

A BURGER A BEER & A SIDE OF SCIENCE

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- WGBH EDUCATIONAL FOUNDATION

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UNIVERSITY OF CHICAGO

PRESENTED AT AAS/ASP ST. LOUIS 2008

GOALS & AGENDA

Goals - Inform & Help You To Participate

Agenda:

- Brief Introduction to Science Cafés
- Case Study I - **Traditional** (Randy, Chicago)
 - BREAK OUT SESSION (**Venue**)
- Case Study II - **In the Process** (Ryan, San Francisco)
 - BREAK OUT SESSION (**Promotional Plan**)
- Case Study III - **Speaker's perspective** (Mike, Chicago)
 - BREAK OUT SESSION (**Inclusive Conversation**)
- Case Study IV - **WGBH/Nova Science Now** (Ben, Boston)



WHAT IS CAFÉ SCIENTIFIQUE?



*“Café scientifique is a place where for the price of a cup of coffee or a glass of wine, **anyone can come to explore the latest ideas in science and technology.** Meetings have taken place in cafes, bars, restaurants and even theaters, but always outside a traditional academic context”*

FORMULA = INFORMAL





Café Scientifique

A Chicago Story Café Scientifique

Randy Landsberg

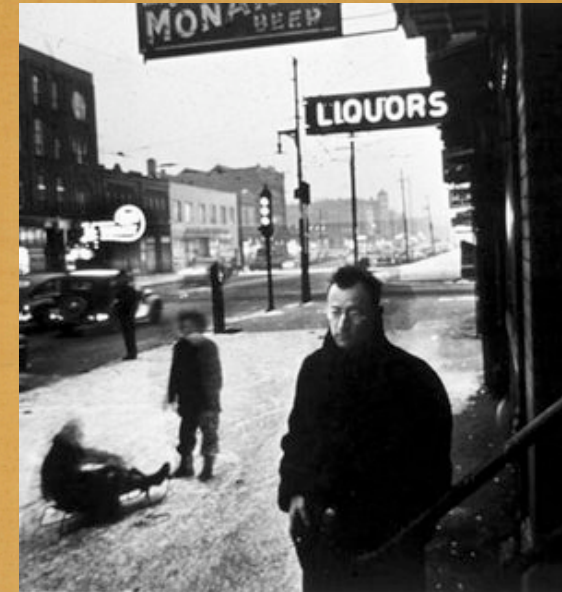
Director of Education & outreach

Kavli Institute of Cosmological Physics (KICP)

Director of Public Outreach

Department of Astronomy & Astrophysics

randy@oddjob.uchicago.edu



HISTORY & MOTIVATION

■ 2006 In the Air

- E&O Community
- NY Times Article 2/21/06
 - *“Science for the masses (You want fries with that?)”*

■ Beta Test Café (renegade) 3/06

■ “KICP” Café Motivation

- To Engage the broader public audience in the excitement of current research
- To improve the communications skills of the scientists

CHICAGO CAFÉ

LOCATION

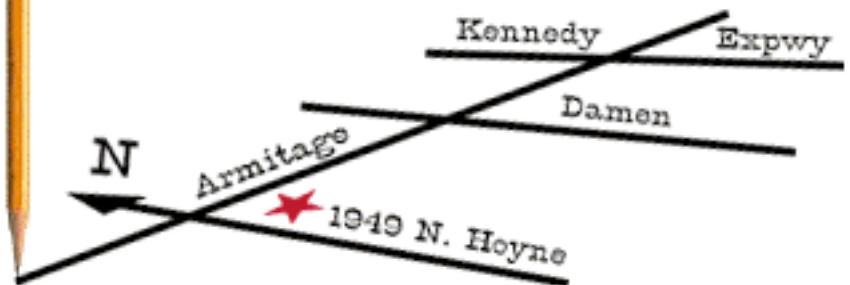


>200 Unique Brands w/26 On Tap

Pub Provides Dinner



A Traveller's Tavern
DON'T BE LOST...



CHICAGO FORMAT



- Brief (15-20 min) Intro to Topic
 - Everyone on the Same Page
 - Limited Visual Aids
- Break (readjust, recharge)
- Question & Answers (~90min)
- Moderator
 - Sets Tone
 - Introduces Speaker
 - Guidelines for the Evening



CHICAGO CAFÉS



■ Quarterly

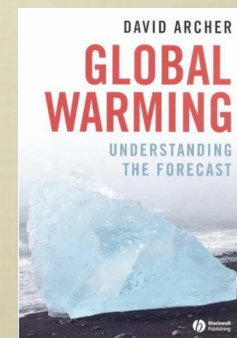
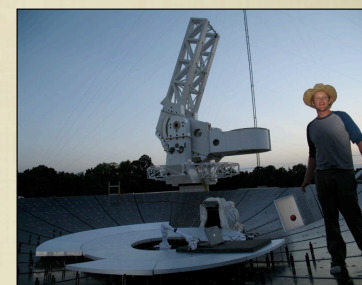
- Plans for Burst Mode (special occasions e.g. IYA)

■ Advertising: Flyers & E-media

■ Mix of Topics (Emphasis on Cosmology)

■ Past Cafés:

- **Beta Test Café** “*Why is the Past Different from the Future: Cosmological Perspectives on the Nature of Time*” Sean Carroll (4/26/06)
- “*Icy Eye on the Infant Universe: Tales from an Antarctic Cosmologist*” Jeff MacMahon (9/18 /07)
- “*Global Warming*” David Archer (1/10/07)
- “*Measuring the Big Bang: Still Confused After All These Years*” Stephan Meyer (3/28/07)



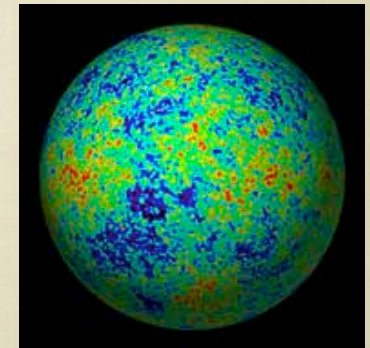
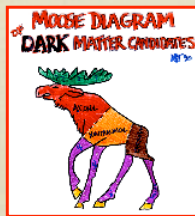
CHICAGO CAFÉS



Past Cafés(Continued):



- “*Is it the Genes or Just the Jeans: Biology of Gender*” Mark Osadjan (6/18/07)
- “*How Flying Snakes Fly a.k.a. Functional Morphology & Biomechanics*” Jake Socha (10/29/07)
- “*The Biggest Map in the Universe: Superlative Mapping at the Bottom of the Globe*” Clem Pryke (12/17/07)
- “*Bombs & Brains: Examining Traumatic Brain Injury from the War in Iraq*” Melina Hale (3/10/08)



- NeXT “*The Dark Side: from Dark Energy and Dark Matter to Washington and Science Policy*” Michael S. Turner (6/16/08)

REACTIONS/SURVEY

LIKES:

- Overwhelmingly Positive
- Attendance 50-70 people/Café
- Majority Non-Scientists (75%)
- 100% Want More Cafés
- 385 Registered for the Café Email List
- *Beer + intellectual stimulation = fun*
- *Openness to questions*
- *Casual approach*
- *Informal yet not absurdly dumbed down*
- *Learning about Dark Energy and how it works in the universe*
- *I love coming to these – I am in administration at the art school and like to hear the different perspective*
- **PLEASE DO THIS MORE**

REACTIONS/MEDIA

Chicago Tribune

QUALITIES OF LIFE: SCENE

Think 'n' drink

Cafe Scientifique puts a nice head on for something more

By Chris McNamara

Special to the Tribune

Published January 21, 2007

Add Time out Chicago

WSST's
Periodicity



#34

UNIVERSITY OF

CHICAGO

MAGAZINE

THE
COLUMBIA CHRONICLE

GAPERS *** BLOCK

A WEB PUBLICATION • ESTABLISHED IN 2003 • CHICAGO, ILLINOIS

Get your science on

Cafe Scientifique brings together booze, science to create

By Tiffany Breyne



Beer

...ist a pint and listen to a lecture on string
...ur mashup of geek drinking clubs to find a Cafe
...cientifique to match your interests.

By Neal Ungerleider



BREAK OUT SESSION - I

CHOOSING A VENUE

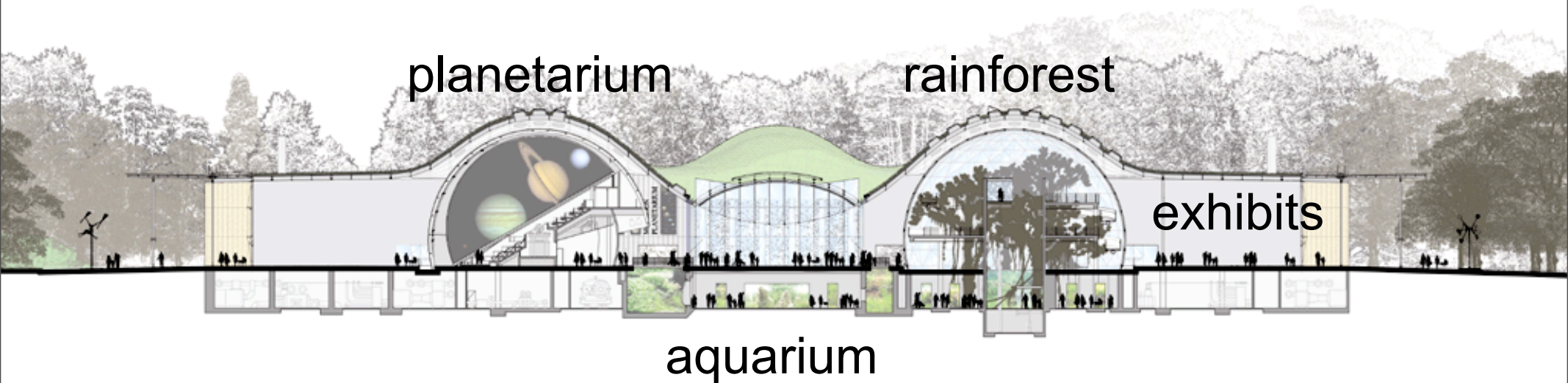
- > RECORDER/REPORTER
- > LISTS OF DESIRED ATTRIBUTES
- > LIST OF POTENTIAL PLACES
- > 10 MIN

RYAN WYATT
IN THE PROCESS

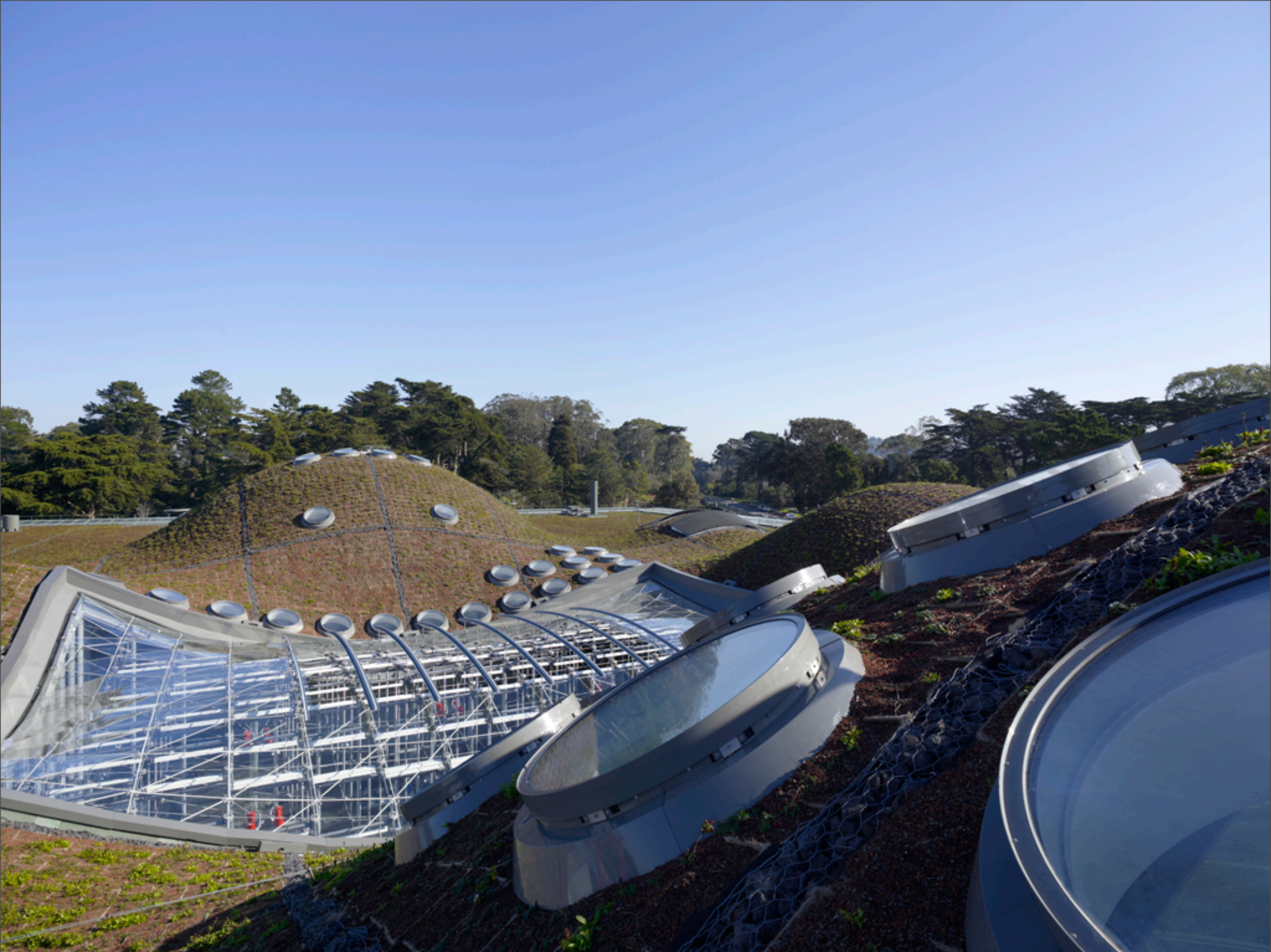


CALIFORNIA
ACADEMY OF
SCIENCES





new building for an institution with a 154–year history
collections include 20 million specimens
“explore, explain, and protect the natural world”



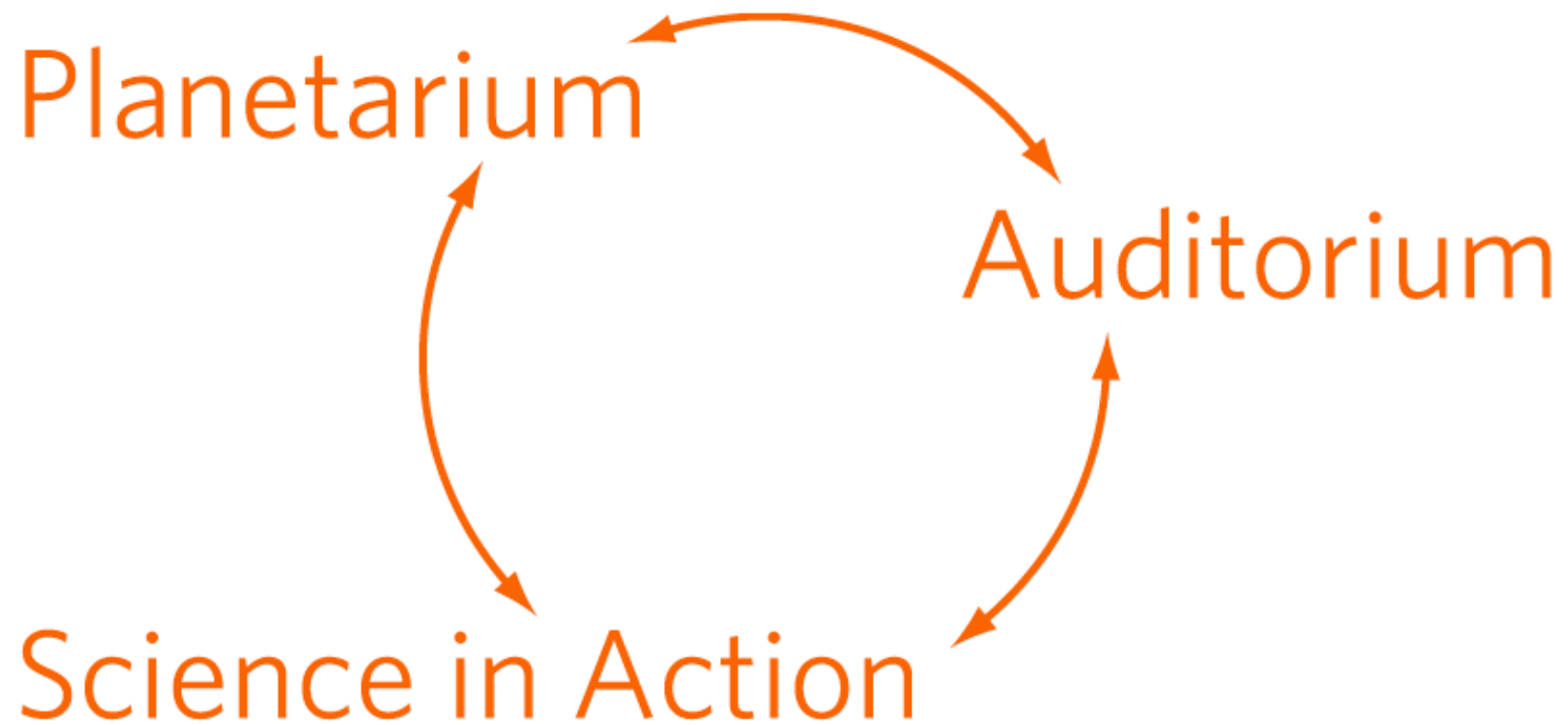












lectures

science cafés

exhibit interpretation

“Third Thursdays”

media

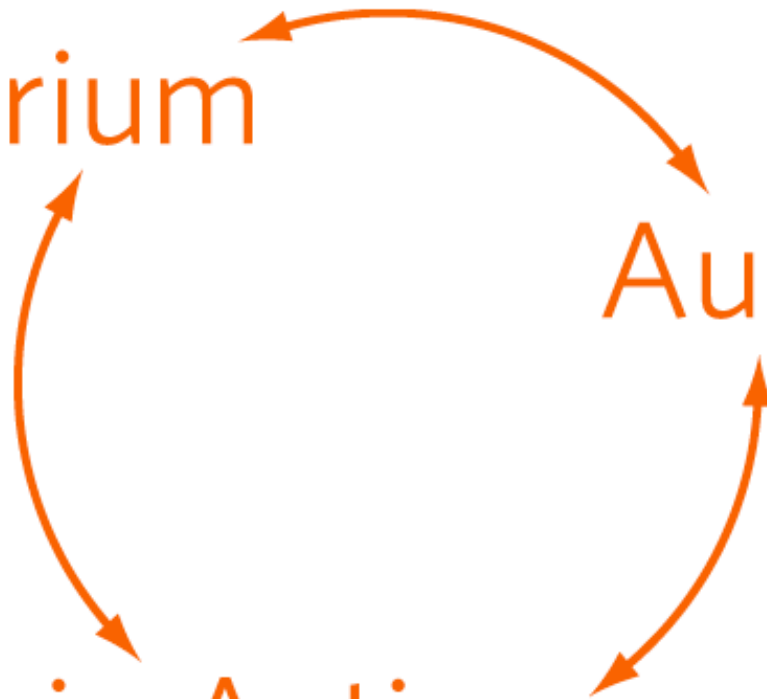
Science in Action

breaking news

Planetarium

Auditorium

Science in Action







CALIFORNIA
ACADEMY OF
SCIENCES

BREAK OUT SESSION - II

PROMOTIONAL PLANS

GROUP EXERCISE

- SUGGEST TOPICS
- DISCUSS WAYS TO DRAW A DIVERSE CROWD FOR AN EVENT
- FRAMING TOPICS
- PROMOTIONAL OUTLETS
- 10 MIN

MICHAEL S. TURNER
SPEAKER'S
PERSPECTIVE

BREAK OUT SESSION - III

FOSTERING CONVERSATION

> STRATEGIES FOR DRAWING PEOPLE
INTO THE DIALOGUE

> 10 MIN

BEN WIEHE
BOSTON CASE STUDY



Café Scientifique

Find a Cafe | How it Works | News | In the Media | Start a Cafe | Sponsors | Links | Events

Home

How it works

What to expect when you visit a Cafe Scientifique

Conference news

Download the report of the Second cafe scientifique organisers' conference, Leeds, 12/13 May 2007

News

Latest news

In the media

Cafe Scientifique is a place where, for the price of a cup of coffee or a glass of wine, anyone can come to explore the latest ideas in science and technology. Meetings take place in cafes, bars, restaurants and even theatres, but always outside a traditional academic context.

Cafe Scientifique is a forum for debating science issues, not a shop window for science. We are committed to promoting public engagement with science and to making science accountable.

For general enquiries, email [enquiries](#).

Click on the links below to find a cafe in the UK. (To see the map, you may have to tell your browser to permit active content.)

Or click [here](#) to find cafes in the rest of the world



Caffè-scienza

*Un matematico è una macchina che converte caffè in teoremi (Alfred Rényi)
Noi vorremmo trasformare il caffè in una chiacchierata, e viceversa.*

Benvenuti al coordinamento nazionale dei caffè-scienza italiani

Dove siamo:

[Home page](#)

[Cos'è un caffè-scienza e come avviarne uno](#)

[Gli eventi nel 2007](#)

[FAQ/Suggerimenti](#)

[Cos'è un caffè-scienza junior](#)

[La fondazione del coordinamento](#)


**Réseau
Bars
Des
Sciences**

Présentation

ACTUALITÉS

ARCHIVES

SCIENCES MAG

BARS EN IDF

AGENDA

BDS mode d'emploi

CONTACTS

ACCUEIL » **BAR**

75 Paris

Abracadébat

Lieu :

- **Abracadabar**
123 avenue Jean

Contact :

- **Pauline**
01 40 40 14 65
combarscience@

Bar des sciences

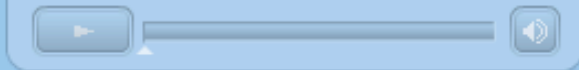
Lieu :

- **Le Père Tranquille**
16, rue Pierre Le
Châtelet Les Hal

THE SERIES

Find out more [about NOVA scienceNOW](#), covering timely developments and intriguing personalities in the world of science and technology both on air and online.

UPCOMING SHOWS



Host Neil deGrasse Tyson gives a quick preview of one of the new stories coming to PBS this summer on Wednesday nights.

NOVA PODCASTS

[Subscribe](#) to our podcast feeds to download audio stories and watch video excerpts and outtakes.



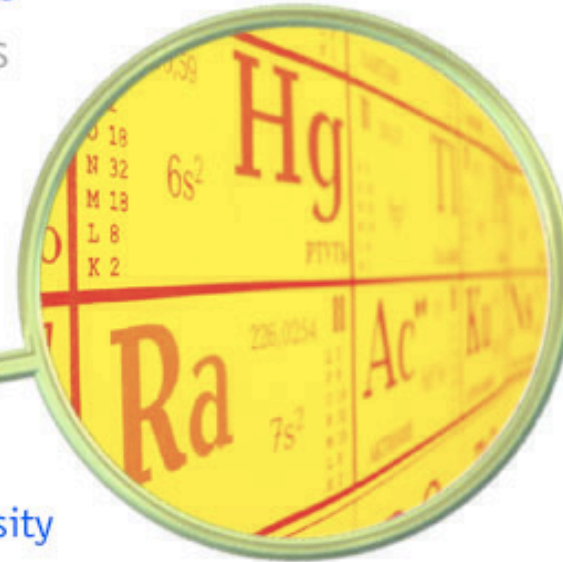
Asteroid



Profile:
Karl Iagnemma

Video Stories

Interactives
and [More](#)



Island of
Stability



Obesity

OK, OK, a scientist walks into a bar...

...is this serious?

Demographics: 42% between 18 and 34; 54% female

After a café:

83% discuss café topics with family, friends, or colleagues

81% recommend the café to others

71% stay more up-to-date with cutting edge science in general

66% read a newspaper article about the cafe topic

Not just the attendees:

38% of scientists believed that presenting at a science café changed how they think about discussing their work with a general audience.



What's IN What's OUT

The blips and bloopers on our style radar

OUT! Listening to Voice mails (Diane, Eva Longoria)

IN! Matte lipstick like Anne Hathaway wears

OUT! Pillow menus

IN! Minimalist meals

OUT! Five-Second Rule

IN! Learning about science as you drink

OUT! Any old snapshot being touted as art (here, Drew Barrymore)

IN! Matte lipstick like Anne Hathaway wears

OUT! Listening to Voice mails (Diane, Eva Longoria)

OUT! Pillow menus

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of it, a visual art form become something hooked on watching a handheld device will be experience, even if it it—even if they never consumer choices could us, just as they have in If the future of movie stake, we are all in this

The old downtown have been gone of them at all is to inc nostalgia, a faintly from childhood of c ushers in red unifor The palaces had nar bra, the Luxor, the s were evocative Persian courts or e with flocks of fl

Google, Apple, GE, Nintendo (THE 2007 WIRED 40)

WIRED

Why Exposing Yourself Is The Future of Business



SundayStyles

The New York Times

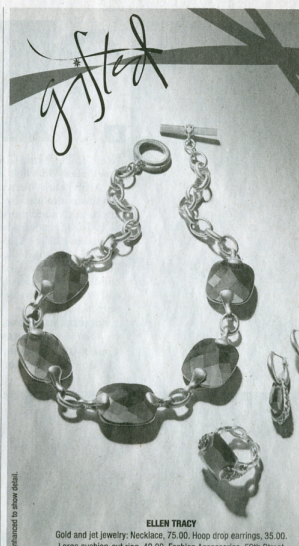
THE NEW YORK TIMES, SUNDAY, NOVEMBER 18, 2007



CAFE PHYSICS Dave Maiullo stages experiments for a bar crowd.

These Scientific Minds Think (and Drink) Alike

By KAYLEEN SCHAEFER
THE young men and women crowded into the basement of the Union Hall bar in Brooklyn looked as if they were used to spending time in dark steamy rooms. Dressed in plaid flannel shirts and corduroy coats, and carrying canvas bags, they could have come in search of the latest breakthrough band.



ELLEN TRACY Gold and jet jewelry: Necklace, 75.00. Hoop drop earrings, 35.00. Large cufflinks and ring, 40.00. Fashion Accessories, 50th Street

Hard Science, With a Twist

Tired of inane bar debates? You're drinkin' in the wrong place. Inspired by Britain's Café Scientifique movement, a slew of US watering holes now host science nights, gatherings where brainiacs from universities and labs give talks and booze it up with the locals. Check one out for, say, an up-close explanation of string theory—and maybe a game of pool with a Nobel Prize winner. —NEAL UNGERLEIDER

Chicago
CAFE SCIENTIFICO
Where: The Map Room
When: Last Monday of the month
Gestalt: Folks who aren't here for the top-notch lectures are here for the beer. The travel-themed Map Room has more than 25 sections on tap. Recent speakers include the University of Chicago's Enrico Fermi on global warming and Caltech's Sean Carroll on entropy.

Portland
SCIENCE PUB
Where: Bridgeport Brewery + Bakery
When: Last Monday of the month
Gestalt: Science Pub speakers often draw on Pacific Northwesters' love of the outdoors (the USDA Forest Service's Peter Foreman recently gave a history of Mount St. Helens). Tom took a few glasses of Old Worldhead (the 92 percent alcohol) and challenge the saying "There are no stupid questions."

Washington, DC
CAFE SCIENTIFICO
Where: The First Floor
When: First Tuesday of the month
Gestalt: Pop in to see great live entertainment. Doug Sholder explains forensic science. Sound good? There's the National Science Foundation for collections.

Boston
CAFE SCI
Where: The Thrifty Scholar
When: Monday
Gestalt: With a glacial pace of university and a partnership with the TV show Nova comes science. Caffe Sci gets top researchers stopping by for a beer or three. This includes Harvard's David Sinclair, who talked about aging and human aging, and MIT's David Krieger, who pondered element 114.

New York
SECRET SCIENCE CLUB
Where: Secret Hall
When: First Wednesday of the month
Gestalt: In addition to talking, scientists show off their coolest lab projects (medical geneticist Josephine played by a neuroscientist, anyone?). Speakers have included author James Lovelock on cosmology and Columbia's David Schieve on the science of the soul.

San Francisco
ASK A SCIENTIST
Where: The Canvas Gallery (and other venues)
When: Whenever they feel like it
Gestalt: Events are tech-heavy from Stanford (Shant Karpat on string theory) and Berkeley (Michael Eisen on gene regulation) with wacky themes. You should have seen the fireworks on Friday (March 30).

Seattle
SCIENCE ON TAP
Where: The Pub at University of Washington
When: Last Monday of the month
Gestalt: Along with the usual university offerings, Science on Tap attracts brainiacs by the pint. Some highlights include Physics Workshop, Translation on Star Trek and physics, and the Leftmost Group's Michael Laine on space elevators.

St. Louis
SCIENCE ON TAP
Where: Science Center
When: Last Wednesday of the month
Gestalt: Beer makes any topic fun. You'll frequently tackle topics like genetics with the Beers of Washington University's Ursula Goodenough.

GRINDHOUSE REVIVAL
ROBERT RODRIGUEZ + QUENTIN TARANTINO
THINK DIFFERENT
ALBERT EINSTEIN'S CREATIVE GENIUS
CASE STUDY:
WORST PRACTICES FROM THE OFFICE

Jenna Fischer as The Office's receptionist Pam Beesly

what's a
science café?

Science cafés involve a lively conversation with a scientist about current science topics. They are open to everyone, and take place in casual settings like pubs and coffeehouses.

At a café you can...

learn about the latest issues in science
chat with a scientist in plain language
meet new friends
speak your mind
talk with your mouth full

find
a café

for
organizers

for
presenters

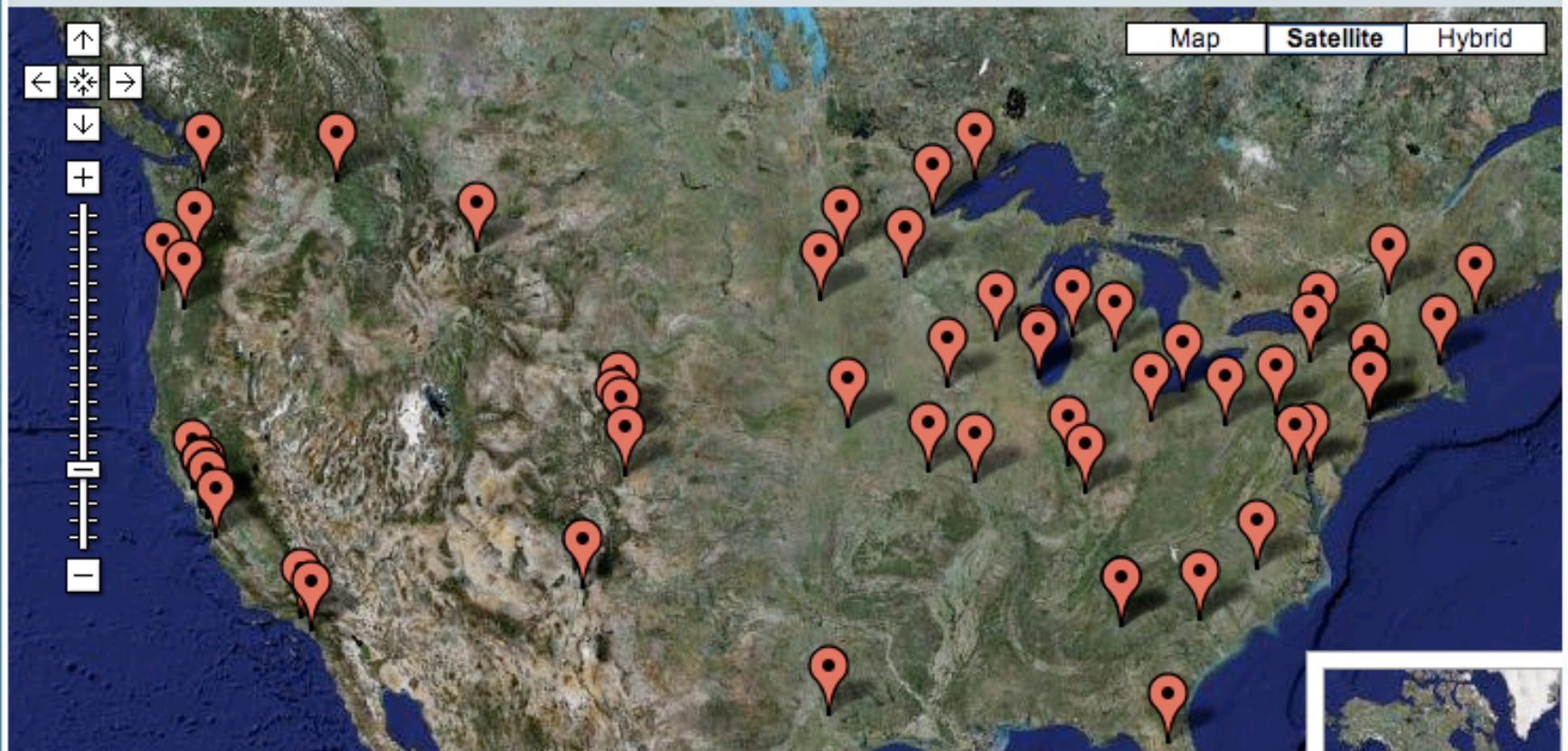
start
a café

contact us

sciencecafes.org

Active science cafés in the United States

Zoom in on your region to find a science café near you.
Click and hold to move the map.
Click on a tack and then follow the café's link to find out more.



Anyone can start a science café. Some café organizers are associated with universities, museums, or professional scientific societies. Others organize a café on their own because they see a need for one in their neighborhood (or just for fun).

Organizing a science café doesn't take an enormous effort or big budget. In fact, large, complicated, or high-profile events can take away from the casual, intimate café atmosphere. While a single café meeting rarely reaches more than 80 people, these small, simple gatherings have a dramatic [impact](#) on attendees. The scale of these events leads easily to an ongoing series, rather than a one-off event.

Understanding the basic concept

The science café format has spread across the globe in a grassroots way, adapting to different cultures and audiences. Despite this diversity, there are two shared values reflected in every science café:

1. Science cafés actively engage everyone attending.
A successful science café creates a comfortable atmosphere that invites everyone to join the conversation. They are not long lectures with a passive audience listening to an expert.
2. Science cafés reach out to new audiences.
Science cafés welcome people who do not typically engage in discussions about science. They are not exclusive club meetings for scientists and science majors.

Connecting with other organizers

Find out what others are doing to get ideas for your own café.

↓ [More](#)

Knowing your audience

A good understanding of your audience will inform every decision you make about your café. Whenever you can, ask your audience what they think.

↓ [More](#)




Café Scientifique

[Find a Cafe](#) | [How it Works](#) | [News](#) | [In the Media](#) | [Start a Cafe](#) | [Sponsors](#) | [Links](#) | [Events](#)

Discussion Group

Sign up to our
e-mail discussion
group



List Archives





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- [List Management](#)
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- [Help](#)
- [Log off](#)

Archives of CAFE-SCI@JISCMAIL.AC.UK

Discussion list for cafe scientifique network

- ◆ [Search the archives](#)
- ◆ [Post to the list](#)
- ◆ [Join or leave the list \(or change settings\)](#)
- ◆ [Manage the list \(list owners only\)](#)
- ◆ [Cafe Scientifique](#)
- ◆ [May 2008](#)
- ◆ [April 2008](#)
- ◆ [March 2008](#)
- ◆ [February 2008](#)
- ◆ [January 2008](#)
- ◆ [December 2007](#)
- ◆ [November 2007](#)

JISCmail Tools

-  [Files Area](#)
-  [Surveys](#)
-  [Discussion Room \(Help\)](#)
-  [Make a Meeting \(Help\)](#)

List Information

Subscribers:	210
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"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

- Margaret Mead, US anthropologist & popularizer of anthropology (1901 - 1978)

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About COPUS

The **Coalition on the Public Understanding of Science** (COPUS) is a growing grassroots network of universities, scientific societies, science centers and museums, government agencies, advocacy groups, media, schools, educators, businesses, and industry - basically, anyone who cares about science and is concerned about national scientific literacy.

Goals of COPUS:

- To develop a shared appreciation of science and its contributions to the quality of life
- To inform and engage the public in and about science, its process and nature
- To make science more accessible to everyone

COPUS Activities:

COPUS and its participants lead the way in the celebration of the [Year of Science 2009](#) (YoS09) - a national, year-long celebration of science to engage the public and improve public understanding about how science works, why it matters, and who scientists are. Read more about the [Coalition's activities](#).

Why join COPUS?

By participating in COPUS, your organization contributes to a national effort and in return, your organization may:

- Gain new opportunities to communicate and collaborate on national and local levels
- Increase audience participation and improve visibility of science programs and resources nationally and locally via the COPUS program and resource directory

MORE ABOUT COPUS

- ▶ [COPUS Structure and Leadership](#)
- ▶ [COPUS Network](#)
- ▶ [Participate in COPUS](#)
- ▶ [Newsletter archives](#)
- ▶ [COPUS community blog](#)
- ▶ [COPUS Supporters](#)
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find
a café

start
a café

for
organizers

for
presenters

what's a
science café?

contact us

Your Name:

Ben Wiehe

Your E-mail:

GetInvolved@wgbh.org

Subject:

science cafes

Message:

Please contact me for:

- advice on starting a science cafe
- local and regional partners
- connecting with the cafe community
- NOVA scienceNOW video
- Possible funding opportunities

Send

Cancel

THE END



ANYONE THIRSTY?