - surprises not for the faint-hearted!

Tour bus leaves promptly at 5 p.m. from the Plaza Hotel!

Wednesday, May 17

7:30—8:30a.m.

breakfast suite/Park Plaza Hotel

9—11:30a.m.

Conradi Theatre, FSU campus
A Two-Part, Back-to-School Clinic
presenter:

DON RANLY, Prof. Emeritus, University of Missouri, School of Journalism

Ranly on Leads!

Putting that snap, crackle and pop into those all-important first few words makes all the difference.

—break—

Ranly on Heads!

Writing headlines that sell readers on a story—how hard can it be?

11:30—12:30p.m.

Lunch in the Williams Building Courtyard:
An Al Fresco Trip Down Memory Lane

"A Quarter Century of Gettin' the Dang Word Out!"

Nostalgia courtesy

CONRAD STORAD, Director, Research Communications, Arizona State University; Editor, *ASU Research*, Co-Founder, URMA

1—2 p.m.

The Claude Pepper Institute for Aging and Policy Studies

**Science Writing vs. PIO Writing:
What's the Dif and What's the Big Deal?**

presenter: **EARLE HOLLAND**, Assistant Vice President, Research Communications, Ohio State University

2:30—4p.m.

**Invasion of the Bloggin' Pods...
The New Media—Ready or Not, Here They Are!
(So, Whatta We Do With 'Em?)**

presenter: **AMY GAHRAN**, New Media Consultant, Freelance Writer, Boulder, Colorado
facilitators: **DAVID SALISBURY**, Assoc. Dir., Science & Research Communications, Vanderbilt University and **BILL DOCKERY**, Coordinator, Research Communications, University of Tennessee

5—6p.m.

Happy Hour/Plaza Hotel Hospitality Suite

6—?p.m.

Dinner on Your Own

8—10p.m.

*An Optional Special Event at
The FSU College of Medicine Auditorium*

**Keeping Science and Religion Separate in Schools:
The Vigil after Dover**

*A Blue Ribbon Panel Discussion
Co-Sponsored by The FSU Office of Research and
The University Research Magazine Association*

Moderator: **DEBORAH BLUM**, Professor, University of Wisconsin-Madison School of Journalism; Pulitzer Prize-Winning Author and President Emeritus, The National Association of Science Writers

Panelists: **EUGENIA SCOTT**, Exec. Director, National Center for Science Education, Oakland, Cal. • **JOHN HAUGHT**, Landegger Distinguished Professor of Theology, Georgetown University • **ROBERT PENNOCK**, Professor of History & Philosophy of Science, Michigan State University • **MICHAEL RUSE**, Lucyle Werkmeister Professor of Philosophy, Florida State University • **JOSEPH TRAVIS**, Robert O. Lawton Professor of Biological Science and Dean, College of Arts & Sciences, FSU • **STEVEN GEY**, Professor of Constitutional Law, FSU College of Law
(buses leave for this event from the Plaza Hotel at 7:30 p.m.)

