

BRAIN SCIENCE PODCAST

With Ginger Campbell, MD

Summer Update

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SUMMER UPDATE

Welcome to the *Brain Science Podcast*. I'm your host, Dr. Ginger Campbell. The next episode of the *Brain Science Podcast* will be out shortly after the Fourth of July. It will be an interview with [Dr. David Eagleman](#) about his new book, [*Incognito: The Secret Lives of the Brain*](#). I think this episode will be of interest to listeners of all backgrounds.

But today I'm going to just take a few minutes to give you a summer update. As I announced at the end of [Episode 74](#), in July I will be returning to a monthly schedule. While I appreciate that some of you would like the show to come out more often, once a month seems like a good frequency for most listeners.

Now, today I want to accomplish a couple of things. I want to provide a little advice for new listeners, and I also want to share information that I hope will be useful to everyone. Some of this I have mentioned in the past, but I know a lot of you do not listen to the announcements that I put at the end of each episode. Besides, whenever I put announcements at the end of an episode, I always end up

leaving something out. So, today my goal is to put all those sorts of announcements in one place.

For those of you who are new listeners, I want to start out by giving you a brief history of the *Brain Science Podcast*. When I started this podcast in 2006, my goal was to share neuroscience with a general audience. That is still my primary goal, but over the last four-plus years the audience has evolved in some surprising ways.

For one thing, it's much more diverse than I ever imagined. I am pleased that the show seems to inspire students, from high school up through grad school. And I've also been surprised at the number of PhD's and MD's who listen, including working neuroscientists who listen to learn about work outside their own fields. And, of course, I get emails from non-scientists; which I find particularly rewarding.

Because of the diversity of the audience, I try to alternate episodes between those like [Episode 74](#), which was rather technical, and the one coming up in July, which will be more accessible to new listeners. At the beginning of each episode I will usually tell you what the level of technical difficulty is, and if you need background information to appreciate that particular episode. However, I would encourage you not to be afraid to listen to a new episode, even if it is technical, because you can always come back and listen to it again later, when you have a little bit more knowledge.

In fact, if you are a new listener, I want to give you one particular piece of advice, which is that if you're new to neuroscience, it's a good idea to go back and listen to Episodes 1 through 26. That's essentially Year One of the *Brain Science Podcast*. It will give you a good basic background of what you need to know to appreciate all the subsequent episodes. I really do try to make every episode

stand alone, but after four years that's practically impossible. So, I also always include links to related episodes in the show notes.

Of course, if you have a background in neuroscience you should find it easy to pick and choose among the topics that interest you. If you're looking for a certain topic, I recommend that you go to the website brainsciencepodcast.com, and use the search box, which you will find at the top of the right sidebar. I have made a special effort to tag each episode with keywords, to make it easy for you to find topics.

Before I talk a little bit more about the *Brain Science Podcast* website, I want to mention that I did post the edited version of the talk I gave last month in London entitled "Why Neuroscience Matters." There's a link to this at brainsciencepodcast.com, but you can also get it by subscribing to my other podcast, which is called *Books and Ideas*, via iTunes or whatever podcatcher you use.

Now I want to take a little bit of time to talk some more about the website. brainsciencepodcast.com is not the typical podcast website. Except for the earliest episodes, there are detailed show notes and references available for every episode. This means that if you want to learn more about a topic, the first place you should go is to the episode show notes.

There you will also find a link to the free episode [transcripts](#), which, thanks to Lori Wolfson, also contains even more links, such as links to all the scientists mentioned during each episode. And Lori has also provided links to Wikipedia for the various terms that are sometimes used in the episodes and not necessarily defined in detail.

If you want to get the show notes automatically, just sign up for the *Brain Science Podcast* [newsletter](#). And if you want to be able to read episode transcripts on your mobile device, then you'll want to have the *Brain Science Podcast* app.

Because I do put a lot of time into the site, I really do want you to visit it, and leave your feedback in the [Guest Book](#). Since the site is nearly five years old, it has been updated, and even moved a couple of times. So, I'm gradually trying to correct the leftover old links that crop up from time to time. But you can help. If you find a link that has an address that includes either 'wordpress.com' or 'docartemis.com,' please let me know, because those links are old and need to be replaced.

Now, I've tried to put a link to everything that you might need on the first page; but since I get emails from people that can't find things, I'm going to talk briefly about how the site is organized. There is a blue toolbar under the logo which contains links to my contact information; listings of all the episodes by name and number, as well as by the guests. There's a 'Community' tab that includes a link to the [Guest Book](#), the [newsletter](#), and the [Facebook Fan page](#).

With regards to Facebook, it's not practical for me to accept friend requests from listeners, even though I really appreciate your support. But, if you go to the *Brain Science Podcast* Fan page and 'like' it, then you'll automatically get the updates that are relevant, because I always post them, both to my page and to the *Brain Science Podcast* Fan page. Now, if you want to see more of my updates, the best place to go is to follow me on Twitter, where I am [docartemis](#).

On the blue toolbar I was talking about a minute ago, there is also a direct link to the [Discussion Forum](#). This now goes to our Group on [goodreads.com](#), which is the best place to find out what's coming, because that is where I tell you what books I am reading, which are the ones that are likely to be featured in upcoming episodes. That is also where I announce when I have arranged an interview with

a particular author, so that if you want to submit a question for that author ahead of time, you can. And, of course, that is the best place for discussing episodes, leaving feedback, and then exchanging ideas with other listeners.

Another thing that is on the toolbar is the direct link to the [Donations](#) page, and a link to my other podcast, which is called [Books and Ideas](#).

Now, there are two sidebars; and you can explore those. I'm not going to go into those in detail. Some of the stuff on the sidebars is duplicate, but it does include subscription links, links for listening to the latest episode, and links to social sites like our [Flickr](#) group, links to other neuroscience sites, and if you don't have an ad blocker in your browser, you'll see the ad from my sponsor, [audible.com](#).

If you don't have ad blocking turned on, one thing you'll notice is that the site has very few ads. In fact, the Audible ad is really the only true ad; although there is an [Amazon link](#), but it is going to books that have been featured on the show. So, the main source of income for the *Brain Science Podcast* is donations.

I haven't talked about this for awhile, but since I'm resuming the monthly schedule, this seems like a good time. While it's not expensive to produce a podcast, it is very time-consuming to produce this sort of content; especially since I work on my own, without the backing of a university or a science publication. Many of you have written suggesting that I charge, either for the podcast or for the transcripts, but I have chosen not to do this, because I want this information to be freely available.

Now, you might wonder how much I make from the [iPhone app](#) or when you buy a book from [Amazon](#) via my links. With the apps I make about a third of the price; and since it's not an app that sells a lot, I make usually less than \$100 a month off the apps. With Amazon I get a few cents for any book that's bought through those links, which basically earns me an Amazon gift certificate for

maybe \$25 at the most, a few times a year. I don't think anyone has ever bought a [Brain Science Podcast t-shirt](#); and the [Premium CD's](#) also didn't sell very well, which is why they're only available for Episodes 65 through 67.

So, the bottom line is your donations make a big difference. Besides paying for the episode transcripts, they keep me going—even if it does look like I'm going to be working as an emergency physician for the foreseeable future.

I do want to take a moment to thank everyone who has donated to support my work. I especially want to thank those of you who have continued with your automatic monthly donations, even during the time when I was putting out fewer shows. But don't forget that, even if you can't afford to donate, you can help by putting a review in your blog or on iTunes; posting links on Twitter and Facebook, or wherever you hang out on the Web; and, of course, by telling people you know personally. Most new listeners come to the show via word of mouth.

I'm almost done, but I do want to remind you of a few other things. One is, of course, that I would really like for you to listen to my other podcast, [Books and Ideas](#). I've been putting out both podcasts since December of 2006, but *Books and Ideas* has a much smaller audience, because it doesn't really fit into a niche that allows it to get onto one of the iTunes Features page. So, I hope you will check it out. That's the reason why I put my talk, "[Why Neuroscience Matters](#)," only in that feed.

Also, I have another website called [sciencepodcasters.org](#), which I started to encourage podcasts of all sizes. So, if you know someone who's doing a science podcast and wants to be a part of this, have them contact me. I'm still recruiting science podcasts.

Finally, I do want to mention that I am going to be appearing at [The Amazing Meeting](#) in Las Vegas in July of 2011. So, if you're attending that event, I hope

you will either drop me an email or come up and say hi to me at TAM. I'm really looking forward to seeing lots of you there.

Four years ago this month I posted the first [Six-Month Review episode](#), and next month I will be posting Episode 75. I am proud of most of these episodes, and I appreciate all the support and feedback you've given me. Last year at this time I came very close to quitting, partly because of money, and I was disappointed that my work hadn't yet led to new opportunities.

I think my timing is a little bad, since it doesn't seem to be a very good time to be in science journalism. But the show continues to find new listeners, and just as I thought when I conceived the *Brain Science Podcast* five years ago, I still haven't run out of new topics to cover. My intention is to continue the *Brain Science Podcast* as a monthly show. I will continue to try to alternate between general interest topics and more technical episodes.

Please keep sending me your ideas at docartemis@gmail.com. If you should want to send me a book to review, there is a mailing address on the [Contact](#) page at brainsciencepodcast.com.

I hope you have found this update useful and informative. Don't forget to sign up for the *Brain Science Podcast* [newsletter](#), so you can get show notes automatically. And be sure to subscribe to the podcast if you haven't done so already.

Thanks again for listening. I'll be back with a new *Brain Science Podcast* next week.

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Transcribed by [Lori Wolfson](#)

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