



TRUTH IS A GREAT FLIRT

WONDERFEST

The Bay Area Beacon of Science

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**Will you help Wonderfest to promote
scientific thinking in society at large,
and in the Bay Area in particular?**

Let's enhance the concept of scientific community to include more than just the researchers themselves. Wonderfest builds respect and affection for science within all elements of society.

Wonderfest is a 501(c)(3) nonprofit corporation dedicated to science education and popularization. For fifteen years, Wonderfest has enabled over 100 scientists to reach more than 10,000 Bay Area residents with insights that inspire curiosity, promote careful reasoning, challenge unexamined beliefs, and encourage life-long learning.

“ One thing I have learned in a long life:
that all our science, measured against
reality, is primitive and childlike — and
yet it is the most precious thing we have. ”

— Albert Einstein

**Wonderfest seeks funding
for the following programs**

Enlarging the concept of *Scientific Community* since 1997

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Wonderfest seeks funding for the following programs:

Public Science Gatherings

Monthly Wonderfest events in the San Francisco Bay Area bring people together to explore new scientific ideas. Wonderfest recruits outstanding scientists to share their expertise with the general public. Past speakers include Nobel laureates Paul Berg and Steven Chu, SETI pioneer Frank Drake, physicist Andrei Linde, astronomer Geoff Marcy, linguist Geoffrey Nunberg, philosopher John Searle, and psychologist Philip Zimbardo.
[\$20,000 per year—for venue rental, promotion, and speaker honoraria]

Online Presentation Video

Wonderfest public science presentations are professionally recorded, edited, and posted as Internet video-on-demand. This allows the number of people helped by Wonderfest to grow from hundreds to (potentially) millions. To date, Wonderfest videos at FORA.tv and on YouTube have been viewed more than 300,000 times.
[\$10,000 per year—for high-quality recording, editing, hosting, and promotion]

Sagan Prize (to be co-named with funding entity)

Wonderfest's Carl Sagan Prize for Science Popularization recognizes and encourages Bay Area researchers who provide "outstanding contributions to the public understanding of science." Past recipients include mathematician Keith Devlin, evolutionary biologist Kevin Padian, and SETI researcher Jill Tarter.
[\$6,000 per year—for cash award, plaque, and press release]

Wonderfest.org

The Wonderfest website offers most people's first ray of light from the "Beacon of Science." Wonderfest.org is a portal to Bay Area science events, to Wonderfest video, to basic science news, and to open-forum discussion of all science issues.
[\$10,000 per year—for website upkeep, social media outreach, and webmaster stipend]

Radical Physics

Physics is the most fundamental of the sciences. It forms the foundation of virtually all fields of engineering—and, ideally, of every maturing individual's coherent world-view. Yet *two-thirds* of U.S. students never take a year-long physics course! The *Radical Physics* video series is a complete introductory course specially tailored to the YouTube format. Short programs encourage curious viewers to navigate through a web of physics instruction, and to ask questions which are then answered via new videos—leading to an ever-rich educational experience. *Radical Physics* enfranchises students who have inexperienced physics teachers; it rescues those whose schools (or homes) offer no physics at all; and it captivates many others who previously thought they were "just not the physics type."
[\$30,000 per year—for video production costs and producer stipend]

Novel Programs

Innovative approaches to science education and popularization need real-world testing. For example, new WMDs, *Wonderfest Movie Dinners*, will use social media to facilitate intimate viewings of science-related movies with subsequent discussions at nearby cafés. On a similar theme, Wonderfest will offer science expertise and speaker access to the California Film Institute for its *Science On Screen* program.
[\$5,000 per year—for development of experimental programs]

Endowed Administrative Chair (to be named after funding entity)

Wonderfest administrative work is performed by its executive director (ED). Currently, the ED position is half-time. Work of the administrator involves all aspects of fundraising and management (except website and social media). The ED's compensation is funded as an endowed "chair," in analogy with professorial endowed chairs in university settings.
[\$40,000 per year—for management activities and supplies; \$1 million initial endowment]



Please help to enlarge the concept of Scientific Community by funding a complete Wonderfest program (above) or by becoming a general *Friend of Wonderfest* on an astronomical scale!

Universal: \$10,000 | Galactic: \$5,000 | Stellar: \$1,000 | Planetary: \$500 | Lunar: \$100 | Terrestrial: \$_____

Of course, we warmly welcome donations of any amount. wonderfest.org/donate

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