



Launch Events

How It Begins...

YoS2009 Official Launch Event

The Year of Science 2009 official launch event will take place in Boston on January 3, 2009, in conjunction with the annual meeting of the Society of Integrative and Comparative Biology and the Boston regional hub. Events will include:

JANUARY 3, 2009 Ira Flatow, host of NPR's *Talk Of The Nation: Science Friday*, opens the meeting at 6:30 p.m. with a plenary presentation emphasizing the importance of public understanding of science.

JANUARY 5, 2009 THE CELEBRATION CONTINUES!

- 12:00 to 12:45 p.m. - Launch of the Understanding Science Web site with Ken Miller and Natalie Kuldell. In concert with the Jan. 6th launch activities, the new Understanding Science web site will be unveiled to the scientific community, introducing an exciting new paradigm for explaining the process and nature of science.
- 1:00 to 3:00 p.m. "Communicating Science in Year of Science 2009: Science Blogging, Science Cafés, and Science Festivals" (three sessions are as follows):
 - 1:00 p.m. "Off the Page: Blogging About Science" led by Carl Zimmer, Science Writer, *The New York Times*
 - 1:40 p.m. "A Scientist Walks Into a Bar: Reaching New Audiences with Science Cafés," led by Ben Wiehe, Outreach Project Director, WGBH Educational Foundation
 - 2:20 p.m. "Celebrating science and technology in the community: the Cambridge Science Festival" led by John Durant, Director, MIT Museum, Executive Director, Cambridge Science Festival

JANUARY 6, 2009

- 6:30 to 7:30 p.m. "Into The Jungle : Great Adventures in the Search for Evolution and What Students Can Learn From Them" led by Sean Carroll, University of Wisconsin-Madison

Also, explore science via podcasts, videos, pictures, scientist bloggers, games, puzzles, and more upon the launch of the freely-accessible Year of Science portal. The site will connect the public to the activities and resources that COPUS' participants are preparing in celebration of YoS09 and highlight "how we know what we know" about the 12 scientific themes. The public portal will:

- create a centralized directory of events that participants are organizing during the Year of Science 2009;
- invite the public to learn more about who scientists are and what they do; and
- engage the public in learning about science.

Understanding Science Web Site Launch

Plenary Speakers and Special Sessions

YoS09 Web Site Launch