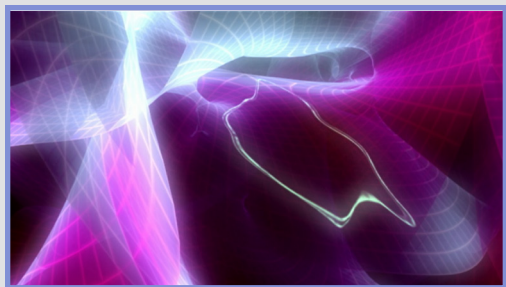


# FRIENDS OF THE KAVLI INSTITUTE FOR THEORETICAL PHYSICS

## Chalk Talk



### The Art of Science Television



**Paula Apsell**

Senior Executive Producer,  
NOVA/Director, Science Unit, WGBH

Using clips from the internationally acclaimed and award winning NOVA science series, Senior Executive Producer Paula Apsell will discuss the art of science television. How are topics chosen? How does one make difficult material not only accessible but compelling? How does one educate, entertain, and stimulate creative and critical thinking, all at the same time? And what particular challenges face science journalists and educators today, when scientific and cultural literacy are more at risk than ever in a computer-game-oriented society with literally hundreds of media choices available with the flick of the remote control?

As Director of the WGBH Science Unit and Senior Executive Producer of the PBS science series NOVA (now in its 39th season), Paula Apsell has overseen the production of hundreds of acclaimed science documentaries, including such distinguished miniseries as *The Fabric of the Cosmos* with Brian Greene, *Origins* with Neil deGrasse Tyson, and *Making Stuff* with David Pogue. In January 2005, Apsell introduced the critically acclaimed magazine spinoff NOVA scienceNOW. Today, NOVA is the most watched science series on American television, a top website on PBS.org, and has won every major broadcasting award, including the Emmy, the Peabody, and the dupont-Columbia Gold Baton. Paula Apsell has been recognized with numerous individual awards and has served on several boards including that of the Smithsonian's National Museum of Natural History. She was recently Journalist-in-Residence at the Kavli Institute for Theoretical Physics at UC Santa Barbara.

**Thursday, April 11, 2013**

**Kohn Hall, UCSB**

**5:30 PM Courtyard Reception**

**6:15-7 PM Presentation**

**7-7:15 PM Questions & Discussion**

**Attendance only by Reservation**

**RSVP by April 5th**

**On-Line: [www.kitp.ucsb.edu/chalk-talk-rsvp](http://www.kitp.ucsb.edu/chalk-talk-rsvp)**

**Phone: 893-6363 or [events@kitp.ucsb.edu](mailto:events@kitp.ucsb.edu)**

### LOT 10 PARKING

As you enter campus from Hwy 217, turn right onto Mesa Rd, merge into left lane, at the stop light turn left into Parking Structure 10. PARK, BUY a \$4 permit from the dispenser (near the elevator and stairs), DISPLAY PERMIT on dashboard. The KITP is right next door.