

University of Texas Libraries

Science Outreach Programming



The Workflow


1. how to identify programming opportunities
2. how to identify potential participants
3. how to approach participants
4. programming planning and production

Identifying Programming Opportunities



“Couch potating” by El Alvi, @Alviseni, CC 200_,  Some rights reserved

Identifying Programming Opportunities



WHAT STARTS HERE CHANGES THE WORLD
THE UNIVERSITY OF TEXAS AT AUSTIN

UT Home > Know > Science & Technology

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Know

Wednesday, July 24, 2013

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SCIENCE & TECHNOLOGY

SCIENCE & TECHNOLOGY TOPICS

- Astronomy
- Audiology ★ NEW
- Climate Change
- Climate Myths
- Earthquake
- Energy
- Hearing Impairment ★ NEW
- Infants ★ NEW
- McDonald Observatory
- NASA
- Research
- Space
- Sustainability

[More Science & Technology Topics](#)



Weekly Readings: Quantifying Self

By Daniel Oppenheimer, College of Natural Sciences
Published: July 12


Neuroscientist Russell Poldrack is in the middle of a yearlong quest to study a single human brain — his own. Read more about how Poldrack is quantifying himself.

POLICY

Elections 2012: University experts weigh in on the issues

The 2012 election season is promising to be one of the most unpredictable cycles...

[Comments Off](#)
No comments




WORLD

Where undergrads find a spark for creativity

Through exposure to and interaction with collection materials at the Harry Ransom...


[Post a comment](#)
[Comments \(1\)](#)



VIDEO

Celebrating the legacy of Lady Bird Johnson

This week marks...



Identifying Programming Opportunities

THE DAILY TEXAN

Serving the University of Texas at Austin community since 1900

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UNIVERSITY



Former UT student leaders doubt changes to MyEdu beneficial

BY JACOB KERR - UPDATED ON JULY 23, 2013 AT 7:41 PM

MyEdu claims students support changes made by the company in the past year, but former student leaders doubt the changes are beneficial or worth the \$10 million the UT System invested in the company.

Robotic frogs help UT researchers understand mating calls

BY GEFEI LIU - UPDATED ON JULY 23, 2013 AT 1:53 PM

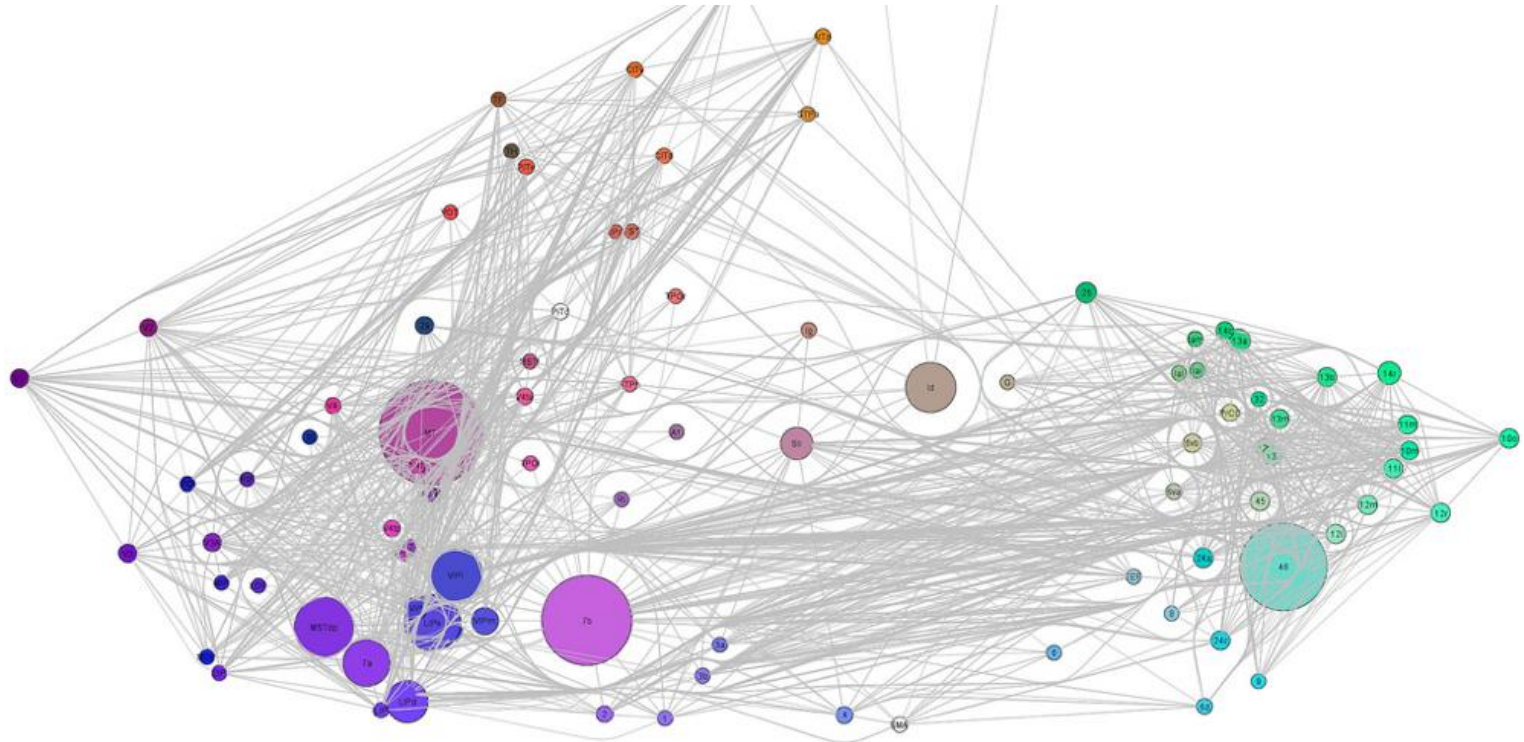
UT and Salisbury University biologists have discovered the secrets of tungara frogs mating call with the help of a robotic frog imitating the sounds of the real frogs.

UT scientist findings suggest new timeline for Antarctic Glaciation

BY LUQMAN ADENIYI - UPDATED ON JULY 23, 2013 AT 9:31 AM

UT researchers have discovered volcanic rocks in the south Atlantic that could change how scientists understand the formation of Antarctica's ice sheet.

Identifying Potential Participants



Identifying Potential Participants



THE UNIVERSITY OF TEXAS AT AUSTIN
WHAT STARTS HERE CHANGES THE WORLD

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Teaching Awards

Over 150 teaching awards with an approximate cash value of \$200,000 are offered annually at The University of Texas at Austin. This site includes a brief description of the university-wide, college, school, departmental, and Ex-Student's Association awards and lists of past recipients.

University-Wide Teaching Awards (General Information)

(administered by the Office of the Executive Vice President and Provost)

- Academy of Distinguished Teachers Award
- William David Blunk Memorial Professorship
- Dad's Association Centennial Teaching Fellowships
- Friar Centennial Teaching Fellowship
- Jean Holloway Award for Excellence in Teaching
- Minnie Stevens PIPER Foundation Teaching Award
- President's Associates Teaching Excellence Award
- Regents' Outstanding Teaching Awards
- Joe and Bettie Branson Ward Endowed Excellence Award

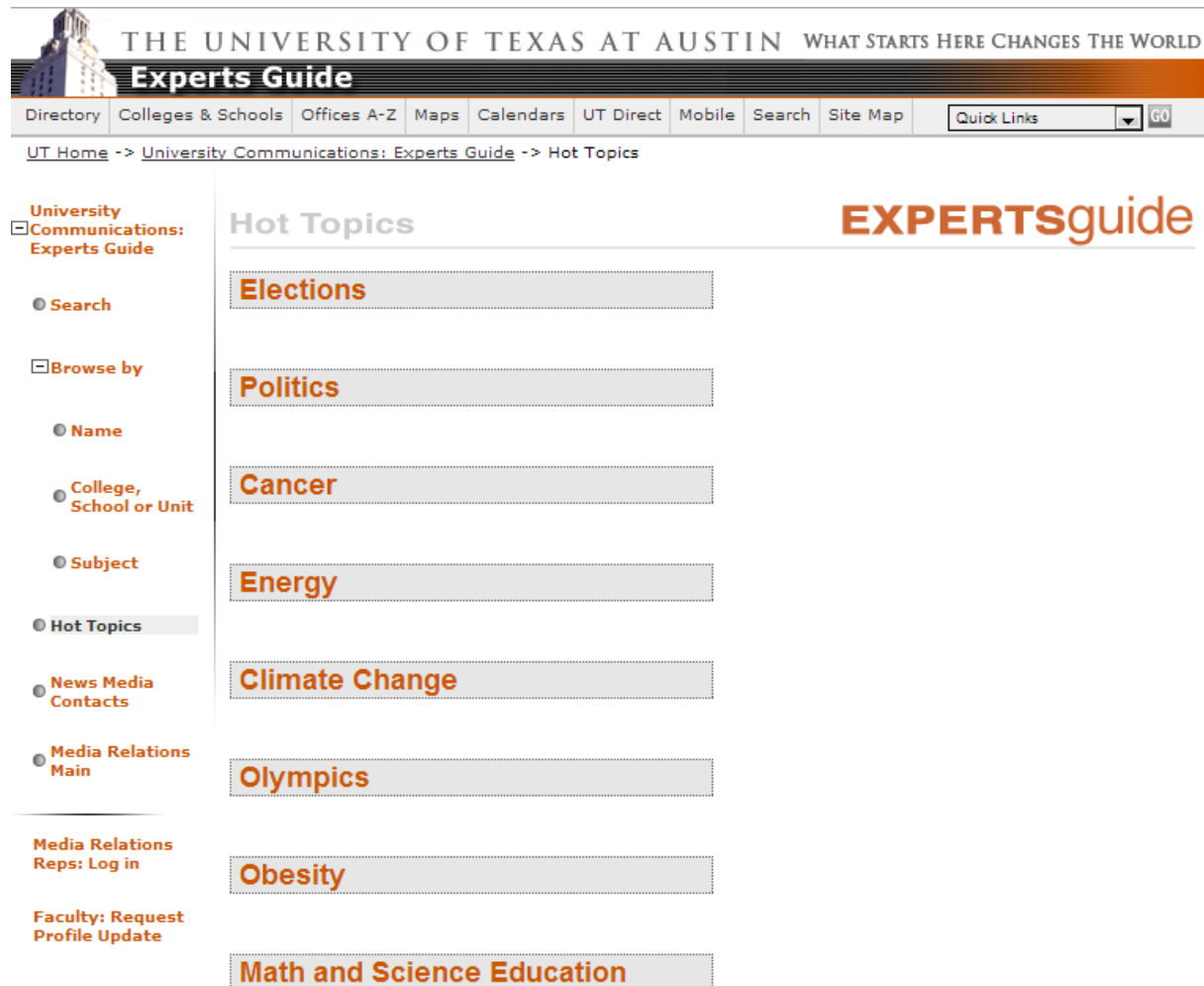
Ex-Students' Association

- Texas Excellence Teaching Awards
- The James W. Vick Texas Excellence Award for Academic Advising
- The Elizabeth Shatto Massey Award for Excellence in Teacher Education

College/School and Departmental Teaching Awards

- Architecture
 - Annual Award for Outstanding Teacher
- Business Administration
 - Joe D. Beasley Teaching Excellence Award
 - College of Business Administration Foundation Advisory Council Award for Teaching Innovation
 - College of Business Administration Foundation Award for Excellence in Education
 - Excellence in Education Award
 - Fred Moore Assistant Instructor Award for Teaching Excellence
 - Hank & Mary Harkins Foundation Teaching Excellence Award
 - Jack C. Taylor Teaching Excellence Award
 - Trammell College of Business Administration (CBA) Foundation Teaching Award for Assistant Professors
 - Fawn and Vijay Mahajan Teaching Excellence Award for Executive Education
- Communication
 - Teaching Excellence Award of the College of Communication Foundation Advisory Council
- Education
 - Dean's Distinguished Faculty Award
 - Dean's Distinguished Teaching Award
- Engineering
 - Engineering Foundation Faculty Award (discontinued)
 - Engineering Foundation Awards for Outstanding Engineering Teaching by an Assistant Professor
 - Joe J. King Professional Engineering Achievement Award
 - Lockheed Martin Aeronautics Company Award for Excellence in Engineering Teaching

Identifying Potential Participants



The screenshot shows the 'Experts Guide' page on the University of Texas at Austin website. The header includes the university's name and tagline, 'WHAT STARTS HERE CHANGES THE WORLD'. Below the header is a navigation bar with links to various site sections. The main content area is titled 'Hot Topics' and lists several topics: Elections, Politics, Cancer, Energy, Climate Change, Olympics, Obesity, and Math and Science Education. A sidebar on the left provides navigation options, including a search function and a 'Browse by' section with radio buttons for different categories. The 'Hot Topics' category is currently selected.

THE UNIVERSITY OF TEXAS AT AUSTIN WHAT STARTS HERE CHANGES THE WORLD

Experts Guide

Directory Colleges & Schools Offices A-Z Maps Calendars UT Direct Mobile Search Site Map Quick Links GO

UT Home -> University Communications: Experts Guide -> Hot Topics

University Communications: Experts Guide

- ☐ Search
- ☐ Browse by
 - ☐ Name
 - ☐ College, School or Unit
 - ☐ Subject
 - ☒ Hot Topics
 - ☐ News Media Contacts
 - ☐ Media Relations Main

Media Relations Reps: Log in

Faculty: Request Profile Update

Hot Topics

- Elections
- Politics
- Cancer
- Energy
- Climate Change
- Olympics
- Obesity
- Math and Science Education

EXPERTSguide



Approaching Participants

1. Do background research on the potential participants.
2. Have a couple of ideas for programs.
3. Do pre-production planning, to minimize the amount of time and work presenters will have to do.
4. Make it easy for them to agree to participate.

Identifying Your Audience

[Orientation](#) | [Student Organizations](#) | [Leadership](#) | [Intercultural Education](#) | [Legislative Student Organizations](#) | [Student Conduct](#) | [Safety Education](#)

[UT Home](#) -> [Office of the Dean of Students](#) -> [Student Activities](#) -> Registered Student Organization Database


[Students](#) | [Registered Student Organizations](#) | [Departments](#) | [Faculty & Staff](#)

Contact Us

512-471-3065
[E-mail SA](#)
[Our Staff](#)
[SSB 4.400](#)

Student Activities

[Student Activities Home](#)
[About Student Activities](#)
[Documents and Forms](#)
[Find a Registered Student Org](#)
[Reservations](#)
[Frequently Asked Questions](#)
[Institutional Rules](#)
[Student Demonstrations](#)
[Report a Student Organization Incident](#)
[Trainings](#)
[Travel Resources](#)
[Sponsored Student Orgs](#)
[Adopt-a-Kiosk](#)
[Evening of the Stars](#)
[Program Safety Education Services \(PSES\)](#)
[Student Organization Center \(SOC\)](#)
[This Week on the West Mall](#)
[UT Marketplace](#)



Registered Student Organization Database

Search for registered student organizations by keyword, alphabetically or by organization type. Student Activities provides an abundance of resources and support, and can also help you [start a new registered student organization](#).

You may also search for registered student organizations that are [sponsored](#) by a university department.

Search for Registered Student Organizations at UT Austin

Search by Keyword

Search Organization Names Alphabetically

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

Search by Organization Category

Each year, registered student organizations self-identify according to the following twelve categories:

- [Educational/Departmental Organizations](#) promote development in a particular academic area.
- [Honorary Organizations](#) recognize high-level academic achievement, and generally require a demonstrated interest in a particular career or academic discipline.
- [International/Cultural Organizations](#) foster cultural diversity and offer support to their members and the campus community.
- [Legislative Student Organizations](#) Graduate Student Assembly, Senate of College Councils and Student Government.
- [Political Organizations](#) support political parties, political issues and/or candidates who are seeking political office.
- [Professional Organizations](#) provide a preview of students' anticipated professional careers. Group activities may include speakers, field trips and volunteer or field work.
- [Recreational Organizations](#) promote sports-oriented programs and/or recreational activities.
- [Religious Organizations](#) serve as support for students of a particular religious persuasion or denomination.
- [Service Organizations](#) provide volunteers for on-campus and off-campus projects. Membership requirements generally include a commitment to work for and/or an interest in a particular cause.
- [Social Organizations](#) foster social networks among members.
- [Special Interest Organizations](#) focus on a specific issue or topic.
- [Student Governance Organizations](#) address student needs and express student views.

Quick Links:



Program Planning and Production

1. One-off or recurring?
2. Solo producer or producing partners?
3. Internal or external money?
4. **There Will Be**

Food



Program Planning and Production

	A	B	C
1	scene	time	who
2	pre-show clip: CSA_wringing-out-a-washcloth-in-space	0:03:18	RB
3	clip: GQ_crushy-chompy-things	0:01:15	RB
4	pre-show clip: Star Trek Into Darkness, international trailer (UK)	0:02:15	RB
5	pre-show clip: CSA_how-to-cook-spinach-in-space	0:01:21	RB
6	pre-show clip: GQ_the historical tapes	0:02:31	RB
7	Pizza time & mingling & getting seated	0:01:00	all
8	Welcome to SSB... about the series, library commercial, legal notice, feedback forms, Introducing Glenn Lightsey	0:03:30	RB
9	discuss interests that led you to your field, your interest in Star Trek, present any basic info needed to get audience on same page	0:04:00	GL
10	OLD BRIDGE/NEW BRIDGE		
11	clip: STtos_oldest-bridge-oldest-transporter	0:00:39	RB
12	clip: STtos_old-bridge	0:00:10	RB
13	clip: STtng_bridge	0:00:27	RB
14	discussion, Q&A	0:02:00	GL
15	WARP DRIVE/WARP SPEED		
16	clip: STFC_first-warp-drive	0:02:49	RB
17	clip: ST_new-bridge-plus-warp-speed	0:01:45	RB
18	discussion, Q&A	0:03:00	GL
19	SHUTTLECRAFT / FLIGHT / SPACEDOCK		
20	clip: ST_shuttlecraft	0:00:31	RB
21	clip: ST_birth-escape	0:01:25	RB
22	clip: ST_spacedock	0:01:13	RB
23	clip: STtng_saucer-nacelle-separation	0:00:42	RB
24	discussion, Q&A	0:03:00	GL
25	TRANSPORTER		
26	clip: STtos_transporter-mccoy	0:00:18	RB
27	clip: ST4_transporting-whales	0:01:48	RB
28	discussion, Q&A	0:03:00	GL

Program Planning and Production

Follow up!

Thanks for attending Science Study Break. Please take a couple of minutes to give us some feedback.

	Poster (what bldg.?)	KnowEvents	Friend	In class	Other
How did you learn about Science Study Break?					

	Not at all	No	Sort of	Yes	Definitely
The program was entertaining.					
The program was informative.					
I learned things I didn't know about the UT Libraries.					
I learned things I didn't know about the topic.					
I'd like to attend future Science Study Breaks.					
Please tell us what worked.					
What didn't work?					
Would you like to suggest topics or programs, or recommend speakers for future Science Study Breaks?					
Anything else you'd like to tell us?					
Want to be on the Science Study Break mailing list? Leave your email address (PLEASE PRINT).					
Prefer to receive text messages? Leave your contact info here (PLEASE PRINT).					



The Essential Toolkit

1. University & departmental news webpages
2. University speakers bureau/experts guide
3. University teaching awards webpages
4. Student organizations directory



Nice, Not Necessary

1. Sources of popular culture info—Entertainment Weekly; IMDb, search by keyword to find shows, also has upcoming movies; reviews of popular SF books
2. Amazon.com, or the DVD provider of your choice
3. Amazon Prime or Netflix account
4. Wikipedia, for episode guides and plots; or specific wikis (like Memory Alpha for Star Trek, Wookieepedia for Star Wars...)
5. Calendar of science history events and persons


For Example...

[HOME PAGE](#)
[TODAY'S PAPER](#)
[VIDEO](#)
[MOST POPULAR](#)
[U.S. Edition](#)

The New York Times
 Wednesday, July 24, 2013

[WORLD](#)
[U.S.](#)
[N.Y. / REGION](#)
[BUSINESS](#)
[TECHNOLOGY](#)
[SCIENCE](#)
[HEALTH](#)
[SPORTS](#)
[OPINION](#)

[ENVIRONMENT](#)
[SPACE & COSMOS](#)



Part Neanderthal?
Probably!


[Check you](#)

Louisiana Agency to Sue Energy Companies for Wetland Damage
 By JOHN SCHWARTZ
 The civil lawsuit argues that the energy companies should be held liable for harm done to the state's wetlands in their efforts to obtain oil and gas.

F.D.A. Grants Exclusivity to Plan B One-Step
 By PAM BELLUCK
 The agency on Monday granted the maker of Plan B One-Step exclusive marketing rights for three years to sell the morning-after pill without a prescription for all ages.

Science Times: July 23, 2013
 By DANNY HAKIM

Faster Than the Speed of Light?




Michael Stravato for The New York Times

Harold G. White, a NASA physicist, is working on the concept of warp drive, like on "Star Trek." Some of the original series' ideas fit into the new warp field theories, like the round shape of the engines in the rendering.


A NASA team is experimenting with photons to see if warp drive — traveling faster than light — might one day be possible.

346 Comments

Help Us Test Times Readers on Math & Science
 We're looking for fun multiple-choice questions to test readers' knowledge of basic high-school level math and science concepts.



Podcast: Science Times
 How the trauma of a stay in intensive care can persist as for years afterward; the deadly business of treating polio in Pakistan; how the Spanish almost colonized everything south of the Mason-Dixon line.




[SUBSCRIBE](#)

Hospital-Induced PTSD, Polio in Pakistan, Could the South Have Gone to Spain?

17:59


Science Columns

THE WEEK
A Big-Nosed Dinosaur and Ancient Time-Keeping
 By DOUGLAS QUENQUA



Recent developments in health and science news. Also this week: A clue to the origin of heavy metals like gold and the discovery of a new moon.

For Example...



All







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Best "Faster Than Light" Titles

57 titles

Sort by: [Release Date](#) [Rating](#) [Votes](#)

1		Battlestar Galactica (2004 TV series) When an old enemy, the Cylons, resurface and obliterate the 12 colonies, the crew of the aged Galactica protects a small civilian fleet - the last of humanity - as they journey toward the fabled 13th colony of Earth.	8.7/10	79,622
2		Battlestar Galactica (2004 TV series) Episode: Exodus: Part 2 The attack to rescue everyone on New Caprica begins. The Galactica encounters four rather than the expected two Cylon Basestars...	"	1,176
3		Battlestar Galactica (2004 TV series) Episode: Kobol's Last Gleaming: Part 2 Enraptured that Roslin usurped his command by ordering Starbuck to steal the captured Raider, Adama decides that his only option is to storm Colonial One with marines and terminate her presidency. Starbuck reaches Caprica and finds the Arrow of Apollo in a museum, but she has to go through a copy of Number Six to get it.	8.5/10	842
4		Battlestar Galactica (2004 TV series) Episode: Pegasus Galactica meets Pegasus, and Adama's command is threatened when the captain of Pegasus outranks him. A joyous celebration turns sour at some of the secrets emerging out of the differences of the two crews, and Baltar meets a familiar Cylon prisoner aboard Pegasus.	"	952
5		Battlestar Galactica (2003 TV mini-series) A re-imagining of the original series in which a "rag-tag fugitive fleet" of the last remnants of mankind flees pursuing robots while simultaneously searching for their true home, Earth.	8.4/10	27,052
6		Battlestar Galactica (2004 TV series) Episode: Resurrection Ship: Part 2 Starbuck and Fisk are preparing for the murder jobs, while the attack on the Resurrection ship is planned. It goes wrong for Apollo. Dr. Baltar has feelings for Pegasus' Number Six.	"	863



Movie Keyword Analyzer

Selected Keywords

Faster Than Light

Refine by Title Type

[Movies \(4\)](#)
[Television \(51\)](#)
[Video Games](#)
[Short Films \(1\)](#)

Refine by Genre

[Drama \(6\)](#)
[Comedy](#)
[Documentary \(1\)](#)
[Animation](#)
[Action \(4\)](#)
[Romance \(1\)](#)
[Family](#)
[Crime](#)
[Thriller \(2\)](#)
[Adventure \(4\)](#)
[Music](#)
[Horror \(2\)](#)
[Western](#)
[Fantasy \(1\)](#)
[Musical](#)
[Mystery \(1\)](#)
[Sci-Fi \(8\)](#)
[War](#)
[Sport](#)
[Biography](#)
[History](#)
[Reality-TV](#)
[Talk-Show](#)
[Game-Show](#)
[News](#)
[Film-Noir](#)

Refine by User Rating

Has at least votes

Has at least a /10 user rating

Refine by Keyword

For Example...

List of *Battlestar Galactica* (2004 TV series) episodes

From Wikipedia, the free encyclopedia

For the original 1978–1980 television series, see *List of Battlestar Galactica (1978, 1980) episodes*.

Battlestar Galactica is an American [military science fiction television series](#), and part of the *Battlestar Galactica* franchise. The show was developed by [Ronald D. Moore](#) as a re-imagining of the 1978 *Battlestar Galactica* television series created by [Glen A. Larson](#). The series first aired as a [three-hour miniseries](#) (comprising four broadcast hours) in December 2003 on the [Sci-Fi Channel](#). The television series debuted in the United Kingdom on [Sky1](#) on October 18, 2004, and premiered in the United States on the Sci-Fi Channel on January 14, 2005.

The [story arc](#) of *Battlestar Galactica* is set in a distant star system, where a civilization of humans live on a series of planets known as the [Twelve Colonies](#). In the past, the Colonies had been at war with a cybernetic race of their own creation, known as the [Cylons](#). With the unwitting help of a human named [Gaius Baltar](#), the Cylons, now in human form, launch a sudden [sneak attack](#) on the Colonies, laying waste to the planets and devastating their populations. Out of a population numbering in the billions, only approximately 50,000 humans survive, most of whom were aboard civilian [spaceships](#) that avoided destruction. Of all the Colonial Fleet, the eponymous *Battlestar Galactica* appears to be the only military capital ship that survived the attack. Under the leadership of Colonial Fleet officer [Commander William "Bill" Adama](#) and President [Laura Roslin](#), the *Galactica* and its crew take up the task of leading the small fugitive fleet of survivors into space in search of a fabled refuge known as [Earth](#).

Contents [hide]

- 1 Series overview
- 2 Miniseries (2003)
- 3 Television series
 - 3.1 Season 1 (2004–05)
 - 3.2 Season 2 (2005–06)
 - 3.3 Season 3 (2006–07)
 - 3.4 *Razor* (2007)
 - 3.5 Season 4 (2008–09)
 - 3.6 *The Plan* (2010)
- 4 Webisodes (2006–09)
- 5 Online availability
- 6 References
- 7 External links

Science Outreach Events at UTL

International Year of Astronomy—Human Orrery + Astronomer Lecture



Science Outreach Events at UTL

RESEARCH+PIZZA



Science Outreach Events at UTL

Darwin Day

Come celebrate
Darwin's Birthday

Join the Life Science Library in marking the occasion of Charles Darwin's 200th, Thursday, February 12, 2009. Festivities take place in MAI 212.



The Old...
An Afternoon Tea, 3:00-5:00 p.m.
Tea and Scones! Birthday cake!

Discuss Darwin's work and Texas' science curriculum standards!
Please bring your own mug if possible.
Thank you!

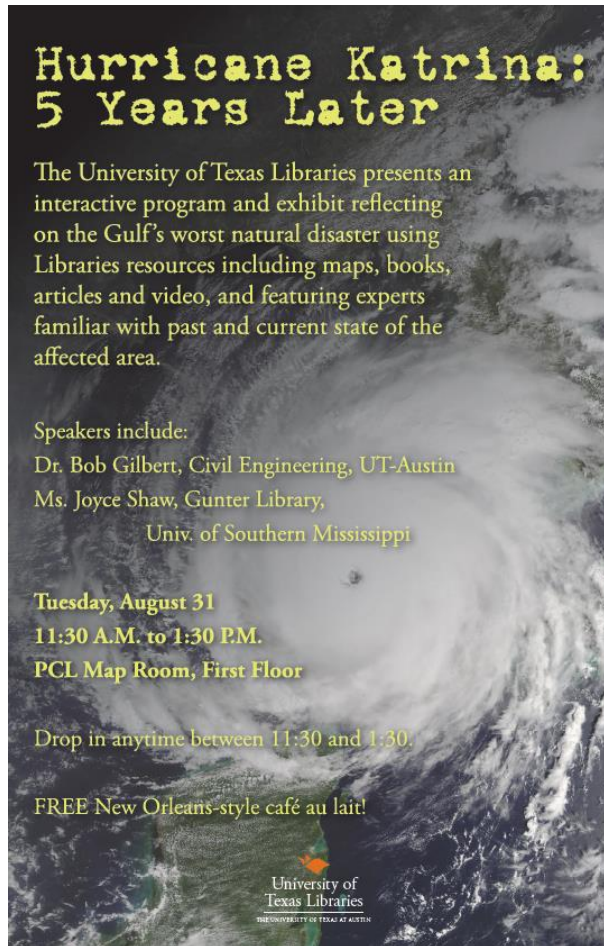
...and the New.
Lunchtime demo and discussion of evolution-related videogames including **SPORE™** and **Primordial Life!**

Noon - 1:30 p.m.
FREE pizza & soft drinks for the first 100 attendees!

 University of Texas Libraries
THE UNIVERSITY OF TEXAS AT AUSTIN

Science Outreach Events at UTL

Katrina: 5 Years Later



**Hurricane Katrina:
5 Years Later**

The University of Texas Libraries presents an interactive program and exhibit reflecting on the Gulf's worst natural disaster using Libraries resources including maps, books, articles and video, and featuring experts familiar with past and current state of the affected area.

Speakers include:
Dr. Bob Gilbert, Civil Engineering, UT-Austin
Ms. Joyce Shaw, Gunter Library,
Univ. of Southern Mississippi

**Tuesday, August 31
11:30 A.M. to 1:30 P.M.
PCL Map Room, First Floor**

Drop in anytime between 11:30 and 1:30.

FREE New Orleans-style café au lait!

University of
Texas Libraries
THE UNIVERSITY OF TEXAS AT AUSTIN

Science Outreach Events at UTL

ScienceOnline2013

ScienceOnline2013

Be a part of the ScienceOnline2013 conference from anywhere in the world! Join the conversation!


recorded conference sessions
science communication brainstorming
free pizza

Thursday, March 7 | 5:30-9:30 p.m. | PAI 4.41

WatchParty



COLLEGE of
NATURAL
SCIENCES

 University of Texas Libraries



Science Outreach Events at UTL

Science Study Break, <http://ow.ly/nhmh0>



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University of Texas Libraries