



PRESS RELEASE

SEATTLE – In the years since his Emmy Award-winning hit series *Bill Nye the Science Guy*® debuted, Bill Nye has been educating and entertaining millions of young people, parents and teachers.

Now he's bringing his uniquely engaging brand of science know-how to 'tween to adult viewers in a new series called *The Eyes of Nye*. The series continues Bill's mission to encourage scientific literacy and to help viewers understand the science issues that impact their everyday lives. The 13 half-hour episodes tackle big themes in a lively format that combines on-location interviews with leading experts, scientific demonstrations, comical sketches and colorful graphics with Bill's trademark humor and energy.

The Eyes of Nye will be available for broadcast on public television stations nationwide beginning April 3, 2005. (Please check local listings.)

In *The Eyes of Nye*, Bill takes viewers to locations ranging from a nuclear power facility to a South African wildlife preserve to an ice core laboratory to explore the science behind some of today's most important issues and most intriguing topics. He talks with experts on the leading edge of discovery and reveals fascinating facts about astrobiology, addiction, cloning, nuclear power, sports, population growth, transportation, global climate change, the evolution of sex, and more.

What do we need to know about these issues to make intelligent choices? What can parents teach their children about them? Bill gives viewers relevant information and then encourages them to use it—promoting the message that science helps us understand the world, and with every educated decision we make, we can help change that world for the better.

And the world is Bill's laboratory... with a little humor and a whole lot of science.

"The original *Science Guy* show was nominally for children, although about half the viewers were grown-ups," says Bill. "The new *Eyes of Nye* show is aimed at people old enough to vote, but it will also appeal to the 'tween audience. As always, we think the show is funny enough to keep people watching.

"We're doing topics that are more complex, subtle and controversial than on *Bill Nye the Science Guy*, and we think the ideas we present will make the shows very interesting indeed to everyone."

CREDITS: *The Eyes of Nye* is a production of KCTS/Seattle Public Television and is distributed nationally by American Public Television. Host and Co-Writer: Bill Nye. Supervising Producer: Lisa Hardmeyer. Line Producer: Chris DeBoer. Executive Producers: Bill Nye, Douglas M. Wilson, Randy Brinson, Rupert Macnee.



Major funding for *The Eyes of Nye* was provided by the National Science Foundation and by the Estate of Sperry H. Goodman.



WEB SITE OF SCIENCE!

The Eyes of Nye Web site will launch prior to the broadcast of the series at www.eyesofnye.org. Online features include additional content related to series topics; information on the scientists featured in the episodes; streaming thematically arranged excerpts from the shows; interactive science games; lists of top-selling science books; more information on host Bill Nye; and links to other content-rich science Web sites. *The Eyes of Nye* site also will link to the current *Bill Nye the Science Guy* Web site. Twelve years after that series' premiere, its popular online site still receives an average of 60,000 hits each week.



Major funding for *The Eyes of Nye* Web site was provided by the National Science Foundation.

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PROGRAM FACT SHEET

DESCRIPTION:

In this new series, Bill Nye of *Bill Nye the Science Guy*® fame brings his uniquely engaging brand of science know-how to 'tween to adult viewers. *The Eyes of Nye* continues Bill's mission to encourage scientific literacy and to help viewers understand the science issues that impact their everyday lives. Episodes tackle big themes in a lively format that combines fascinating on-location interviews, scientific demonstrations, comical sketches and colorful graphics with Bill's trademark humor and energy. Bill takes viewers to locations ranging from a nuclear power facility to a South African wildlife preserve to an ice core laboratory to explore the science behind some of today's most important issues and most intriguing topics. He talks with experts on the leading edge of discovery and reveals fascinating facts about astrobiology, addiction, cloning, nuclear power, sports, population growth, transportation, global climate change, the evolution of sex, and more.

PROGRAM LENGTH:

13 half-hour episodes

FEED FOR RECORD:

Episodes 101 – 109: Sundays, April 3 – May 29, 2005, 1030-1100 ET/511
Episodes 110 – 113: Details to be announced by APT.
(PLEASE CHECK LOCAL LISTINGS.)

**PUBLIC TELEVISION
PREMIERE:**

Broadcast rights begin April 3, 2005.

A PRODUCTION OF:

KCTS/Seattle Public Television

PRESENTING STATION:

KCTS/Seattle

DISTRIBUTOR:

American Public Television (APT)

CREDITS:

Host and Co-Writer: Bill Nye. Supervising Producer: Lisa Hardmeyer. Line Producer: Chris DeBoer. Executive Producers: Bill Nye, Douglas M. Wilson, Randy Brinson, Rupert Macnee

UNDERWRITERS:

Major funding provided by the National Science Foundation and by the Estate of Sperry H. Goodman.

RELATED WEB SITES:

www.eyesofnye.org
www.nyelabs.com

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EPISODE OVERVIEWS

#101 ASTROBIOLOGY

Fascination with the possibility of extraterrestrial life is a pervasive part of our culture. Approximately 50 percent of us believe that aliens have visited North America. Does extraterrestrial life exist? How are we working to find it, and what happens if we do?

Segments include an explanation of how we look for alien life millions of light years away, a visit to Mars right here on Earth, and a meeting with the premier planet finder, who just might find another Earth out there.

FEATURED EXPERTS:

Dr. Seth Shostak, Ph.D., Senior Astronomer, SETI (Search for Extraterrestrial Intelligence) Institute, Mountain View, California

Dr. Chris McKay, Ph.D., Astrogeophysicist, NASA Ames Research Center, Moffett Field, California

Dr. Debra Fischer, Ph.D., Astronomer, University of California, Berkeley, California

#102 PSEUDOSCIENCE

Extraordinary claims require extraordinary proof. To be scientific, a claim or hypothesis must be able to be proven true or false. We need to understand the world around us through the processes of science, not through the deceptions of pseudoscience.

Segments include an exposé of techniques used by psychics, the science of walking on a bed of flaming coals, and “The Case of the Extraordinary Claim.”

FEATURED EXPERTS:

Dr. Michael Shermer, Ph.D., Skeptics Society, Altadena, California

Dr. Suzanne Nelson-Steen, D.Sc., R.D., Sports Nutrition, University of Washington, Seattle, Washington

#103 ADDICTION

This episode examines the controversial question: Is addiction a disease? Segments focus on doctors who seek to better understand addictive behaviors by looking at the brain, psychological and social factors; individuals who live with substance abuse issues; and scientists who are working to identify the genes that may lead to addiction.

FEATURED EXPERTS:

Dr. Drew Pinsky, M.D., Medical Director, Department of Chemical Dependency Services and Chief of Service, Department of Medicine, Las Encinas Hospital, Pasadena, California

Dr. Edythe London, Ph.D., Psychiatry/Biobehavioral Sciences, University of California, Los Angeles, California

Dr. G. Alan Marlatt, Ph.D., and Dr. William George, Ph.D., Professors of Psychology, University of Washington, Seattle, Washington

#104 CLONING

The possibilities of cloning reach far beyond the notion of creating a genetically exact duplicate of an animal or human being. The same techniques could potentially be used to cure diseases or repair damaged organs.

Segments include an explanation from a developmental biologist of why cloning of animals is so difficult, a demonstration of how cloning works, and a visit to a lab where stem cells are used to repair damaged spinal cords.

FEATURED EXPERTS:

Dr. Hans Keirstead, Ph.D., Reeve-Irvine Research Center, University of California, Irvine, California

Dr. Billie Swalla, Ph.D., Biology, University of Washington, Seattle, Washington

Dr. Jeffrey Kahn, Ph.D., M.P.H., Director, Center for Bioethics, University of Minnesota, Minneapolis, Minnesota

#105 NUCLEAR ENERGY

With mounting evidence of global warming, Americans are revisiting the idea of nuclear energy. It's a clean energy source that we could produce here, but there's still the issue of the waste. Technology has improved, but are the benefits worth the risks?

Segments include a visit to a nuclear reactor and Bill's exploration of Yucca Mountain, Nevada, where the government is trying to store U.S. nuclear waste.

FEATURED EXPERTS:

Dr. Gary Cerefice, Ph.D., Research Scientist, Harry Reid Center for Environmental Studies, University of Nevada, Las Vegas, Nevada

Dr. April Gill, Ph.D., Geologist, Yucca Mountain, Nevada

Daniel Hirsch, President, Committee to Bridge the Gap, Los Angeles, California

#106 SPORTS

Why do we play sports, and why do we watch sports? Billions of dollars are spent every year on this world-wide phenomenon that, as it turns out, relies on a great deal of physics. Sports fans are, in fact, physics fans.

Segments include physics demonstrations and a look at the "sports mind" in a variety of sports, from the 100-meter sprint with Olympic champion Maurice Green to the cat-like reactions of U.S. women's soccer goalie Hope Solo.

FEATURED EXPERTS:

Dr. John O'Kane, M.D., Sports Medicine, University of Washington, Seattle, Washington

Maurice Green, Olympic Sprinter, Irvine, California

Hope Solo, Goalie, U.S. Women's Soccer Team

Peter Shmock, Olympic Track and Field Athlete, Seattle, Washington

#107 POPULATION

Birth rates, death rates. Population is all a numbers game—or is it? Population affects the planet in densely packed city slums as well as the wide-open highways of U.S. urban sprawl. We'll compare population issues around the world, from demographics to social and cultural aspects, and see how education and industrialization can affect population.

Segments include Third World population anecdotes from experts in the field, a look at consumption trends, and an analysis of mass-media education methods such as international, highly produced soap operas that feature population issues.

FEATURED EXPERTS:

Dr. Nafis Sadik, M.D., Former Under-Secretary-General, United Nations Population Fund, New York, New York

Dr. Kan Liang, Ph.D., International Studies, Seattle University, Seattle, Washington

Sonny Fox, Population Communications International, Studio City, California

Marilyn Hempel, President, Population Coalition, Redlands, California

#108 RACE

When it comes to race, we might think that we're different because we look different. But if you look at the DNA, the only things that distinguish us from one another are surface features such as the color of our skin. When you get below the surface, we really are all the same.

Segments include an investigation of why humans look so different on the outside when research has shown that the iconic markers for race really are skin-deep, and a demonstration in which Bill has his DNA sequenced to find out what we can determine about his "race."

FEATURED EXPERTS:

Dr. Nina Jablonski, Ph.D., Anthropology, California Academy of Sciences, San Francisco, California

Dr. Mary-Claire King, Ph.D., Medical Genetics and Genome Sciences, University of Washington, Seattle, Washington

#109 ANTIBIOTICS

The battle between microbes and humans is far from over. Since the 1980s, deaths from infectious diseases have increased. While much of this is due to new “bugs” such as HIV and hepatitis C, the alarming increase in antibiotic resistance is also responsible.

Segments include a visit to the Centers for Disease Control and Prevention in Atlanta to discuss antibiotic drug resistance, a discussion of narrow-spectrum antibiotics and “bacteriocins,” and an eye-opening demonstration of the impact of hand-washing on germs.

FEATURED EXPERTS:

Dr. Fred Tenover, Ph.D., Centers for Disease Control and Prevention, Atlanta, Georgia

Dr. Peg Riley, Ph.D., Department of Ecology and Evolutionary Biology, Yale University, New Haven, Connecticut

#110 GENETICALLY MODIFIED FOODS

Crossing a tomato with a flounder? It sounds like science fiction, but you’d be amazed at what scientists are developing through genetic engineering of food. Right now, more than half of the foods on your grocery store shelves—even infant formula—have been genetically modified in some way. Is genetic engineering safe for humans and the environment? It may be too soon to tell.

Segments include an investigation in which we hear from the various sides of this controversial issue—from traditional wheat breeders to organic, anti-pesticide researchers to corporate genetic engineering giants—and an exploration of the planet-changing benefits and risks that face all of those who choose to eat.

FEATURED EXPERTS:

Dr. Stephen Jones, Ph.D., Crop and Soil Science, Washington State University, Pullman, Washington

Dr. Sarah Hake, Ph.D., Plant and Microbial Biology, University of California, Berkeley, California

Dr. Pamela Ronald, Ph.D., Plant Pathology, University of California, Davis, California

Dr. Harvey Glick, Ph.D., Biologist, Scientific Affairs, Monsanto Corporation

#111 TRANSPORTATION

Factories and “big industry” used to be the primary sources of pollution in America. Not anymore—now transportation is the single largest cause of air pollution. What can we do as individuals? Turns out, quite a lot.

Segments include a historical retrospective on American car culture, a look at cutting-edge traffic simulation software, and the exciting promise of fuel-efficient cars and state-of-the-art hydrogen technology.

FEATURED EXPERTS:

Dr. Ken Stroh, Ph.D., Program Manager for Hydrogen, Fuel Cells, and Transportation, Los Alamos National Laboratory, Los Alamos, New Mexico

Tony Cochrane, Engineer, Ballard Power Systems, Burnaby, British Columbia, Canada

Dr. Chris Barrett, Ph.D., Project Leader, TRANSIMS, Los Alamos National Laboratory, Los Alamos, New Mexico

#112 GLOBAL CLIMATE CHANGE

There’s no question that the world is getting warmer. Are humans responsible? Is the rise in temperature a product of the Industrial Revolution, the burning of fuels and the modern propensity for driving down to the mini-mart in a car the size of a woolly mammoth? Or is this just part of a natural global cycle?

Segments include a visit to the National Ice Core Laboratory in Denver to see how scientists identify and evaluate climate and atmospheric gases from 400,000 years ago, a demonstration showing how increased levels of CO₂ will affect temperatures on Earth, and a discussion of the role fossil fuels play in global climate change.

FEATURED EXPERTS:

Dr. Todd Hinkley, Ph.D., Technical Director, USGS/NSF National Ice Core Laboratory, Denver, Colorado

Dr. Joan Fitzpatrick, Ph.D., Founding Director, USGS/NSF National Ice Core Laboratory, Denver, Colorado

Dr. Jae Edmonds, Ph.D., Chief Scientist, Joint Global Change Research Institute, Pacific Northwest National Laboratory, Richland, Washington

#113 EVOLUTION OF SEX

Why sex? For one thing, with sex we're trying to stay ahead of the germs that are always attacking us. With one act of mixing our genes through sexual reproduction, there are millions of new possible combinations to help fight off the parasites.

Segments include an explanation of the relationship between sex and parasites, an experiment in which women use scent to detect subtle genetic differences in men, and a discussion of the risks organisms take in reproducing sexually rather than asexually.

FEATURED EXPERTS:

Dr. Martha McClintock, Ph.D., Director, Institute for Mind and Biology, University of Chicago, Chicago, Illinois

Dr. Marlene Zuk, Ph.D., Pacific Field Cricket Research, University of California, Riverside, California

THE EYES OF NINE



THE TEAM

Bill Nye

Host, Co-Writer, Co-Executive Producer

Bill Nye is a high-profile science personality familiar to public television, commercial and cable television viewers. His friendly, funny and infectious curiosity engages and invites his audience to share his enthusiasm for science and learning. Stimulating curiosity is what Bill Nye does best.

Bill became interested in science at an early age. "I've always loved it," he says. "I thought it was the coolest thing you could do with your time." After earning a degree in mechanical engineering from Cornell University, he moved to Seattle and spent 10 years working as an engineer by day and a stand-up comic by night. He went on to attract a loyal national audience as the star and co-writer of *Bill Nye the Science Guy*®. The series, which premiered nationally in fall 1993, earned a total of 19 Daytime Emmy Awards (including Emmys for OUTSTANDING CHILDREN'S SERIES and BEST PERFORMER IN A CHILDREN'S SERIES), as well as a Television Critics Association Award, three Parents' Choice Awards, two Silver Apples from the National Educational Media Awards, four Environmental Media Awards and a National Education Association Award. *Bill Nye the Science Guy* has aired on PBS, in syndication on commercial television and on Disney Channel and NOGGIN.

Bill is a respected national spokesperson for science education and the recipient of honorary doctorates from Rensselaer Polytechnic Institute (RPI) and Goucher College. He is a Frank H.T. Rhodes Professor at Cornell University and has given commencement addresses at the University of California-Santa Barbara, Harvey Mudd College and Caltech. He is vice president of The Planetary Society, a nonprofit space advocacy group founded in 1980 by Carl Sagan, Bruce Murray and Louis Friedman.

Bill has authored five science books: *Bill Nye the Science Guy's*® *Big Blast of Science*, *Bill Nye the Science Guy's*® *Big Blue Ocean*, *Bill Nye the Science Guy's*® *Consider the Following*, *Bill Nye the Science Guy's*® *Great Big Dinosaur Dig* and the forthcoming *Bill Nye the Science Guy's*® *Great Big Book of Tiny Germs* (March 2005).

Bill's contributions to science literacy have been recognized with the Council for Elementary Science International Science Advocate Award (2000) and the Carl Sagan Candle in the Dark Award for the Development of Critical Thinking (1997).

Bill was born and raised in Washington, D.C., and currently lives in Santa Monica, California. His company, Nye Labs, is based in Seattle, Washington.



KCTS/Seattle Public Television Producer

KCTS/Seattle Public Television serves viewers by producing and presenting quality information and entertainment programs that reflect its mission to “inform, involve and inspire.”

KCTS has created numerous award-winning programs, series and prime-time specials that have aired on public television, cable and commercial networks. These include six seasons of the award-winning *Bill Nye the Science Guy*®; the Emmy-nominated series, *The Perilous Fight: America's World War II in Color*; *Perfect Illusions: Eating Disorders and the Family*; *Nick Stellino's Family Kitchen*; *Chefs A' Field*; and the September 2004 PBS special, *The Video Game Revolution*.

In the last decade alone, KCTS has received nearly 200 awards in recognition of a wide range of production activities serving the needs of local, national and international audiences.



American Public Television Program Distributor

For 43 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 10,000 hours of programming, including *Globe Trekker*, *Muhammad Ali: Through the Eyes of the World*, *Rick Steves' Europe*, *Julia and Jacques Cooking at Home*, *Ballykissangel*, *Brian Jacques' Redwall* and *Sinatra: The Classic Duets*. APT is known for identifying innovative programs and developing creative distribution techniques for producers. In more than four decades, it has established a tradition of providing public television stations nationwide with program choices that enable them to strengthen and customize their schedules. For more information about APT's programs and services, please visit APTonline.org.

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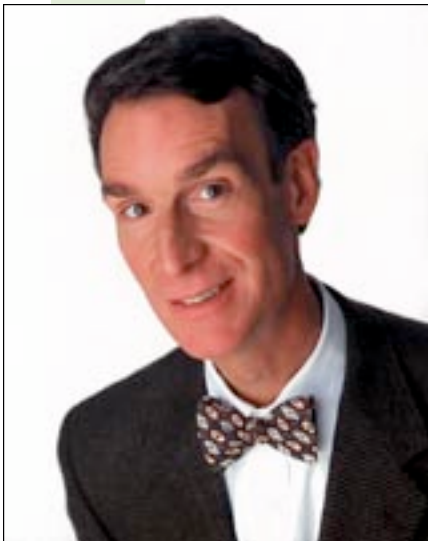


THE PHOTOS

Click on a photo to download a high-res enlargement for press use. These images may be used only in conjunction with print or online promotion of *The Eyes of Nye*. If image A is used, it must be accompanied by the photo credit provided.

IMAGE A:

Pictured: Bill Nye, host, co-writer and co-executive producer of *The Eyes of Nye*.
Photo credit: Rex Rystedt



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THE
EYES
OF
NYE