

--- EMBARGOED UNTIL MAY 25th ---

UNC-Chapel Hill's Institute for Science Learning Wins Pirelli Multimedia Award

Quick Facts

- Who:** Walter E. "Skip" Bollenbacher, Ph.D., Professor of Biology, Director of the Institute for Science Learning
Caroline Seay, Ph.D., Associate Director of the Institute for Science Learning
Professor Rich Beckman, Professor of Journalism, Executive Producer for the Institute for Science Learning
- What:** The Institute for Science Learning (ISL) has been announced as a winner of the 2005 Pirelli INTERNETional Award. The ISL's *Microarrays MediaBook* was chosen by an international jury as the "the best product of multimedia education destined to students."
Dr. Bollenbacher, Dr. Seay, and Professor Beckman will travel to Rome to attend the award ceremony and accept the prize of 15,000 euros that accompanies the award.
- Where:** The Temple of Hadrian in Rome, Italy
- When:** May 26, 2005

About the Pirelli Award

The Pirelli INTERNETional Award is "the world's first Internet multimedia award aimed at the diffusion of scientific and technological culture worldwide." With an overall budget prize of 135,000 Euro (about US\$ 160,000), awards are granted in the following main categories: Multimedia Education, the Environment, and Information and Communications Technology (ICT). The Pirelli INTERNETional Award was established in 1996 as a means of encouraging scientific culture through the Internet, and it is estimated to be the top prize in the field of multimedia. Additional information can be found at <http://www.pirelliaward.com>.

About the ISL's Winning Submission: *Microarrays MediaBook*

The Genomics Revolution and the resulting explosion of knowledge are occurring in parallel with a crisis in science learning and teaching. Fewer students are achieving excellence in science and choosing science careers, and many of the world's citizens are uninformed about science and technology.

The *Microarrays MediaBook* is designed to achieve equity of access to genomic science learning by using multimedia technology to create and deliver an innovative, interactive learning environment. It is accessible to multiple learners with different goals, learning styles, interests, and academic proficiencies. The target audience for the *Microarrays MediaBook* is undergraduate students, however, the complex scientific data and terminology is presented in a manner that a variety of persons from undergraduate students to professionals can easily understand.

The *Microarrays MediaBook* was conceived, designed, written, and produced by the Instructional Media Group (IMG) at UNC-Chapel Hill's ISL. The IMG is a professional staff with expertise in contemporary media design, programming, pedagogy, science teaching, education, and multimedia research and evaluation. The IMG is modeling the future of science learning through a research approach to best determine how to address the science education crisis in America that is geared towards the multi-media student learner of today and the scientists/scholars of the future.

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Production of the *Microarrays MediaBook* is made possible by funding from the National Human Genome Research Institute (NHGRI), the National Institute of General Medical Sciences (NIGMS), the National Center for Research Resources (NCRR), the Howard Hughes Medical Institute (HHMI), and the Department of Education.

About the ISL

UNC Chapel Hill's Institute for Science Learning (ISL) was approved by the University in April 2004 to help ensure the University's future of discovery and innovation. The ISL is pleased to make its international debut in May 2005 with the announcement of the Pirelli INTERNETional Award for 2005.

The ISL builds collaborations among disciplines, programs, and organizations to produce learning innovations that are creating a science learning renaissance at academic, education, organization, and social levels. The ISL contains several key programs such as:

- The Instructional Media Group (IMG)
- The DESTINY Traveling Science Learning Program
- The SPIRE Postdoctoral Fellowship Program
- The Tailored Technology Research Group

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