



University Research Magazine Association

URMA 2008 Annual Conference May 20-23, 2008 Penn State University

Tuesday, May 20, 2008

Attendees arrive throughout the day.

- 1:00-4:00 p.m. Optional field-trip for early arrivers: Bear Meadows/Alan Seeger natural areas, led by URMA resident biologist Sara Lajeunesse. Spaces limited.
- 5:00-7:00 p.m. Welcome reception: Nittany Lion Inn patio area and Penn State room
Music by The Collins Family Band
- 7:30 p.m. Optional group dinner at the American Alehouse and Grill (transportation provided; you pay for dinner), or dinner on your own.
- 9:30-11:30 p.m. Hospitality suite, Room 1018

Wednesday, May 21

- 8:00-9:00 a.m. Continental breakfast
Rotunda area
- 9:00-10:15 a.m. ***Global Warming, Ice Sheets, and the IPCC—Did We Get It Right?: Communicating the complexities of climate change***, a talk by Richard Alley, Evan Pugh Professor of Geosciences

NLI, Boardroom 2

Alley is a Packard Fellow, a former Presidential Young Investigator, a Fellow of the American Association for the Advancement of Science, and a member of the National Academy of Sciences. In 2005, he was awarded the Seligman Crystal of the International Glaciological Society for his "prodigious contribution to our understanding of the stability of the ice sheets and glaciers of Antarctica and Greenland." He is a member of the U.N. Intergovernmental Panel on Climate Change (IPCC) that shared the Nobel Peace Prize with Al Gore, and a lead author of the 2007 IPCC report. He is also author of a popular book titled *The Two-Mile Time*

Machine, which was selected science book of the year by Phi Beta Kappa in 2001.

- 10:30-11:45 a.m. **Covering technology transfer: Perils and possibilities.** Joe Kays, University of Florida, and David Salisbury, Vanderbilt University
- noon-1:00 p.m. Box lunch at Nittany Lion Inn
- 1:00-2:15 p.m. **The Art and Craft of Interviewing** Neil Caudle, UNC-Chapel Hill
- 2:30-4:00 p.m. **Casting Your Web: Communicating research through podcasting, Web 2.0 and new media** Diane Boudreau, Arizona State University and Gene Charleton, Texas A&M University
- 5:00-7:00 p.m. Vice President's reception: hosted by Eva J. Pell, Senior Vice President for Research and Dean of the Graduate School
Hintz Family Alumni Center
- 7:00 p.m. Dinner on your own
- 9:00-11:30 p.m. Hospitality suite

Thursday, May 22

- 8:00-8:45 a.m. Continental breakfast
Rotunda area
- 8:45-10:00 a.m. **The Far Traveller returns, or Life after URMA**, a talk by freelance author and URMA president-emerita Nancy Marie Brown.
NLI, Boardroom 2
- 10:15-11:30 a.m. **Instant Magazine Critique** Winners of the magazine send-in will have their magazines critiqued live by a panel of non-URMA experts.
- 11:45-12:15 p.m. **Promoting research on campus: A magical history tour** Joe Kays, University of Florida (walking tour)
- 12:15-1:30 p.m. box lunch at Penn State Creamery, with ice cream tour
- 1:45-2:45 p.m. Tour of Penn State Nanofabrication Facility
- 3:00-4:00 p.m. Tour of WPSU digital television studio
- 5:00-7:30 p.m. Dinner on your own
- 7:30-9:00 p.m. **Research Unplugged: Special edition**, a taste of *Research/Penn State's* ongoing community outreach series. Conversation and music with roots music historian, record producer, and bluesman Jerry Zolten, associate professor of communication arts and sciences at Penn State.
NLI Faculty-Staff Club
- 9:00-11:30 p.m. URMAfest: Fireside room, NLI

Friday, May 23

- 8:00-9:00 a.m. Continental breakfast
Rotunda area
- 9:00-10:15 a.m. ***“Roll camera!”: Telling research stories with video*** *Melissa Blouin, University of Arkansas, and Melissa Beattie-Moss and Emily Rowlands, Penn State*

NLI, Boardroom 2
- 10:30-11:30 a.m. ***Ask the Experts*** An open format Q&A with award-winning URMA veterans *Andrea Gibson, Ohio University, Conrad Storad, Arizona State University, and Lauren Bryant, Indiana University*
- 11:30-noon Business meeting/open forum
- noon Conference adjourns