



THE INSTITUTE FOR  
MOLECULAR  
ENGINEERING

# Colloquium

**SPEAKER**

**Paula Apsell**

Senior Executive Producer, *NOVA* & *NOVA scienceNOW*  
Director, WGBH Science Unit



## The Art of Science Television

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?

**Wednesday, May 21<sup>st</sup>**

**1:30 PM GCIS W301**

<http://ime.uchicago.edu/>