



Eventful Research

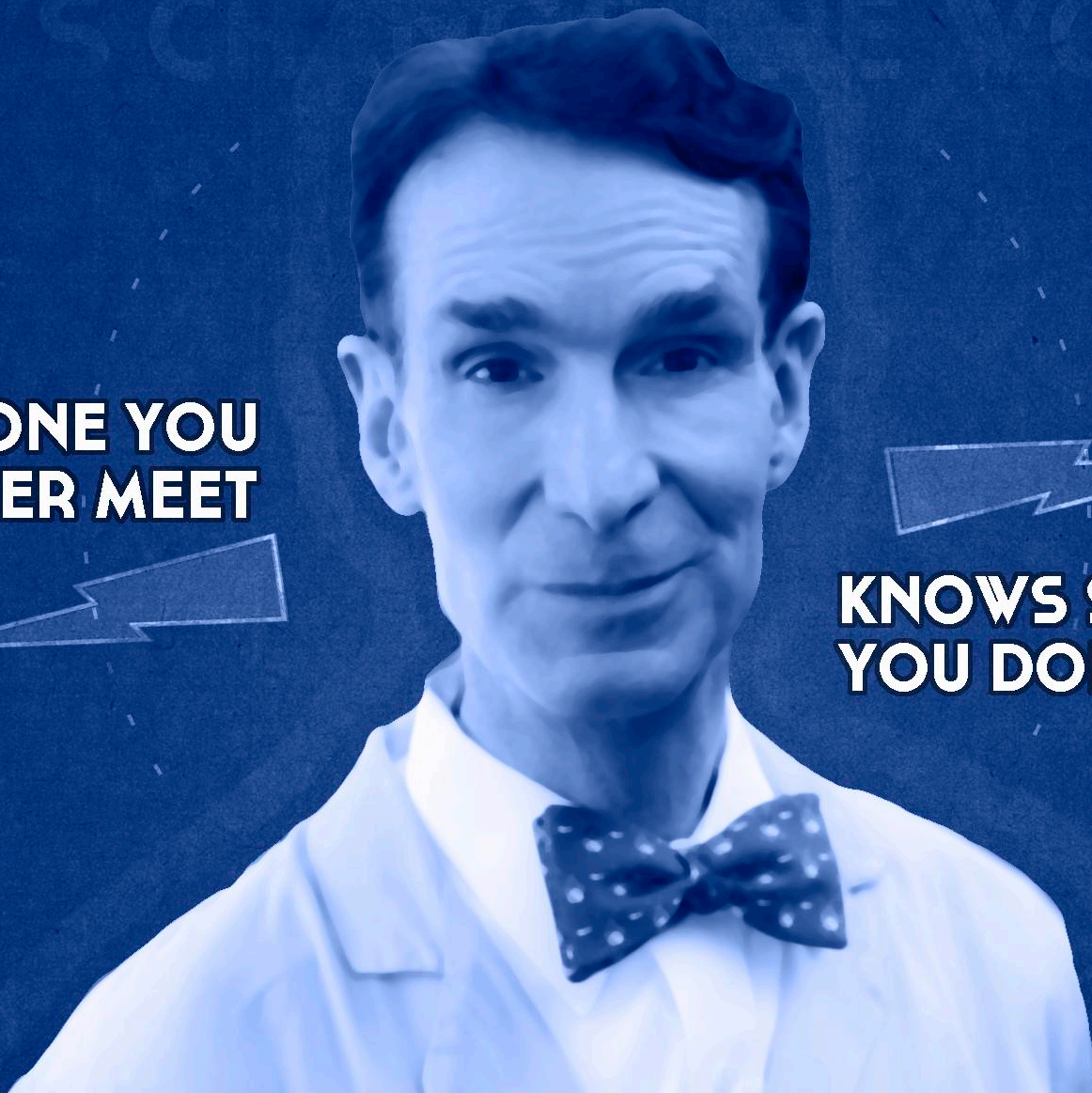
Question: What are public engagement events?

Answer: An essential aspect of Research Communications





**EVERYONE YOU
WILL EVER MEET**



**KNOWS SOMETHING
YOU DON'T**





Celebrity Academics...



There **are** communication stars
in your midst.

Are you...

Identifying them?

Coaching them?

Utilizing them?

MISSION IMPOSSIBLE? “Research Comm. Professional seeks a researcher who is a charismatic people person, with enthusiasm, and at ease with spontaneous conversation. Please have something interesting to say on a topic with mainstream public appeal, and be available, flexible, and prompt. P.S. Colloquial English speakers ONLY.”

Food for thought...

1. Researchers who have charisma and can speak jargon-free English are worth a lot to your institution. They are some of your best ambassadors for research.



2. Find them by word of mouth (ask students who their most engaging teacher has been) and YouTube and blogs and by interviewing them for stories. Note: the chili pepper hotness scale on RateMyProfessors.com may or may not be an not an accurate and reliable way to judge who is ready for their star turn.
3. Put them in front of various audiences on and off (especially OFF!) campus and get video of their best moments of interaction, humor, warmth and insight.
4. Coach them repeatedly about what you want and don't want. Show them examples of successful public talks of the type you want. Moderate the talks with a mic to ensure success. Do not let them write their own talk titles.

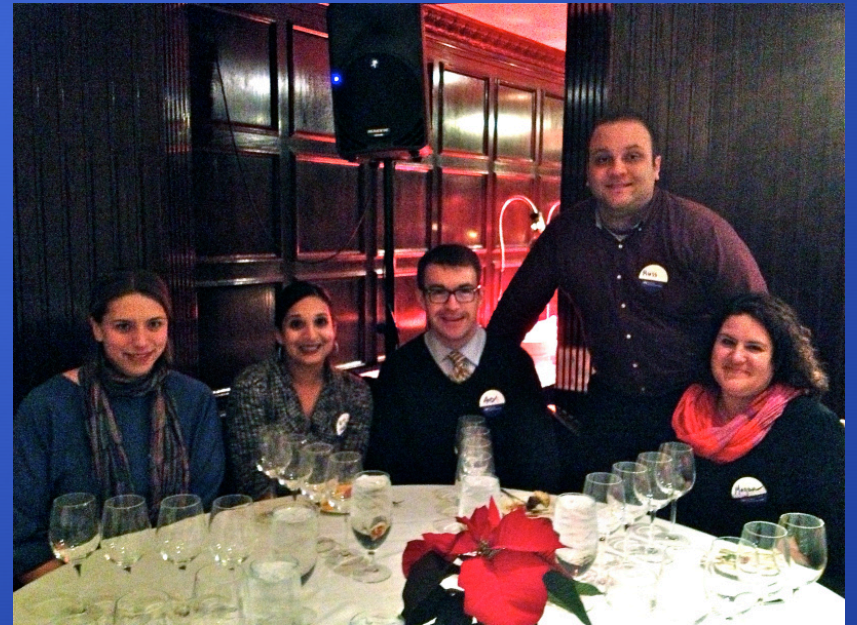
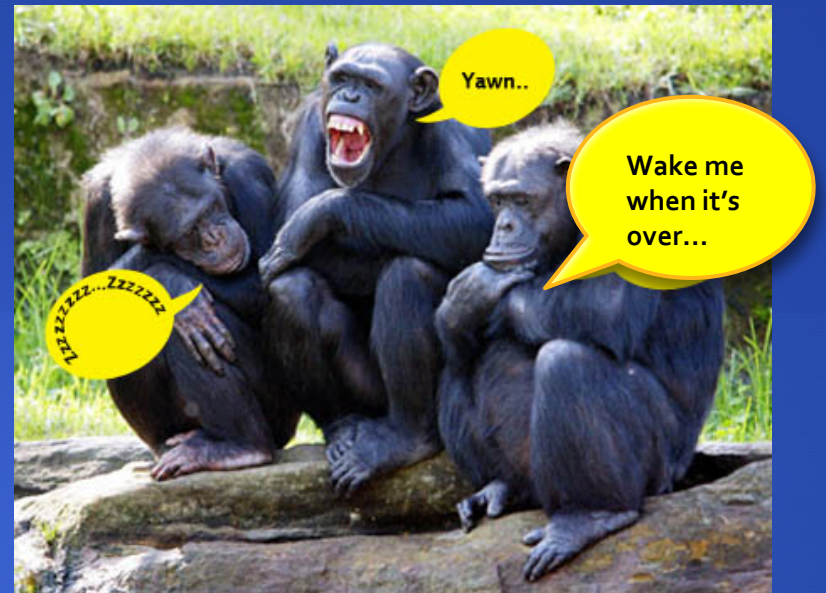
So...

Your researcher may *want* to call his talk
“Supertasting and PROP bitterness: Exploring
the relationship between Chemosensory
Perception and the TAS2R38 gene”

BUT you’re going to call it...

The Science of Wine Tasting: Can
Anyone Learn to Taste the Nuances in
Wine?

Join John Hayes to learn about
“supertasters” and why that expensive
bottle might not be worth it.



Overview of Research Unplugged

- An outreach program created at Penn State University in the fall of 2003
- Sponsored by the Office of the Vice President for Research and University Relations, and run by the Research Communications unit
- Takes inspiration from the Café Scientifique movement in the U.K.
<http://www.cafescientifique.org/>
- One of the longest-running “science/research cafes” still active in the United States
- Operates with a budget of approximately \$4,000 per semester
- Presents six one-hour programs per semester

Overview of Research Unplugged

- Serves the local community (approx. 40,000) and campus community (approx. 40,000)
- Based in a small city within a rural county
- Approx. 50% of attendees are senior citizens
- Events held from 12:15 to 1:15 for six consecutive Thursdays during each semester.
- Coffee, bagels and cream cheese are “on the house” and about 90 chairs are set up in the community room of the public library in downtown State College.

research UNPLUGGED

PENNSTATE



STIMULATING CONVERSATION AND FREE REFRESHMENTS

FALL 2012

October 11

*The ABCs of ADHD: Inside the Brains
of Kids with Attention Deficit &
Hyperactivity Disorders*

Lisa Gatzke-Kopp (Human Development
& Family Studies)

October 18

*Stormy Weather: Hurricanes, Monsoons
& Global Climate Change*

Jenni Evans (Meteorology)

October 25

SPOTLIGHT ON STUDENT RESEARCH

*Some Like it Hot: The Science Behind
Our Food Preferences*

Nadia Byrnes, GRADUATE STUDENT,
and John Hayes, faculty (Food Science)

November 1

*Obama vs. Romney: Where the Candidates
Stand on Economic Policies*

Samuel Thompson (Law)

November 8

*Campus Traditions: Folklore from the Old-Time
College to the Modern University*

Simon Bronner (American Studies/Folklore)

November 15

*A Joyful Noise: Choral Music from the
African-American Tradition*

Anthony Leach, and singers/instrumentalists
from Essence of Joy (Music)

WWW.RPS.PSU.EDU

12:15 to 1:15 p.m. Thursdays
at Schlow Centre Region Library,
Downsbrough Community Room

Limited free parking at Schlow Library,
starting at 11:45 a.m.



RESEARCH UNPLUGGED is sponsored by the Office of the Vice President for Research and the Office of University Relations,
in partnership with the Schlow Centre Region Library.

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce. U. CA. 07E. 12.00

Budget and Expenses

ITEM	DESCRIPTION	SUBTOTAL
CDT print advertisements	3x10 season ad (run once in paper and on CentreDaily.com)	\$ 743.20
	2x5 event ads (3 per week in paper and on CentreDaily.com)	\$2,059.08
Posters	11x17 season posters	\$ 228.00
Large sign	posted at Penn State Downtown Theatre	\$ 191.25
Refreshments	bagels/coffee/water for public and speaker	\$ 460.00
Mugs	thank you to speakers and contest winners	\$ 25.00
C-NET	recording of April 1 event & broadcast on TV and Web	\$ 177.00
C-NET	bulletin board announcement (10 days)	\$ 45.00
A/V Equipment	rental of sound system from MediaTech	\$ 50.00
A/V Equipment	rental of video camera from MediaTech	\$ 50.00
Video tapes	mini-DV tapes	\$ 48.00
Tablecloths	for food table	\$ 12.00
Chair rental	chair rental from Best Event Rental	\$ 67.50
	GRAND TOTAL	\$4,156.03

Maximize What You Get From Each Event

From our 12 events per year (\$8000 total budget divided by 12=\$666 per event)

What do we create?

- 24 items for our newswires
- 12 video clips

<http://www.rps.psu.edu/podcasts/index.html>



- 12 quotes for PSU's "Heard on Campus" newswire <http://live.psu.edu/story/26845>
- 960 appreciative people, including 80 middle and high school students and their teachers, 600 active retirees, including Penn State alums, faculty and staff.
- 2 undergraduate student internships
- Immeasurable good will created. Not only outreach to community but builds bridges within University.

Collaborate (and Co-Brand) With Other Local Groups

We partnered to create Special Events with:

- Public broadcasting station for a public forum/panel on Amish culture:

<http://www.rps.psu.edu/unplugged/fallo6/plainpeople.html>

- Local television weather program, Weather World, for a panel on climate change:

<http://www.rps.psu.edu/unplugged/fallo5/weather.html>

- Graduate Alumni office to hold a luncheon and talk on the art and science of glass to kick off their Doctoral Alumni Weekend:

<http://ceramics.org/ceramictechtoday/materials-innovations/pantano-to-discuss-the-art-science-interface-of-glass-march-26/>



Research Unplugged at The Village at Penn State

Nadia Byrnes, doctoral candidate, with
Village residents



Asking questions of John Hayes, professor
of food science



Continually Assess and Adjust Your Goals & Strategies

- Who do you most want to reach? How will you reach them cost-effectively?
- How can you use social media and multimedia to the best advantage?
- How will you collect information about who attended your events? (Door prize? Sign-up sheet?) And how will you solicit feedback from them about how well the event met their expectations?
- How will you stay in touch with fans of your series?

Turn this...



...into this!



<http://news.psu.edu/story/272021/2013/04/08/public-events/richard-alley-give-research-unplugged-talk-global-climate>

Here's what it looks like in progress...

<https://www.youtube.com/watch?v=DeHEw33AjUQ>

Find us on YouTube and on Penn State
Research Matters blog...

[http://pennstateresearchmatters.wordpress.
com/author/melissabeattiemoss/](http://pennstateresearchmatters.wordpress.com/author/melissabeattiemoss/)

RESEARCH on the ROAD

Ken Womack, Beatles expert, presents on the timeless innovations of The Beatles.

WHAT: Join internationally renowned Beatles expert and Penn State Professor Ken Womack for a fun-filled magical mystery tour of the musical innovations of the Beatles at a Penn State Research on the Road event! Relive the power and lyricism of the band's timeless music as Womack takes you on a journey from the Beatles' first, primitive recordings through Abbey Road and the twilight of the group's career. In this multifaceted media presentation, Womack reveals the many ways in which the Beatles gave life to a musical synthesis that would change the world.

WHEN: Sunday, October 28, 7:00. Mix/mingle with free appetizers from 7:00-8:00 pm. Professor Womack's talk will start around 8:00, and the cover band will follow.

WHERE: Britannia Pub, 318 Santa Monica Blvd., Santa Monica, 90401
Website: <http://britanniapub.com>

FREE British-themed appetizers and cash bar.



Photo: Bruce McBroden

It's not just a talk, it's an EVENT...



Match the venue to the topic, create buzz with facebook and twitter, make personal contact with invitees, and keep it social and fun.

YOU are invited...



PENNSTATE

**RESEARCH
on the ROAD**

Real-Life CSI: Myths & Realities of Forensic Science

Spend a fascinating and fun evening with Jenifer Smith, retired FBI agent and current Penn State professor of forensic science.

WHAT: We'll gather at the Crime Museum for a hands-on experience of CSI techniques in their "America's Most Wanted" studio, including fingerprinting, DNA demo, serial killer psychological profile quiz, and temporary (prison!) tattoos. Then we'll head right next door to the District Chophouse & Brewery for a private reception, hot and cold hors d'oeuvres, cash bar, and a conversation with Jeni Smith about the outstanding Penn State Forensic Science Program and the cases she helped crack as a DNA analyst for the FBI.

WHEN: Thursday, May 30th, 7-9 p.m.

WHERE: From 7-8 p.m. we'll be at the Crime Museum, 575 7th St. NW, Washington, DC 20004

From 8-9 p.m. (or later...stay to socialize and network!) we'll be at the District Chophouse & Brewery in their "vault room" downstairs, 509 7th St NW

REGISTER: The cost of the entire event is \$20 for chapter members, \$25 for non-members, or \$10/15 for the reception only. All are welcome to attend. Pre-registration appreciated <http://www.psuwashdc.org/events.html>

For more information contact Melissa Beattie-Moss, Manager of Research Communications, at (814) 865-2614.



<http://www.psuwashdc.org/article.html?aid=1026>