



**MEDIA ALERT**

Media Contact: Meredith Gandy  
(415) 553-2116 or [mgandy@kqed.org](mailto:mgandy@kqed.org)  
[www.kqed.org/press](http://www.kqed.org/press)

**NOVA and NOVA scienceNOW  
Cosmic Conversation with Dr. Neil deGrasse Tyson and Paula Apsell  
at the Palace of Fine Arts**

**What:** Join KQED for a conversation with Dr. Neil deGrasse Tyson, host of *NOVA scienceNOW* and Paula Apsell, senior executive producer, *NOVA* and *NOVA scienceNOW*.

Dr. Tyson and Ms. Apsell will offer a behind-the-scenes look at *NOVA*, the most-watched prime-time science series on American television and winner of every major broadcasting award, including the Emmy and the Peabody. They will also discuss *NOVA's The Pluto Files*, which is based on Dr. Tyson's book by the same name. Since its discovery in 1930, Pluto has held a warm place in the public imagination. When the American Museum of Natural History's Hayden Planetarium stopped calling Pluto a planet, director Neil deGrasse Tyson found himself at the center of a firestorm-led by angry Pluto-loving elementary students. [What is it about Pluto that captures so many hearts?](#)

**When:** Wednesday, April 21 at 8pm

**Where:** Palace of Fine Arts Theatre  
3301 Lyon Street, San Francisco

**More Info:** \$12 KQED or KTEH members/\$15 non-members  
\$10 students/\$5 children under 12  
Tickets available through City Box Office  
415.392.4400 or [cityboxoffice.com](http://cityboxoffice.com)

Funding for *NOVA* is provided by ExxonMobil, Pacific Life, David H. Koch, the Howard Hughes Medical Institute, the Corporation for Public Broadcasting, and public television viewers.

**About KQED**

**KQED** ([www.kqed.org](http://www.kqed.org)) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television, one of the nation's most-watched public television stations, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *Jacques Pépin: More Fast Food My Way*; and *Jean-Michel Cousteau: Ocean Adventures*. KQED's digital television channels include 9HD, Life, World, Kids and V-me, and are available 24/7 on Comcast. KQED Public Radio (88.5 FM in San Francisco and 89.3 FM in Sacramento), home of *Forum* with Michael Krasny and *The California Report*, is one of the most-listened-to public radio stations in the nation with an award-winning news and public affairs program service. KQED Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources. KQED Interactive offers video and audio podcasts and live radio stream at [www.kqed.org](http://www.kqed.org), featuring unique content on one of the most-visited station sites in public broadcasting.