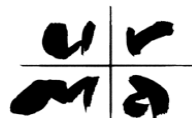


*Draft agenda, posted June 3, 2018.*



**URMA 2018 Conference Program**  
University of Tennessee, Knoxville

**Monday, July 16**

6:00 pm to 10:00 pm  
Registration for Field Trip Attendees  
URMA Hospitality Suite, Hilton Room 319

**Tuesday, July 17**

9:00 am to 5:00 pm  
Optional Field Trip to Oak Ridge National Lab

6 pm to 10 pm  
Registration for Conference Attendees  
URMA Hospitality Suite, Hilton Room 319

**Wednesday, July 18**

9:00 am  
Registration and Morning Refreshments  
Strong Hall Atrium

9:30 am  
Opening Ceremonies  
Strong Hall Room 101

9:45 am  
The Science of What Makes Us Care About Science  
Ann Christiano, University of Florida College of Journalism and Communications  
Strong Hall Room 101

10:45 am  
Break

11:00 am  
Spoons and Thumbs: Funny, Spooky, Poignant, and Completely True Science Stories  
Sam Kean, *New York Times* bestselling author  
Strong Hall Room 101

12:00 pm

Lunch

Strong Hall Atrium

1:15 pm

Fire Hose – Short Presentations by URMA Members

Strong Hall Room 101

- Remaking Your Visual Identity  
Catherine Zandonella, Princeton University
- Symmetry Reader Survey  
Kathryn Jepsen, SLAC National Accelerator Laboratory
- 360-Degree Video Project  
Rachel Coker, Binghamton University
- Annual Reports  
Joe Kays, University of Florida
- The \$100M Deal  
Noel Rubinton, Brown University
- Audience Research with QuadBoard  
John Toon, Georgia Tech
- How to Start a Science Pub with No Budget  
Lewis Taylor, University of Oregon

2:15 pm

Break

2:30 pm

Collaborating on the Subatomic Smackdown

Kathryn Jepsen, SLAC National Accelerator Laboratory and Kristen Coyne, National High Magnetic Field Laboratory

Strong Hall Room 101

3:30 pm

Break

3:45 pm

*Rigor Mortis*: Sloppy Science Leading to Unrealistic Results

Richard Harris, National Public Radio correspondent and author

Strong Hall Room 101

5:00 pm

Reception

Neyland Stadium West Club

6:00 pm  
Optional Book Club with Richard Harris  
Neyland Stadium West Club

**Thursday, July 19**

9:00 am  
Morning Refreshments  
Strong Hall Atrium

9:15 am  
Telling the Story of Research: Tactics for Communicating the Value of University Research  
Brooke Thayer, consultant at EAB  
Strong Hall Room 101

10:15 am  
Break

10:30 am  
Sneaky Science: Making You Eat Your Veggies While You Think You're Having a Cookie  
Miriam Kramer, senior science editor at Mashable  
Strong Hall Room 101

11:45 am  
Lunch  
Natalie Haslam Music Center, Orchestra Rehearsal Room

1:00 pm  
Second Annual URMA Film Festival  
Natalie Haslam Music Center, Sandra Powell Recital Hall

2:30 pm to 5:00 pm  
Campus Lab Tours

- Fab Lab
- Health Innovation Technology and Simulation (HITS) Lab
- SynDaver Lab and EcoCAR3
- Planetarium

**Friday, July 20**

9:00 am  
Morning Refreshments  
Joint Institute for Advanced Materials (JIAM) Atrium

9:15 am

Small Group Tours of the JIAM Facility

9:45 am

Nuts & Bolts – A Moderated Discussion of Communication Challenges and Solutions

JIAM Room 145

- Deb Bright  
Marketing Tools and Social Media Strategy
- Laura Perry  
How Would You Handle This?
- Beth Potier  
Paid Ad Campaigns for Research

10:45 am

Break

11:00 am

Group Photo

JIAM Atrium

11:15 am

URMA Business Meeting

JIAM Room 145

11:45 am

Conference Adjourns