

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

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***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.

* Launched 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

Come to UW-Madison's Every Wednesday at 7 PM

Wednesday Nite @ the Lab

50 times a Year Biotechnology Center, 425 Henry Mall
Schedule: April 29 – June 3, 2015
 *Watch a live High Def web feed at www.biotech.wisc.edu/webcams/
<http://www.uwalumni.com/wednitelab> : for bios and schedule

Apr 29	Sanitation Issues & Solutions in Rural Areas of Developing Nations Norm Doll, Civil & Environmental Engineering
May 6	The Hubble Space Telescope: A Quarter Century at the Frontiers of the Cosmos Jay Gallagher, Astronomy
May 13	On the Lookout for Bacterial Meningitis Meredith Mackaman; Sarah Van Orman & Craig Roberts, University Health Service
May 20	Communicating the Stories of Science Deborah Blum, Journalism & Mass Communication
May 27	A Tale of Two Mastadons from Wisconsin Carrie Eaton, UW Geology Museum
June 3	The Canine Influenza Outbreak in Wisconsin Keith Poulsen and Kathy Kurth, Wisconsin Veterinary Diagnostic Laboratory

Free to the public every Wednesday @ 7 pm. Rm 1111 UW Biotechnology Center, 425 Henry Mall. Parking available in Lot 20, 1390 University Avenue. WN@TL is a Wisconsin Idea collaboration of UW-Madison, UW-Extension, Wisconsin Alumni Association, UW-Madison Science Alliance, Wisconsin Public Television & PLATO.
 For more info: Tom Zinnen at zinnen@biotech.wisc.edu or (608)-265-2420

@sciencewiscedu UW-Madison Science Outreach

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



WISCONSIN PUBLIC TELEVISION

UNIVERSITY PLACE
 Bringing research and knowledge to the people of Wisconsin, and beyond

On the Run: Fugitive Life in an American City
 Alice Goffman, Assistant Professor, Department of Sociology, UW-Madison, documents police violence and the over-incarceration in a relatively poor African-American community in Philadelphia. Goffman focuses on the Taylor family and how they cope with the criminal justice system.
 Record Date Jan 23, 2015

Wisconsin Channel Schedule: M-F 6-9 am, 2-5 and 9-10 pm Sat-Sun 6-9 am Watch live stream

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Finding New Targets for Cancer Drugs (Record Date Feb 15, 2015)
 Frac Sand Resources of Wisconsin (Record Date Jan 28, 2015)
 Biomedical Big Data (Record Date Jan 14, 2015)
 20 Years of Stem Cell Milestones at the UW (Record Date Jan 7, 2015)
 Diagnosing and Treating Prostate Cancer (Record Date Dec 17, 2014)
 How McArdle Scientists Found the Causes of Cancer (Record Date Dec 10, 2014)
 The Wisconsin Fermentation Initiative (Record Date Dec 3, 2014)
 The STR App: Connecting Moments to Places (Record Date Nov 12, 2014)
 Tracking Fecal Bacteria in Groundwater (Record Date Nov 5, 2014)
 The Origins of Modern Humans (Record Date Oct 29, 2014)
 Ginkgo: Up Close with a Living Fossil (Record Date Oct 15, 2014)
 Cancer Research: Milestones at McArdle Lab (Record Date Oct 8, 2014)