



TRUTH IS A GREAT FLIRT  
**WONDERFEST**  
*The Bay Area Beacon of Science*

**Directors**

**Jacob Bien**, Assistant Professor of Biological Statistics, Cornell University

**Jack Conte**, Musician & Videographer and CEO of Patreon

**Marriner Eccles**, Economist

**Alexei Filippenko**, Professor of Astronomy, UC Berkeley

**Maribel H. Fraser**, Director of Information Technology, AT&T, retired

**Juliana Gallin**, Founder of San Francisco's Ask a Scientist

**Kendra Kramlich**, Financial Modeler, PRJ Holdings

**Howard Rheingold**, Author and Educator

**Robert Strong**, Comedy Magician, San Francisco

**Eric Yao**, Technical Director of Wonderfest and CEO of Picturoo

**Emeritus Directors**

**Eugenie Scott**, Advisory Council Chair, National Center for Science Education

**Richard Zare**, Professor of Chemistry, Stanford

**Advisors**

**J. Michael Bishop**, Nobel Laureate, former Chancellor, UC San Francisco

**Dean Edell, M.D.**, ABC/KGO Television and Radio, San Francisco

**Timothy Ferris**, Emeritus Professor of Journalism, UC Berkeley

**Christopher McKee**, Emeritus Professor of Physics, UC Berkeley

**Jacob Needleman**, Emeritus Professor of Philosophy, S.F. State University

**David Perlman**, Science Editor, San Francisco Chronicle

**Robert Siegel**, Professor of Microbiology & Immunology, Stanford

**Barbara Tversky**, Professor of Psychology, Columbia Teachers College

**Dan Werthimer**, Director of SETI@home, UC Berkeley

**Will you help Wonderfest to promote scientific thinking in society at large, and in the Bay Area in particular?**

Let's enhance the concept of scientific community to include more than just the researchers themselves. Wonderfest builds respect and affection for science within all elements of society.

Wonderfest is a 501(c)(3) nonprofit corporation dedicated to science education and popularization. For fifteen years, Wonderfest has enabled hundreds of scientists to reach more than 10,000 Bay Area residents with insights that inspire curiosity, promote careful reasoning, challenge unexamined beliefs, and encourage life-long learning.

“ One thing I have learned in a long life: that all our science, measured against reality, is primitive and childlike—and yet it is the most precious thing we have. ”

— Albert Einstein

**Wonderfest seeks funding for the following programs**

**Enlarging the concept of *Scientific Community* since 1997**

47 Alta Way, Corte Madera, CA 94925 | [www.wonderfest.org](http://www.wonderfest.org) | Tax ID (EIN): 45-2564798  
Primary Contact: Tucker Hiatt, Executive Director | [tucker@wonderfest.org](mailto:tucker@wonderfest.org) | 415-577-1126

Please help to enlarge the concept of Scientific Community by funding a complete Wonderfest program (below) or by becoming a general "Patron" of Wonderfest on an astronomical scale!

Cosmic: \$100/month | Galactic: \$25/month | Stellar: \$10/month | Planetary: \$5/month | Lunar: \$1/month

Visit [www.patreon.com/wonderfest](http://www.patreon.com/wonderfest) to become a Wonderfest Patron, and to learn about the interesting REWARDS that accompany each patronage level.

Of course, we warmly welcome donations of any amount.  
Contact [tucker@wonderfest.org](mailto:tucker@wonderfest.org) or visit [wonderfest.org/donate](http://wonderfest.org/donate).

## Wonderfest seeks funding for the following programs:

### Public Science Gatherings

Monthly Wonderfest events in the San Francisco Bay Area bring people together to explore new scientific ideas. Wonderfest recruits outstanding scientists to share their expertise with the general public. Past speakers include Nobel laureates Paul Berg and Steven Chu, SETI pioneer Jill Tarter, physicist Andrei Linde, astronomer Geoff Marcy, linguist Geoffrey Nunberg, philosopher John Searle, and psychologist Philip Zimbardo.

*[\$20,000 per year—for venue rental, promotion, and speaker honoraria]*

### Online Presentation Video

Wonderfest public science presentations are professionally recorded, edited, and posted as Internet video-on-demand. This allows the number of people helped by Wonderfest to grow from hundreds to (potentially) millions. To date, Wonderfest videos at FORA.tv and on YouTube have been viewed more than 400,000 times.

*[\$10,000 per year—for high-quality recording, editing, hosting, and promotion]*

### Sagan Prize (to be co-named with funding entity)

Wonderfest's Carl Sagan Prize for Science Popularization recognizes and encourages Bay Area researchers who provide "outstanding contributions to the public understanding of science." Past recipients include mathematician Keith Devlin, evolutionary biologist Kevin Padian, and astronomer Alex Filippenko.

*[\$6,000 per year—for cash award, plaque, and press release]*

### Wonderfest.org

The Wonderfest website offers most people's first ray of light from the "Beacon of Science." Wonderfest.org is a portal to Bay Area science events, to Wonderfest video, to basic science news, and to open-forum discussion of all science issues.

*[\$10,000 per year—for website upkeep, social media outreach, and webmaster stipend]*

### Radical Physics

Physics is the most fundamental of the sciences. It forms the foundation of virtually all fields of engineering—and, ideally, of every maturing individual's coherent world-view. Yet *two-thirds* of U.S. students never take a year-long physics course! The *Radical Physics* YouTube channel—now 20% complete—presents the essential ideas and methods of a full introductory course. Perfect for students in so-called "flipped" classrooms, Radical Physics also rescues students whose schools (or homes) offer no physics at all, and it captivates many others who previously thought they were "just not the physics type."

*[\$30,000 per year—for video production costs and producer stipend]*

### Science Envoys

Wonderfest identifies Bay Area PhD students who show particular science-popularization promise. We train these "Science Envoys" in the subtle art of public speaking, and we give them opportunities to reach audiences eager for their expertise and their enthusiasm.

*[\$25,000 per year—for workshops, textbooks, & instructor honoraria]*

### Endowed Administrative Chair (to be named after funding entity)

Currently, Wonderfest's administrative work is performed by its executive director (ED), a volunteer position. The ED performs all aspects of fundraising and management work (except website and social media development). To fund the ED position, we seek an endowed "chair," in analogy with professorial endowed chairs in university settings.

*[\$40,000 per year—for management activities and supplies; \$1 million initial endowment]*

