Athletics Does It.
The Performing Arts Do It.
What If Science Routinely Welcomed the Public to Campus?

**Wednesday Nite @ The Lab**
A Public Science Series Offered Every Wednesday Night--50 Times a Year

*Hospitality:* WN@TL is a reliable, regularly scheduled event held at the same time and place on campus every week, 50 times a year.

*Presenters range from faculty & staff to post-docs & grad students.

*WN@TL covers the full range of sciences & engineering.

*The audience averages 40-50 people; most are active retirees with college degrees.

*Talks are 50 minutes. Everybody uses Powerpoint. Data is expected. Controversy is appreciated.

*Q&A goes for as long as folks want to ask—5, 15, 25 minutes.

*Then there’s “Linger at the Lectern”: WN@TLers can chat one-on-one with the presenter. There are no class bells & the presenter isn’t hustled off to dinner....

**WN@TL By the Dates and By the Numbers**

*Pilot Tested in November and December 2005.

*Lunched February 22, 2006—and 50 times a year ever since.

*450+ presentations; 400+ different speakers.

*400+ WN@TLs have been recorded by Wisconsin Public Television.

*$0 cash budget. WN@TL runs on time & talent contributed by colleagues at Wisconsin Alumni Association Wisconsin Public Television UW-Extension Cooperative Extension University of Wisconsin-Madison Biotechnology Center

**WN@TL Impacts**

*400+ researchers have honed their talents in distilling their data and in telling their tales.

*400+ researchers have gained experience in listening to and responding to questions and comments from the public.

*Learners gain science savvy through experiencing the sagas of science directly from researchers.

*The University extends the definition of science outreach beyond K12 students to include active retirees and other adult learners.

*Ownership: WN@TL underscores that the University has a stake in all of Wisconsin, and everyone has a stake in the research enterprise.

* WN@TL Defeats Stereotype Threats such as “scientists hate talking with the public” and “scientists suck at talking with the public.”

**WN@TL as a Wisconsin MOOSE: A Mini Open Online Seminar Experience**

*The Research Seminar is a different animal from the undergraduate science course, which is the focus of science MOOCs

*WN@TL as The Wisconsin MOOSE focuses on science as exploring the unknown, in contrast to explaining what is known