



**PBS' NOVA scienceNOW NAMES DAVID POGUE  
AS NEW HOST FOR SCIENCE MAGAZINE SERIES IN 2012**

**Renowned *New York Times* Tech Reporter to Join  
Critically Acclaimed Series in Launch of Season 6  
This Fall on PBS Stations Nationwide**



Produced for PBS by the  
WGBH Science Unit

One Guest Street  
Boston, MA 02135

617.300.2000

[www.pbs.org/nova](http://www.pbs.org/nova)



Funding for NOVA scienceNOW  
is provided by the National  
Science Foundation, the Howard  
Hughes Medical Institute,  
the Alfred P. Sloan Foundation,  
the George D. Smith Fund,  
and public television viewers.



HHMI



ALFRED P. SLOAN  
FOUNDATION

George D. Smith Fund

**March 15, 2012** — *NOVA scienceNOW* has named David Pogue, popular technology reporter for *The New York Times*, to host the critically acclaimed science magazine series, senior executive producer Paula S. Apsell announced today. Pogue has signed on to the series beginning this fall with the launch of Season 6, premiering in October 2012 at 10 pm ET/PT on PBS.

David Pogue is already a familiar face to audiences of the flagship NOVA series, with recent stints hosting the highly watched four-hour miniseries on materials science, *Making Stuff* (PBS, 2011), viewed by 14 million people, and the upcoming two-hour special program, *Hunting the Elements*, premiering on NOVA on April 4, 2012.

Pogue is the third host tapped to helm the acclaimed series. Prior hosts include TV and radio news correspondent Robert Krulwich, who originated the role for the series' inaugural season in January 2005, and astrophysicist Neil deGrasse Tyson, who took the reins in October 2006 and hosted seasons two through five.

“We are thrilled for David to join the *NOVA scienceNOW* team as host, reporting stories from the frontiers of science and technology,” said Apsell. “David’s engaging personality and tireless enthusiasm, as well as his natural curiosity as a tech journalist, all add up to a passion for storytelling and an ability to bring viewers on a fast-paced ride through some of the most intriguing stories and breakthroughs of our time.”

Featuring four stories in each themed episode, the new season of *NOVA scienceNOW*, which is produced by WGBH Boston, will again tackle an array of thought-provoking topics on people’s minds, such as “How Smart Can We Get?” — in which Pogue finds out how the anatomy of his brain measures up to Albert Einstein’s; “What Are Animals

*more*

Thinking?” — when the tech-savvy host races against homing pigeons without the aid of his iPhone’s GPS; and “Can Science Stop Crime?” — in which Pogue tries to outsmart computerized lie detectors.

Other stories will follow Pogue as he discovers how much Neanderthal DNA he’s carrying, meets the inventors and engineers working to create mind-reading machines and thought-controlled video games, ventures into secret labs and kitchens to uncover the hidden truths behind the mouth-watering flavors and textures we take for granted each day, and much more.

Following the weekly NOVA broadcast on Wednesday nights, the *NOVA scienceNOW* series will create a block of primetime science programming for viewers this fall on Wednesday nights from 9-11 pm ET/PT on PBS.

### ***David Pogue Brief Biography***

Perhaps best known as the weekly technology columnist for *The New York Times*, David Pogue also writes a monthly column for *Scientific American*. In addition, he is an Emmy Award-winning tech correspondent for CBS News, and his trademark comic tech videos appear each week on CNBC. Pogue’s Twitter followers number more than 1.4 million.

With more than three million books in print, Pogue is also one of the world’s best-selling how-to authors. He has written or co-written seven books in the *For Dummies* series (including Macs, Magic, Opera and Classical Music); in 1999, he launched his own series of complete, funny computer books called the *Missing Manual* series, which now includes 120 titles.

Pogue graduated summa cum laude from Yale in 1985, with distinction in music, and he spent 10 years conducting and arranging Broadway musicals in New York. He has won an Emmy, a Loeb award for journalism and an honorary doctorate in music. He has also been profiled on “48 Hours” and “60 Minutes.”



HHMI



ALFRED P. SLOAN  
FOUNDATION

George D. Smith Fund

Funding for NOVA scienceNOW is provided by the National Science Foundation, the Howard Hughes Medical Institute, the Alfred P. Sloan Foundation, the George D. Smith Fund, and public television viewers.

#### **Pressrooms**

pbs.org/pressroom

Eileen Campion  
Roslan & Campion Public  
Relations  
212.966.4600  
[Eileen@rc-pr.com](mailto:Eileen@rc-pr.com)

Karen Lavery  
NOVA National Promotions  
617.300.4382  
[Karen\\_lavery@wgbh.org](mailto:Karen_lavery@wgbh.org)