



STARS OF STONY BROOK '13
HONORING ALAN ALDA & THE CENTER FOR
COMMUNICATING SCIENCE
PRESS REPORT

AS OF MAY 28, 2013

EXECUTIVE SUMMARY

Enclosed is a comprehensive report detailing accrued press to-date surrounding the Stars of Stony Brook Gala honoring Alan Alda and the Center for Communicating Science, April 24, 2013 at Chelsea Piers in New York City, which raised more than \$4 million.

The report below illustrates secured pre-event press and post-event coverage by notable press including the gala announcement exclusive with *Associated Press*, **CBS "Sunday Morning," MSNBC "Morning Joe," The New York Times "SundayStyles," AARP, SIRIUS XM Radio "Unmasked," New York Daily News, amNY** and more. Also noted are clips that resulted from great work with Stony Brook's internal PR led by Lauren Sheprow, which includes a follow up story with the *Associated Press* and *Newsday*.

****CPR also secured interest for future stories with the Science Editors of The New York Times and Huffington Post and handed over opportunities to Stony Brook's PR department.*

The logo for the Associated Press, consisting of the letters 'AP' in a bold, black, sans-serif font.

NY's Stony Brook U to honor actor Alan Alda

| February 22, 2013 | Updated: February 22, 2013 2:43pm

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STONY BROOK, N.Y. (AP) — New York's **Stony Brook University** is paying tribute to Emmy Award-winner **Alan Alda**.

The actor will be honored next month for his work as a founding member of the university's **Center for Communicating Science**. It works to enhance the understanding of science.

Alda is slated to be the guest of honor at a fund-raising gala the university is holding in New York City on April 24.

Alda is best known for his starring role in the 1970s sitcom "M(asterisk)A(asterisk)S(asterisk)H," but he has long had an interest in science. He's the host of the PBS series "Scientific American Frontiers."

Besides supporting Stony Brook's science center, Alda is a visiting professor at the university. It's on eastern Long Island.

AP Syndicated Pick-Up

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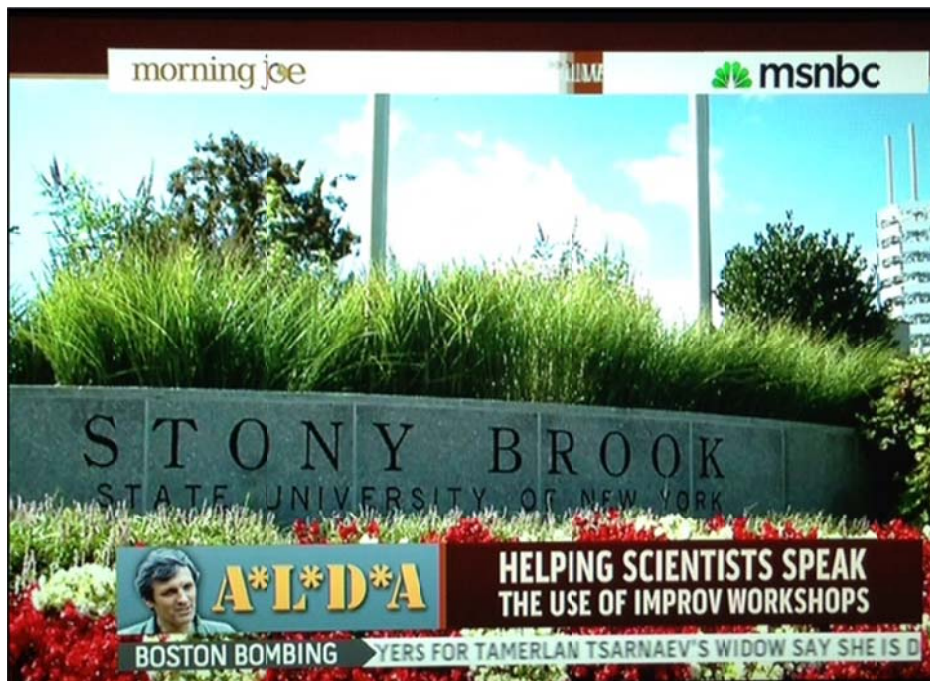
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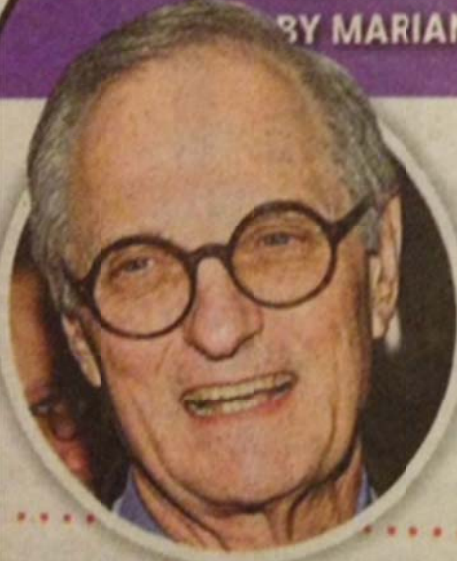
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SUNDAY, APRIL 14, 2013

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BY MARIANNE GARVEY AND BRIAN NIEMIETZ

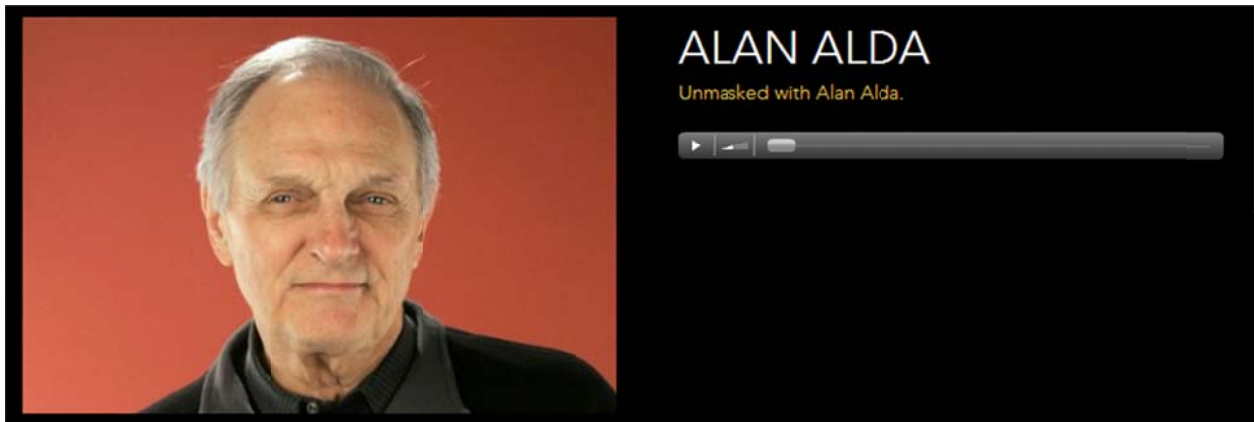


ALDA GETS STAR TREATMENT

● **Alan Alda** will be feted at the Stars of Stony Brook gala on April 24 at Chelsea Piers in New York. Alda (l.), who serves as a visiting professor at Stony Brook's School of Journalism, will be treated to a video thanking him, featuring pals **Diane Sawyer, Joy Behar, Soledad O'Brien** and **Dr. Oz**.



RON BENNINGTON INTERVIEWS



Alan Alda Talks Life, Death and 'The Big C'

Posted on 04/23/2013 by [stacyjenelsmith](#) | [AARP Blog Author](#) | [Comments](#)

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ENTERTAINMENT



Alan Alda is uncomfortable with the word "Legacy." "It's always sounded like some kind of monument you want to leave for yourself," he says with a tinge of sarcasm.

At 77, the actor-writer-director-author and science enthusiast prefers to apply simpler terms to his efforts to leave a mark on the world. "I like to think of it more like planting a tree rather than making something that I'm remembered for. What I'd really like to do is leave something that's useful and helpful, and really changes things."

Certainly, he already has. These days, the man best known as Hawkeye Pierce on "M*A*S*H" for 11 seasons spends most of his time in the realms of academia and science, milieus that suit him well — as does his role as a visiting professor at the State University of New York at Stony Brook. As we speak, preparations are under way for this week's [Stars of Stony Brook Gala](#), which is being held in his honor Wednesday at Chelsea Piers in New York City. Alda is being celebrated for his work as co-founder and member of the advisory board of the university's Center for Communicating Science.

The seven-time Emmy winner is on a quest to [help women and men of science learn](#) how to communicate complex concepts in an understandable way to the public, the media and fellow scientists. He leads improvisational workshops and has helped develop course work toward that end. This is Alda's focus whenever he is not tied up with assignments such as his role as Laura Linney's sharp-tongued oncologist on *The Big C*, which returns to Showtime for its final season April 29. "It was wonderful to do, because I love Laura Linney," he says.

His Dr. Sherman character, Linney's oncologist, is known for being quite nasty at times — not what one would expect from a doctor who deals with the dying.

"I know. There are probably reasons for that — probably communication problems," Alda says with a laugh. "It's the same thing we've been talking about. He could use a little learning about relating to other people and recognizing that there's a person on the other side of his words."

Asked whether he finds the show's focus on end of life difficult, Alda thoughtfully refers back to his own past when he was stricken with a strangulated intestine while filming a PBS series. "You know, I almost died nine years ago in Chile. There were a few minutes there when I thought about death in the most real way. When I thought I might have maybe two hours to live – and I went under anesthetic knowing, 'I might not wake up from this' – I took care of business. I said to a friend who was standing by, I want you to pass on a message to my wife and my children and grandchildren. It wasn't a moment of panic," he recalls.

"It was, 'Well, I might not wake up from this so I better take care of what I need to take care of.' Since that time, when I think about death, I don't fear it anymore. Because I already faced it. I used to not want to die in any way but in my sleep when I was a young man. I'd like to die awake now, if possible, with people around me who love me."

The bright side of his brush with death has to be the impact it has had on his way of living. Alda says life has tasted sweeter since the incident in Chile. In his whirl of busy days now, he gives his time to what really matters to him. Family time has always been a priority. He and his wife of 56 years, Arlene, have three grown children and seven grandchildren. According to him, of the seven, two are interested in acting and one is fascinated by psychology. No scientists. At least, not yet.



<http://www.hamptons.com/Out-And-About/Within-The-Hedges/18149/Stars-Of-Stony-Brook-Gala-Honors-Alan-Alda.html#.UYKxb7Vwqh0>

"Stars Of Stony Brook" Gala Honors Alan Alda



Michelle DiLungo
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Joy Behar and Honoree Alan Alda. (Photo: AndrewFitzsimons/PatrickMcMullan.com)

The "Stars of Stony Brook" Gala honoring **Alan Alda** was held at New York's Chelsea Piers on Wednesday, April 24. During the event 750 guests gathered to pay tribute to Award-winning actor-director-writer and educator, Alan Alda. The tribute brought out many notable names including **Joy Behar**, Carl Bernstein and Nobe Prize-winning neuroscientist Dr. Eric Kandel.

The benefit, which raised more than \$4 million, will help fund the university's Center for Communicating Science. The goal of the center is to enhance public understanding of science by helping scientists and health professionals learn to communicate more effectively with public officials, students, the media and colleagues in other disciplines. University President **Samuel L. Stanley Jr.**, M.D. announced during the event that The Center would be renamed the "Alan Alda Center for Communicating Science".



<http://danshamptons.com/2013/04/30/stony-brook-names-building-for-alan-alda/>



Alan Alda and Joy Behar celebrate with Stony Brook, photo Ann Billingsley



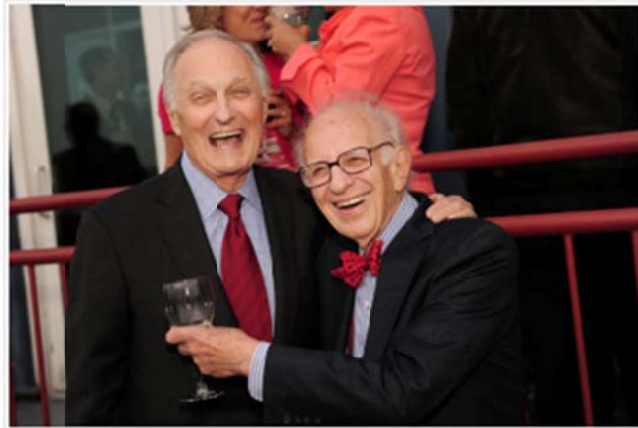
Stony Brook Names Center for Alan Alda

APRIL 30, 2013 By SOTH Team

Award-winning actor-director-writer and educator **Alan Alda** was honored at the **Stony Brook Foundation's** annual fundraising gala, "**Stars of Stony Brook**" on April 24 at **New York's** Chelsea Piers.

The benefit raised more than \$4 million which will help fund the university's **Center for Communicating Science**. Its goal is to enhance public understanding of science by helping scientists and health professionals learn to communicate more effectively with public officials, students, the media and colleagues in other disciplines.

In **Alda's** honor, the Center was renamed the "**Alan Alda Center for Communicating Science**." The announcement was made by University President **Samuel L. Stanley Jr.**, M.D. before 750 guests, including **Joy Behar**, **Carl Bernstein** and **Noble Prize-winning** neuroscientist **Dr. Eric Kandel**.



Alan Alda and Dr. Eric Kandel, Photo: Sam Levitan Photography



*Alan Alda, Richard L. Gelfond, Samuel L. Stanley Jr., M.D., Joy Behar
Photo: Sam Levitan Photography*

TAGS: [Alan Alda](#), [Alan Alda Center For Communicating Science](#), [Carl Bernstein](#), [Hamptons](#), [Joy Behar](#), [Stony Brook](#)

The New York Times **SundayStyles**

The New York Times

April 28, 2013

Evening Hours

Bill Cunningham

Winners All Around

Organizations honored some of their favorite people with awards, food and dancing.



April 24: Stony Brook University had an awards dinner at Pier Sixty at Chelsea Piers honoring Alan Alda. **35**. From left, **MR. ALDA, SAMUEL L. STANLEY JR.** and **ELIZABETH ROMNEY**.



Nightlife photographer Patrick McMullan gives us a glimpse inside the Time 100 Gala and other fabulous parties and events this week.



<http://www.northshoreoflongisland.com/Articles-News-i-2013-04-25-95930.112114-sub-Stony-Brook-University-center-renamed-for-Alan-Alda.html>

Stony Brook University center renamed for Alan Alda

Village Times Herald

April 26, 2013 | 02:16 PM

Stony Brook University's Center for Communicating Science — the first of its kind in the United States — was renamed in honor of Alan Alda, the renowned actor, director, and writer who has made an art form of communicating science to the public.

University President Dr. Samuel Stanley announced the center's new name, the "Alan Alda Center for Communicating Science," at the Stony Brook Foundation's annual fundraising gala, "The Stars of Stony Brook."

Alda is a founding board member of the center and a visiting professor in the Stony Brook University School of Journalism, which houses the center. Its goal is to enhance public understanding of science by helping scientists and health professionals learn to communicate more effectively with members of the public, including public officials, students and the media.



Alan Alda demonstrates improv techniques in the course "Communicating Science."
Photo from Stony Brook University

"Alan did not casually lend his celebrity to this effort," Howard Schneider, dean of the School of Journalism, said. "Alan inspired its birth. He opened doors that would have been impossible to open otherwise. He's the center's evangelist and its muse. When the rest of us run out of gas, he's been an inexhaustible source of encouragement and creative ideas."

As an actor, Alda became famous playing surgeon Hawkeye Pierce in the acclaimed TV series "M*A*S*H" from 1972 to 1983.

As host of the PBS show "Scientific American Frontiers" from 1993 to 2005, he talked with hundreds of scientists around the world and saw that they communicate much better when they carry on real, personal conversations about their work, rather than lecturing or falling back on technical language. He brought that insight to Stony Brook, inspiring the university to create the Center for Communicating Science in 2009.

With the center, Alda has been pioneering the use of improvisational theater exercises to help scientists share their work and their passion for science more spontaneously and directly with the public.

Since the Alda Center began offering graduate level courses to Stony Brook University masters and PhD students in 2011, 230 graduate science students have earned close to 600 academic credits in communicating more effectively. Last fall, the Alda Center began offering its courses to Stony Brook's medical and nursing students.

AP



THE BIG STORY

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5/1/2013 2:20 PM

Alan Alda wants scientists to cut out the jargon

By FRANK ELTMAN



STONY BROOK, N.Y. (AP) — Among the procedures Army surgeon Hawkeye Pierce performed on "M.A.S.H." was an end-to-end anastomosis.

Most of the viewers, actor Alan Alda concedes, had no idea he was talking about removing a damaged piece of intestine and reconnecting the healthy pieces.

Today, the award-winning film and television star is on a mission to teach physicians, physicists and scientists of all types to ditch the jargon and get their points across in clear, simple language.

The former host of the long-running PBS series "Scientific American Frontiers" is a founder and visiting professor of journalism at the Stony Brook University Center for Communicating Science, which has just been named in his honor.

"There's no reason for the jargon when you're trying to communicate the essence of the science to the public because you're talking what amounts to gibberish to them," Alda said in a recent interview with The Associated Press.

A better understanding of science, Alda said, can benefit society in ways great and small. Physicians can more clearly explain treatments to patients. Consumers can decipher what chemicals may be in their food. And lawmakers can make better decisions on funding scientific research.

"They're not going to ask the right questions if science doesn't explain to them what's going on in the most honest and objective way," said Alda, 77. "You can't blame them for not knowing the jargon — it's not their job. Why would anybody put up money for something they don't understand?"

Alda, who lives in New York City and has a home on eastern Long Island, said that as his 12-year tenure as host of "Scientific American Frontiers" was ending in 2005, he began seeking out a university interested in his idea for a center for communicating science. He described himself as a "Johnny Appleseed" going from university to university shopping his idea.

Stony Brook, a 24,000-student state university about 70 miles east of Manhattan, "was the only place that understood what I was trying to say and thought it was possible," he said.

The center launched in 2009. At a gala last week, the Long Island school officially renamed it the Alan Alda Center for Communicating Science.

"Alan did not casually lend his celebrity to this effort," said Stony Brook President Dr. Samuel Stanley. "He has been a tireless and full partner in the center since its inception. During the past four years, he has traveled thousands of miles championing its activities. ... He has helped train our faculty and develop our curriculum, and he personally teaches some workshops."

Alda has also helped publicize a contest the center sponsored the past two years asking students and scientists around the country to find simple ways to explain such concepts as "What is a flame?" or "What is time?"

Among the courses taught by the center is an improvisational acting class that teaches scientists ways of communicating their thoughts clearly to others.

"We've learned it's important to set up vivid analogies," said Lyl Tomlinson, a 24-year-old neuroscience graduate student from Brooklyn who's working as a teaching assistant, noting he used the effects of caffeine in a morning cup of coffee to begin a discussion on the nervous system.

Rep. Steven Israel, a supporter of the Stony Brook program, said educating people on the importance of science is key to America's competitiveness in the 21st century economy.

He recalled watching a congressional hearing on climate change in which, he said, "a bunch of scientists were trying to teach congressmen about the science of climate change and the congressmen were trying to teach the scientists about politics. It was as if both sides were speaking alien languages."

Alda shared what he called his best examples of clear communication with Tomlinson and his fellow teaching assistants.

About a decade ago, Alda said he was in Chile filming a segment for "Scientific American Frontiers" when he was stricken with sharp stomach pains. He was evacuated from an 8,000-foot observatory and taken in an old rickety ambulance to a small, dimly lit clinic, where a doctor examined him and said he would require life-saving surgery.

"Some of your intestine has gone bad, and we have to cut out the bad part and sew the two good ends together," the physician explained.

"And I said, 'You're going to do an end-to-end anastomosis.' He said, 'How do you know that?' And I said, 'Oh, I did many of them on 'M.A.S.H.' That was the first operation I learned about on M.A.S.H.'"

After the classroom erupted in laughter, Alda concluded:

"He didn't waste any time on me trying to figure what he was talking about. He said it in the clearest terms possible. He didn't sacrifice any accuracy by making it clear."

AP Syndicated Pick-Up

[Alan Alda wants scientists to cut out the jargon - Yahoo! omg!](#)

[omg.yahoo.com/.../alan-aldawants-scientists-cut-jargon-064419637.htm...](#)

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[www.foxnews.com/.../cut-out-jargon-alan-alda-center-at-ny-college-teac...](#)

May 1, 2013 – STONY BROOK, N.Y. – **Alan Alda wants scientists to cut out the jargon.** The "M.A.S.H." actor who also hosted the long-running PBS series ...

[Alan Alda wants scientists to cut out the jargon - NorthJersey.com](#)

[www.northjersey.com/.../Alan_Alda_wants_scientists_to_cut_out_the_jargo...](#)

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[www.thetowntalk.com/article/.../Alan-Alda-wants-scientists-cut-out-jargo...](#)

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[www.denverpost.com/ci.../alan-aldawants-scientists-cut-out-jargon](#)

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[Alan Alda wants scientists to cut out the jargon - MyVerizon.com](#)

[entertainment.verizon.com/news/read.php?ps=1018&rip...](#)

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May 1, 2013 – (AP Photo/Richard Drew). In this Friday, April 26, 2013 photo, actor **Alan Alda** addresses a Communicating **Science** class on the campus of ...

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Alan Alda wants scientists to cut out the jargon. Published: Wednesday, May 01, 2013. By Frank Eltman Associated Press. Click to enlarge. In this Friday, April ...

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[Alan Alda wants scientists to cut out the jargon - Worcester Telegram ...](http://www.telegram.com/article/20130501/NEWS/130509992/0)

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Updated: Wednesday, May 1, 2013, 1:59 am Published: Wednesday, ...

[Alan Alda wants scientists to cut out the jargon - Free Republic](#)

www.freerepublic.com/focus/chat/3014597/posts

May 1, 2013 – I'm a doc and I have to say that I agree with **Alda** on this. Only thing is no one needs to "teach" anybody anything. Docs just need to have the ...

[Alan Alda wants scientists to cut out the jargon | KOIN.com](#)

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www.dish.net/news/.../ap-alan_aldas_wants_scientists_to_cut_out_th-ap

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May 1, 2013 – myHughesNet.com delivers breaking news and information on the latest top stories, weather, business, entertainment, politics, video, photo ...

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www.urduwire.com/.../alan-ald...

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Apr 30, 2013 – Today, the award-winning film and television star is on a mission to teach physicians, physicists and **scientists** of all types to ditch the **jargon** ...

[MASH star wants scientists to cut jargon - IOL SciTech | IOL.co.za](http://www.iol.co.za/.../science/.../mash-star-wants-scientists-to-cut-jargon-1.15...)

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[Alan Alda wants scientists to cut out the jargon - Breitbart](http://cdn.breitbart.com/system/wire/DA60BIT03)

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www.worldnewsportal.com/alan-alda-wants-scientists-to-cut-out-the-jarg...

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[Alan Alda wants scientists to cut out the jargon - Cable ONE](#)
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[Actor Alan Alda wants scientists to nix jargon, use simple words](#)
durangoherald.com › News › National & World

May 4, 2013 – Actor **Alan Alda wants scientists** to nix **jargon**, use simple words ...star is trying to encourage **scientists** of all disciplines to **cut out the jargon** and ...

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Alan Alda Wants Scientists to Cut out the Jargon. From May 1, 2013 - 2:44am. Cut out the jargon: Alan Alda center at NY college teaches scientists to keep it ...

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Filler: Why Alan Alda wants you to find answers in science

April 30, 2013 6:36 PM By LANE FILLER



Photo credit: Agaton Strom | Actor Alan Alda with Ron Prosor, Richard Gelfond, Samuel J. Stanley, president of Stony Brook University and Carl Bernstein at Stony Brook University's annual gala at Pier Sixty in Manhattan. Alda was honored for creating the Center for Communicating Science. (April 24, 2013)

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To the extent that the world improves, it will be science that makes it better. That's not to say spirituality, morality and religion can't help, but innovations in those spheres are unlikely, and would cause as much harm as good anyway.

When you pioneer a way of increasing crop yields and point out its superiority, people say, "You are awesome, oh bringer of large food surpluses," and, "Could you pass the bowl of suddenly abundant spuds?" When you invent a new perception of God or morality and point out its superiority, you tend to run into a "Die, verminous infidel!" thing that isn't nearly as fruitful.

So we look to science, and looking to science has paid off. From food to medicine to agriculture to transportation to air-conditioning and heating to making my iPhone play "Damn It Feels Good to Be a Gangsta" whenever I get a call, putting resources into science has rewarded us with a quality of life our ancestors couldn't imagine.

But science is soooo hard. We aren't easily drawn to concepts that are 273 times tougher than studying modern American childhood literature (a doctorate in Dr. Seuss?), so too often we don't major in them, or fund their research enough.

Videos



Actor Alan Alda honored
by Stony Brook University

That's why Stony Brook University's Alan Alda Center for Communicating Science, and the support it's getting from actor and science promoter Alan Alda, are so important.

"It's not just the average well-educated person who doesn't get what scientists are doing," Alda said. "Scientists in different fields don't even understand each others' work."

If a biologist can't understand the allure and power of a physicist's research, neither will kids who, if they did get it, might begin a lifelong romance with science. Ditto philanthropists and politicians, whose support is crucial in the expensive world of research.

Alda, 77, is famous for his work on "M*A*S*H," "West Wing" and in the movies, but for more than a decade he also hosted the PBS series "Scientific American Frontiers."

"I was always interested in explanations of science, well communicated, that I could understand without learning a new language," Alda said.

In pursuing that interest, he's helped launch a couple of potentially potent programs.

The first is the Center for Communicating Science, founded with his help in 2009 and named for him last week at a gala that raised \$2 million for the center and another \$2 million for scholarships to Stony Brook. The mission of the center is to make communication training a component of science education. Alda helped design the curriculum and train the instructors in skills like improvisation, in the hope they can help scientists pass passion along with the facts.

The other prong of Alda's effort is a contest, also with Stony Brook, in which scientists must answer complex questions in a way an 11-year-old can understand. Last year's question: "What is a flame?" This year's: "What is time?"

The ever-increasing masses of people in this world must be fed, and provided with water and power. We must deal with the huge amounts of waste we create, and work to increase health and comfort globally. If we do so well enough, peace may come to our planet, and humanity may expand beyond it. If we don't, violence, war and war will be the certain result.

The answer is scientific advancement. What's needed is ample financial support for research, and a large supply of passionate, bright people hunting the answers. Neither will turn up if scientists come off like Beaker from "The Muppets" every time they try to explain their work.

Coming off like Hawkeye Pierce is much more likely to attract the dollars and devoted students the sciences need.

Lane Filler is a member of the Newsday editorial board.

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<http://www.newsday.com/entertainment/celebrities/alan-alda-honored-by-stony-brook-university-1.5135508>

Alan Alda honored by Stony Brook University

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Alan Alda was honored at Stony Brook University's annual gala in Manhattan on Wednesday for his work in creating the Center for Communicating Science. Videojournalist Patrick McCarthy (April 24, 2013)

Galleries



Alan Alda through the years



75 TV shows that made an impact



New York City parties

Stony Brook University is naming its Center for Communicating Science for Alan Alda, the acclaimed actor and science enthusiast who seven years ago pitched the idea of teaching researchers how to relay complex discoveries to the public in simple, understandable ways.

Alda, 77, host of "Scientific American Frontiers" on PBS, was honored Wednesday night at the school's 14th annual celebrity gala, which drew more than 800 people to Chelsea Piers in lower Manhattan.

"Scientists are very passionate people, and they soon realize they can talk about their work in really technical terms or talk about it in a way that reflects passion for science," the Manhattan-born Alda said before the gala.

The event was expected to bring in \$4 million, university officials said. The funds are to be split between student scholarships and expanding The Alan Alda Center for Communicating Science at the university.

Alda said he was thrilled, adding with characteristic self-deprecation: "I've never had anything named after me before. Well, except once a woman wrote to tell me she named her horse after me. This is so

much better than that."

The lifelong science buff played a primary role in the center's 2009 founding. As visiting professor, he has helped train 230 young scientists -- graduate students at Stony Brook -- using acting techniques such as improvisation.

He said he was always interested in science as a child. That interest waned in his high school and college years, he said, giving way to a four-decade-long acting career.

Famed for playing Army doctor Capt. Benjamin "Hawkeye" Pierce in the 1972-83 sitcom "M*A*S*H," Alda has won seven Emmy and six Golden Globe awards over the course of his career. He was an Oscar nominee for "The Avator" and more recently played Laura Linney's oncologist in the HBO series "The Big C."

Learning about science remains a hobby, Alda said. For 13 years, he has interviewed hundreds of scientists in a conversational manner on his PBS show.

In 2006, Alda, who lives on Long Island and in Manhattan, approached Shirley Strum Kenny, then Stony Brook University's president, with the idea to make communication training a component of science education.

Kenny, a literary scholar, took up Alda's idea and set up a panel of faculty and scientists. In conjunction with Brookhaven National Laboratory and Cold Spring Harbor laboratories, Stony Brook University won a \$200,000 federal grant to found the center, which is part of the journalism school.

School of Journalism Dean Howard Schneider, a former Newsday editor, said naming the center for Alda will "open doors" with potential donors and other influential people.

"He has not lent his celebrity to this cause casually," Schneider said.

"He's already identified with the center. This will make it more official."

Alda is respected among scientists as well, said Elizabeth Bass, director of the Center for Communicating Science.

The center, in addition to training Stony Brook graduate students and teaching assistants, is exploring ways to offer its series of courses to undergraduates. This year, the center's Flame Challenge, a science contest for schoolchildren, tasked scientists all over the world with answering the question: What is time?

"One of the goals is to get students who come into science to stay in science," said Bass, a longtime science journalist and former Newsday editor.

The center also has put on workshops at various meetings and other gatherings of scientists, and has trained people from 60 universities across the country, including those from Rockefeller University, Stanford University, University of Georgia and UCLA, Bass said.

An earlier version of this story incorrectly stated Alan Alda's birthplace. He was born in Manhattan.

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