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?

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
Phone: 893-6363 or 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.