

NOVA

Produced for PBS by the
WGBH Science Unit



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BIOGRAPHIES

NOVA



PAULA S. APSELL

Senior Executive Producer, NOVA;
Director of the WGBH Science Unit

As director of the WGBH Science Unit and senior executive producer of the PBS science series NOVA, now in its 39th season, Paula S. Apse has overseen the production of hundreds of acclaimed science documentaries, including such distinguished miniseries as “The Elegant Universe” with Brian Greene, “Origins” and “Evolution.” In 2005, Apse introduced a spinoff in NOVA scienceNOW, a critically acclaimed science magazine series hosted by astrophysicist Dr. Neil deGrasse Tyson. Today, NOVA is the most-watched primetime science series on American television and has won every major broadcasting award, including the Emmy, the Peabody and the duPont-Columbia Gold Baton. Apse has been recognized with numerous individual awards, including the New York Hall of Science’s Distinguished Service Award for Public Understanding of Science and the Carl Sagan Award given by the Council of Scientific Society Presidents. She has served on several boards, including the Smithsonian’s National Museum of Natural History and Brandeis University’s Science Advisory Council. She is also a trustee of the International Documentary Association.



THEODORE GRAY

Participant, NOVA “Hunting the Elements”
Creative Director for Touch Press
Co-Founder of Wolfram Research, Inc.

Theodore Gray is an award-winning software developer, author and popularizer of science. Having started out in chemistry, he joined Stephen Wolfram in 1987 in the creation of Mathematica. Gray pioneered the concept of Mathematica notebooks — which serve as the main interface to Mathematica and have made possible the creation of millions of interactive computable documents. Ever since the founding of Wolfram Research, Gray has guided its user interface strategy and been responsible for a sequence of major innovations.

Over the years, Gray has developed an independent interest in science writing and in communicating the excitement and importance of science to a wide audience. He is a contributing editor at *Popular Science* magazine and has authored its “Gray Matter” column since 2003. The “How 2.0” section containing Gray’s column won a National Magazine Award in 2005, and Gray’s column is a finalist for its own National Magazine Award for 2010.

more

THEODORE GRAY, *continued*

Gray is the author of *Mad Science: Experiments You Can Do at Home — But Probably Shouldn't* and of the best-selling coffee table book *The Elements, A Visual Exploration of Every Known Atom in the Universe*, now the groundbreaking first product of Touch Press. He is also the proprietor of periodictable.com and the creator of the iconic photographic periodic-table poster seen in universities, schools and museums, and on TV shows from “MythBusters” to “Hannah Montana.”



DAVID POGUE

Host, NOVA “Hunting the Elements”

Technology Columnist, *The New York Times*

David Pogue writes the tech column for *The New York Times* every week, and in *Scientific American* every month. On TV, you may know him from his funny tech videos on CNBC every Thursday, or his stories for CBS Sunday Morning or the NOVA miniseries he hosted on PBS, called “Making Stuff.”

With more than three million books in print, David is one of the world’s best-selling how-to authors. He wrote or co-wrote 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.

David graduated from Yale in 1985, summa cum laude with distinction in music, and he spent 10 years conducting and arranging Broadway musicals in New York. He's won an Emmy, a Loeb award for journalism and an honorary doctorate in music. He’s been profiled on “48 Hours” and “60 Minutes.” He lives in Connecticut with his three children. His web site is www.davidpogue.com.

CHRIS SCHMIDT

Co-Executive Producer, NOVA “Hunting the Elements”

Chris Schmidt is an Emmy Award-nominated filmmaker, who for the last 10 years has worn multiple hats for Powderhouse: executive producer, writer, director and editor, to name a few. He has traveled the world to produce and direct movies and television programs for the Discovery Channel, the History Channel, National Geographic and PBS. In 2011, Schmidt executive produced the NOVA mini-series “Making Stuff.” In 1990, he wrote and directed *Banya*, the first American independent feature ever shot in the USSR. His independent documentary, *The Puppeteer*, has won numerous awards.