

**28 February**

## Premier Showing of AAAS Science Television Project

On Sunday, 3 March, over the 234-station Public Broadcasting Service (PBS) a new weekly television series on science will make its debut. The series, "NOVA," is produced for PBS by WGBH-TV, Boston. This project is one in which the AAAS has played an instrumental role during planning and development.

A special preview of the series will take place in San Francisco during the AAAS meeting at 6:00 p.m. on Thursday, 28 February. Executive producer Michael Ambrosino will describe the project, and portions of several programs will be screened.

The new television series, produced with the advice and cooperation of AAAS, is designed to explore new ways of bringing science to television. Funding of \$1.5 million has come from the Carnegie Corporation of New York, Corporation for Public Broadcasting, National Science Foundation, and Polaroid Corporation.

The first five programs scheduled are:

- 3 March—The Making of a Natural History Film
- 10 March—Where Did the Colorado Go?
- 17 March—Whales, Dolphins and Men
- 24 March—The Search for Life
- 31 March—The Last of the Cuiva

**26 February**

## Preview of New Television Health Series

A new prime-time television series, designed to entertain as well as instruct adults in health care, will be previewed Tuesday, 26 February, in San Francisco at the AAAS annual meeting.

What particularly distinguishes this new effort in TV health education is the fact that it comes from the creators of "Sesame Street," the TV series that utilizes the television medium as an educational vehicle for preschoolers.

Representatives from the Children's

Television Workshop (CTW) will conduct three 1-hour briefings on the series—which does not yet have a title.

Presentations will be held in Ballroom No. 4 of the San Francisco Hilton at 11:00 a.m., 1:30, and 3:30 p.m.

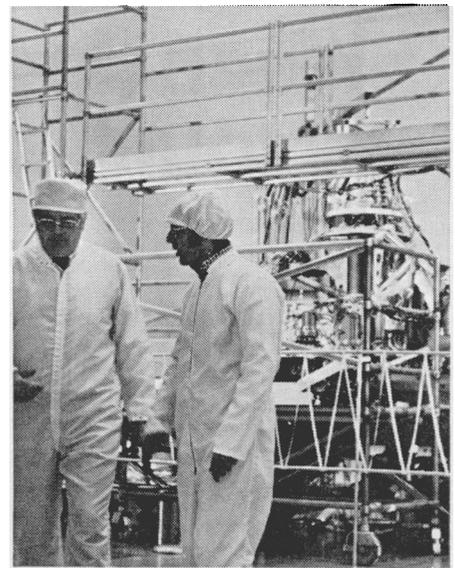
Experimental film segments produced for testing with panels of target audiences will be shown by William H. Kobin, vice president of the Workshop's Future Works Division and executive director of the new series.

Dr. Edward L. Palmer, vice president for research, will discuss research plans for the 26-week series, while Robert A. Hatch, CTW vice president for public affairs, will detail a major outreach campaign being designed for the program.

The series, which will air as a weekly hour-long variety program, premieres this fall on the Public Broadcasting Service.

The Workshop describes it as the most ambitious attempt yet to use television on a regular basis to convey health information. It will be as unlike the standard TV health program as "Sesame Street," and CTW's other experimental series "The Electric Company," are unlike any previous forms of educational programming.

A primary target audience of the program will be the young parents who



Nestled among the scaffolding is the Viking lander scheduled to land on Mars in 2 years. It will be seen on television for the first time in the new science television series "NOVA" produced with the advice and cooperation of AAAS.

play major roles in the general health and nutritional well-being of their families. The needs and problems of poverty families will also be of particular concern.

The Workshop has spent 1½ years in developing the series. Its feasibility studies have included interviews with 300 doctors and health officials and nine exhaustive seminars attended by a cross section of medical and health professionals, community health workers, and TV producers and writers.

**28 February**

## Skylab Experiments: First Report

The first national symposium on the results of the 140 scientific investigations performed during the recent Skylab Earth-Orbital flights will be held during the AAAS meeting.

The program, arranged by Dr. George W. Morgenthaler, corporate director of research and development, Martin Marietta Corporation, will feature the director of the Skylab project, Mr. William C. Schneider, as program chairman, and key NASA, university, and industry scientists.

Following reports on scientific accomplishments from the Skylab flights, a panel will discuss future scientific activities in space in a discussion entitled "Where do we go from here?" The moderator will be Dr. Morgenthaler; panelists will be Jules Bergman, science editor, ABC News; The Honorable Jack M. Campbell, president, Rocky Mountain Federation of States; The Honorable Marvin L. Esch, U.S. Congressman from Michigan; Dr. Stanley Ross, president, S. Ross and Associates (Operations Research Society of America); Dr. Owen K. Garriott, scientist-astronaut, Johnson Space Center, NASA; and Mr. Stanley I. Weiss, vice president and assistant general manager, Engineering and Development, Space Systems Division, Lockheed Missiles and Space Co.

# Science

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*Science* **183** (4126), 767.  
DOI: 10.1126/science.183.4126.767-b

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