

TV shows on science being produced by ASU

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SPECIAL TO THE SUN

JONESBORO — Beginning in April the Department of Biological Sciences is broadcasting TV spots on the research being done by science faculty at Arkansas State University.

These 30-second spots present the research being done by faculty members and include footage taken at their labs and-or field study sites. The idea is to communicate to the local community and the public at large not only what is going on in terms of research at ASU but also to attract more undergraduate and graduate students to the university programs.

The design of the spots is in a quick pace format that is more oriented to younger adults. The music was written and performed by one of us and is also a reflection of modern music that is more palatable to younger audiences.

In these TV spots research carried out by A-State faculty is presented not only in terms of their nature but also in terms of their benefit to society. Since research at ASU is largely funded by state and federal agencies, this is a way for the taxpayers to see their dollars at work.

Also these TV spots represent a window to potential students about the ex-

citing things going on at ASU that should increase not only the visibility of the university but also attract more and better students to the campus.

ASU-TV is already broadcasting these TV spots on a daily basis, and we are in negotiations with other TV stations for these programs to be broadcast in the form of public service announcements. That is why they were produced in 30- or 60-second format so they can be broadcast at any time by TV stations.

Messages available online

Longer versions of these messages have been placed on the Department of Biological Sciences Web site, http://biology.astate.edu/tv_shows.htm. These videos are also being posted in the popular Web site YouTube. This means that they are available to hundreds of thousands of daily viewers from around the world.

The first four TV shows deal with the ecological research on mussels conducted by Dr. Alan Christian, nerve regeneration by Dr. Malathi Srivatsan, alligator snapping turtle by Dr. Stanley Trauth and the ivory-billed woodpecker by Dr. Jim Bednarz.

Future programs include the effects of nicotine on the brain by Dr. Roger