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Research Connection

BREAKING REPORT!

SCIENCE IN THE NEWS

Science: Becoming the Messenger

One hundred and seven researchers, faculty members and public information officers from across the state recently attended the *NSF Science: Becoming the Messenger* workshop in Norman to learn how to effectively communicate scientific research to individuals outside of academia. The event was sponsored by the National Science Foundation, Oklahoma Experimental Program to Stimulate Competitive Research (OK EPSCoR) and the National Weather Center.

With funding agencies placing stronger emphasis on broader impacts criterion and

researchers competing for a limited number of grant dollars, it is becoming increasingly important for scientists to learn how to share the “man-on-the-street” relevance of their research with citizens and legislators.

Alan I. Leshner, executive publisher of *Science* magazine and CEO of AAAS, was quoted in a 2009 news release as saying, “Issues at the intersection of science and society—from human embryonic stem cell research to evolution, and from the study of “personal” topics such as sexual behaviors, to global climate change and

vaccine development—may also drive some scientists to hone their presentation skills. At the same time, a weak economy may tend to prompt researchers and the lay public alike to become increasingly aware of the relationship between scientific capacity and national prosperity.”



“Everyone needs a fundamental understanding and comfort with science and technology in order to prosper in a modern

society. It’s also true that communication between science and society must be positive and strong in order for science to thrive,” said Leshner.

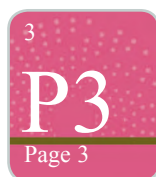
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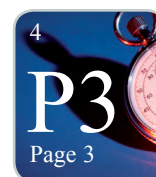
ROA AWARDS
Regional university
faculty members
receive Summer 2011
Research Opportunity
Awards.



**IMMERSION IN
RESEARCH**
Environmental
Microbiology and
Biotechnology
Summer Program



**WOMEN
ENTREPRENEURS
INSPIRE
CONFERENCE**
Women changing the
world, one venture at
a time.



UPCOMING EVENTS
Mark your calendars to
attend these upcoming
OK EPSCoR events!

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NSF assembled an impressive team of communicators and trainers at the workshop to help members of the scientific community become more effective messengers, including Emmy award-winning television producer Joe Schreiber, bestselling science author Chris Mooney, and Buffy Cushman-Patz, NSF's Albert Einstein Distinguished Educator Fellow.

Researchers attending the conference learned how to craft a message and effectively deliver it to a variety of audiences. Live interview training, video production best practices, public presentation and new media skills were also highlighted.

A special breakout session for public information officers was designed to build collaboration between PIOs and NSF Public Affairs.

Seventeen researchers were invited to attend a second day of training, where they learned to further refine their messages and honed skills that will enable them to talk more effectively to their colleagues, public audiences and the media. PBS television was on-site on day two of the workshop to interview Mooney and a researcher participant for a future broadcast.

Dana Topousis, NSF's head of media and public affairs, has said, "The world is changing so much. We're finding it ever-more important

for researchers to be able to communicate with audiences that may not understand their research, and to be able to speak on their own behalf. Researchers themselves need to be able to communicate their work to generate broad public support for their goals."

In addition, Topousis said, NSF works to inspire the next generation of scientists and engineers, and the best role models are today's leading researchers.

The Norman workshop has provided Oklahoma researchers and PIOs with communication tools to help them effectively meet the increasingly diverse communications needs of this century.



RESEARCH OPPORTUNITY AWARDS

"The Development of Catalytic Ionic Liquids for the Effective Processing of Cellulosic Biomass"

REGIONAL FACULTY MEMBER:

Jude Abia, Northeastern State University

LAB SPONSOR:

Ruya R. Ozer, University of Tulsa

"The Sequencing of a Transferable, Photosynthetic Endosymbiont"

REGIONAL FACULTY MEMBER:

Stephen Fields, East Central University

LAB SPONSOR:

Tyrrell Conway, University of Oklahoma

"The Development of Potent Au-Pt Nanoparticle Catalyst for the Selective Hydrogenation of Acrolein to Allyl Alcohol: A Density Functional Theory Study"

REGIONAL FACULTY MEMBER:

Doug Linder, Southwestern OSU

LAB SPONSOR:

Alberto Striolo, University of Oklahoma

"The Study of Virus Type and Biomass Correlation in Panicum Virgatum"

REGIONAL FACULTY MEMBER:

Julieanna Rohde, Northeastern Okla. A&M

LAB SPONSOR:

Ulrich Melcher, Oklahoma State University

Immersion in Research: Environmental Microbiology and Biotechnology Summer Program



STUDENTS PARTICIPATING IN THE OK EPSCoR MICROBIOLOGY SUMMER PROGRAM WILL BE IMMersed IN A COLLABORATIVE RESEARCH EXPERIENCE THAT INCLUDES FIELD SAMPLING, LECTURES, LABORATORY RESEARCH, DATA ANALYSIS AND SCIENCE COMMUNICATION, ACCORDING TO DR. BRADLEY STEVENSON, THE PROGRAM'S COORDINATOR.

The Environmental Microbiology and Biotechnology Summer Undergraduate Course will be held July 24-August 5, 2011 on the University of Oklahoma campus in Norman.

The program provides sophomore and junior undergraduate students from regional Oklahoma universities with a two-week intensive lecture and laboratory experience. Student participants will be exposed to a multitude of research opportunities on the University of Oklahoma campus, at OU research sites and other facilities across the state.

Students will perform field research at the Norman Landfill Research Site and the Kessler Farm Field Laboratory. State-of-the-art facilities, including the National Weather Center, Stephenson Research and Technology Center, and the Sam Noble Electron Microscopy facility, will provide unique lab experiences for participants.

Dr. Bradley Stevenson, University of Oklahoma assistant professor of botany and microbiology, will head the

program, which is designed to immerse undergrads in a comprehensive, collaborative research experience.

The course is provided free of charge to participants

through an award from Oklahoma EPSCoR.

Application materials, as

well as a detailed course information flier, may be accessed on the EPSCoR Web site at www.okepscor.org. For more information, contact Dr. Stevenson at bradley.stevenson@ou.edu.

"Students will have a total immersion research experience."



upcoming events:

MARK YOUR CALENDARS

1 ENVIRONMENTAL MICROBIOLOGY AND BIOTECHNOLOGY SUMMER UNDERGRADUATE COURSE

July 24-August 5, 2011
University of Oklahoma, Norman
www.okeys.org

2 WOMEN IN SCIENCE CONFERENCE

October 4, 2011
Science Museum Oklahoma, OKC
www.okeys.org

3 SUPERCOMPUTING SYMPOSIUM

October 11-12, 2011
University of Oklahoma, Norman
www.symposium2011.oscer.ou.edu

4 NSF EPSCOR NATIONAL CONFERENCE

October 24-27, 2011
Coeur d'Alene, Idaho
www.nsfepscor2011.org

5 RESEARCH DAY AT THE CAPITOL

March 15, 2011
State Capitol of Oklahoma, OKC
www.okeys.org

Women Entrepreneurs Inspire Conference

Tues.
April 05 2011

Women Changing the World, One Venture at a Time

More than 625 women entrepreneurs gathered to "Join the Entrepreneurial Revolution" at the second Women Entrepreneurs Inspire Conference at the Cox Convention Center on April 5 in Oklahoma City.

The conference was designed to encourage women to pursue their passions, think big and turn their dreams into reality by exploring the unique challenges and demands women face when creating and expanding their own business ventures.

"Entrepreneurship is the key to revitalizing Oklahoma's economy, and women are leading the charge," said Nola Miyasaki, Norman C. Stevenson chair and director for OSU's Riata Center. "Today, an estimated 50 percent of small businesses are owned by women, and for the past two decades women-owned firms have grown at twice the rate of all other firms.

WE Inspire 2011 was an exciting opportunity for inspiration, networking and tapping into the participants' entrepreneurial potential. The energy and the networking that went on at this event were truly amazing."

The conference included an introduction by Oklahoma Governor Mary Fallin, 30 presentations from leading women entrepreneurs across the continent. Attendees participated in breakout sessions on technology and social entrepreneurship, and hands-on sessions that examined a range of practical issues to enable women to act on their ambitions, Miyasaki said. The breakouts included two tracks: start-up and growth. The start-up track focused on creating ventures, while the growth track emphasized ways to grow existing ventures. Twenty one exhibitors hosted booths at the conference. Miyasaki said the conference

was a motivating event that hopefully helped Oklahoma businesswomen find the courage to create goals and pursue their dreams.

"Courage is in many ways the foundation of entrepreneurial success," Miyasaki said. "It enables us to take a leap of faith, to believe in ourselves and to keep going when times are tough. For women entrepreneurs, finding courage and using it to dream big dreams and to follow those dreams will be the key to starting new businesses and to growing bigger and more vibrant businesses in Oklahoma."

The event was hosted by OSU's Riata Center. Sponsoring organizations included the Oklahoma Experimental Program to Stimulate Competitive Research (OK EPSCoR), Stillwater National Bank, and others.

For more information, visit www.entrepreneurship.okstate.edu/riata.

REU AWARDS: SUMMER RESEARCH EXPERIENCES FOR UNDERGRADS

FACULTY MENTOR

Laura Bartley
Danielle Bellmer/Hasan Atiyeh
Michael Buser/Anthony Megel
Stephen Fields
Scott Frazier/Ajay Kumar
Friederike Jentoft/Ken Nicholas
Wilson Merchan-Merchan
Bradley Stevenson
Lloyd Sumner
Zeng Yu Wang
Gail Wilson

LAB SITE

OU
OSU
OSU
ECU
OSU
OU
OU
OU
SRNF
SRNF
OSU

STUDENT RESEARCHER

Meagan Anderson, OCCC
Sydney Herlocker, OSU
Morgan Garrison, OSU
Brent Biddy, ECU
Kylea Boyd, OSU
Alana Denning, OU
Tyler Nguyen, OU
Aaron Tyler, OU
Amanda Jantz, CU
Jennifer Wolf, OSU
Stephanie Grischkowsky, OSU

Because STEM is a part of Oklahoma's Future.

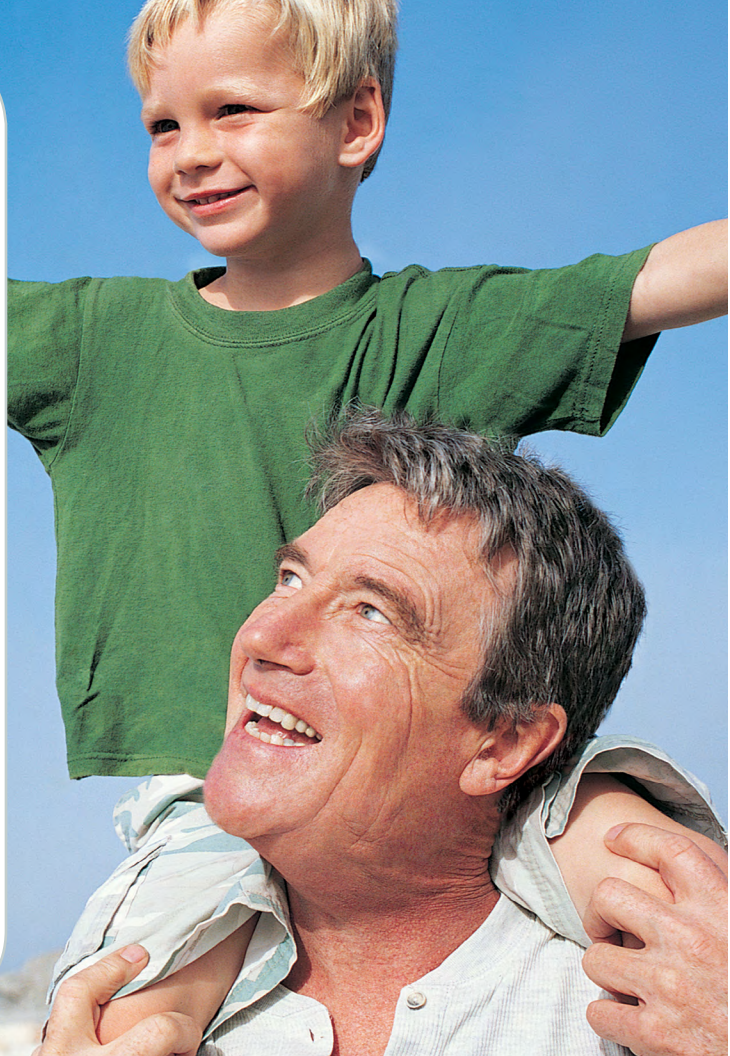
HOW TO GET INVOLVED:

405.744.9964

WWW.OKEPCOR.ORG

The Oklahoma Experimental Program to Stimulate Competitive Research (OK EPSCoR) was established by the National Science Foundation in 1985 to strengthen Oklahoma's exploration and growth in science, technology, engineering and mathematics. OK EPSCoR's central goal is to increase the state's research competitiveness through strategic support of research instruments and facilities, research collaborations, and integrated education and research programs.

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