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Alan Alda Center for Communicating Science Training & Panel at UW-Madison

MADISON, WISCONSIN –

In conjunction with the state wide Wisconsin Science Festival (October 16-19), the Arts Institute at the University of Wisconsin-Madison (UW) along with partners from School of Medicine and Public Health, Wisconsin Institutes for Discovery, School of Veterinary Medicine, the Department of Life Sciences Communications in the College of Agricultural and Life Sciences, and Wisconsin Alumni Research Foundation (WARF) are sponsoring a Communicating Science training on October 15-16 and a panel discussion on October 16, 2014 at the Discovery Institutes building on the UW-Madison campus.

The training is based on the Stony Brook University’s Alan Alda Center for Communicating Science (Center), which was established in 2009. The premise of the Center and its educational programs is to train scientists and health professionals to communicate more effectively with the public, public officials, media, and others outside their own discipline. Scientists and health professionals participate in theatrical improvisation and journalism exercises to learn how to better communicate their messages and research. The Arts Institute will launch a similar concept next year.

The training on October 15 and on the morning of October 16 is currently full, but the community can attend the complimentary talk and panel discussion on the afternoon of October 16 from 2:30-4:30 pm. The talk and panel is organized by the Arts Institute at UW-Madison.

October 16 | 2:30-4:30 pm: “Teaching Science Communication at the Alan Alda Center” & “Communicating Science: Why Bother”
Open to the public | H.F. DeLuca Forum - Discovery Institutes | 330 North Orchard Street | Madison

In the talk, Alan Alda Center for Communicating Science faculty, Valeri Lantz-Gefroh, Evonne Kaplan-Liss, and Steven Reiner will discuss the Center’s history, mission, and training method. The panel will discuss why it’s crucial for scientists and health professionals to communicate more effectively. They will also discuss related research and training on the UW campus. Faculty panelists include Tony Campbell of the School of Medicine and Public Health (UW), Lynda Barry of the Wisconsin Institutes for Discovery, Bret Shaw of Life Sciences Communications (UW), and Valeri Lantz-Gefroh (Center). The panel will be moderated by Steve Ackerman, Professor of Atmospheric and Oceanic Sciences and Associate Vice Chancellor for Physical Sciences (UW).
The Communicating Science event is a great addition to this year’s Wisconsin Science Festival since it underscores the importance of an interdisciplinary approach to connecting the public and the scientific enterprise.
– Laura Heisler, Director of Programming at Wisconsin Alumni Research Foundation (WARF)

The Wisconsin Science Festival is produced by Wisconsin Alumni Research Foundation (WARF), University of Wisconsin, and the Morgridge Institute for Research. For a full list of events visit:
http://www.wisconsinsciencefest.org/

LINKS:

Alan Alda Center for Communicating Science – Stony Brook:
www.centerforcommunicatingscience.org/

University of Wisconsin & Partner Organizations:
Arts Institute: http://www.arts.wisc.edu/artsinstitute/

Life Sciences Communication – College of Agricultural & Life Sciences: http://www.cals.wisc.edu/

School of Medicine and Public Health: http://www.med.wisc.edu/

School of Veterinary Medicine: http://www.vetmed.wisc.edu/

Wisconsin Alumni Research Foundation: https://www.warf.org/

Wisconsin Institutes for Discovery: http://wid.wisc.edu/

Wisconsin Science Fair: http://www.wisconsinsciencefest.org/

As a division of the University of Wisconsin-Madison, the Arts Institute speaks for and on behalf of the collective voice and vision of the arts at UW-Madison. We advance the arts as an invaluable resource to a vital university and we promote all forms of artistic expression, experience, and interpretation as fundamental paths to engaging and understanding our world.

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