

# TWIN CITIES PUBLIC TELEVISION

## MEDIA ADVISORY

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For immediate release

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## **The Science Museum of Minnesota and Twin Cities Public Television Present Alan Alda and "The Human Spark"**

**ST. PAUL** – On Friday, October 16, The Science Museum of Minnesota and Twin Cities Public Television (*tpt*) will welcome acclaimed actor, writer and director Alan Alda to the Twin Cities as he presents a new PBS series, *The Human Spark*.

Aside from being a six-time Emmy-winning actor (best-known as *M\*A\*S\*H*'s Hawkeye Pierce), Mr. Alda is also a bestselling author and a lifelong science buff. He served as host for the PBS series *Scientific American Frontiers* for eleven years and now he returns to PBS with *The Human Spark*, a three-part series which asks the question, "What makes us human?"

In the series, Mr. Alda goes from the caves paintings of Lascaux to the plains of Kenya and from crucial chimp sanctuaries to the inner recesses of his own brain. He observes our most defining abilities, examines how they arose and participates in hands-on experiments that explore some of our defining human attributes – like the ability to teach, socialize, and cooperate.

"The biggest surprise of all for me," says Mr. Alda, "is how close science has come to being able to say, 'this is it' ... this is the human spark."

On the evening of the 16th, Mr. Alda will be present at a screening and discussion at the Science Museum of Minnesota. After the screening, he will take part in a panel discussion with Dr. Michael Wilson and Dr. Martha Tappen from the University of Minnesota, as well as *tpt*'s award-winning journalist, Mary Lahammer.

Mr. Alda will be available from 5-6 pm for press interviews at the Science Museum.

Major funding for The Human Spark is provided by the National Science Foundation, the Alfred P. Sloan Foundation and the John Templeton Foundation. Additional funding is provided by The Winston Foundation and the Cheryl and Philip Milstein Family.

### **ABOUT The Science Museum**

The Science Museum of Minnesota serves more than one million visitors each year with its hands-on exhibits, breathtaking giant screen films, special events, and unparalleled education programs. It is located at 120 West Kellogg Boulevard in downtown St. Paul. For specific directions, parking information, hours, show times and ticket information, call (651) 221-9444 or visit [www.smm.org](http://www.smm.org).

### **ABOUT *tpt***

The mission of Twin Cities Public Television is to “harness the power of media for the public good.” A not-for-profit educational, civic, and cultural resource, *tpt* presents original television productions for national and state broadcast. Productions include *Life (Part 2)*, the *DragonflyTV* science series for kids; the Emmy Award-winning *Benjamin Franklin*; the Emmy-winning *The Forgetting: A Portrait of Alzheimer’s*; the popular public affairs program *Almanac*, and the innovative Minnesota Channel, which magnifies the impact of Minnesota’s finest public service organizations using the power of television.

One of the most watched PBS affiliates in the nation, *tpt* is based in St. Paul and operates channels *tpt 2*, *tpt LIFE*, *tpt MN*, and *tpt WX*. The organization is also developing and distributing online content via [www.tpt.org](http://www.tpt.org) and [www.mnvideovault.org](http://www.mnvideovault.org), as well as through YouTube, Yahoo! and other online distribution channels.

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