

## James Burke to give a series of science lectures

**September 25, 1986**

Media Contact: Ruth Baily, University Events Office, 534-4090 or Alixandra Williams, Public Information Office, 534-3120

FOR IMMEDIATE RELEASE

SCIENCE SERIES LECTURER TO TALK AT UCSD

James Burke, lauded for his stellar BBC science series, "Connections," which aired on the Public Broadcasting System in 1985, will talk about "The Mechanisms of Change: Do Lemons Whistle?," at 8 p.m., on Friday, Oct. 17, in the University of California, San Diego's Mandeville Auditorium.

"Do Lemons Whistle?" will be a fast-paced evening filled with the same kind of witty, unexpected observations and revelations that made "Connections" one of the most popular series on public television. The event is being sponsored by the UCSD University Events Office.

This October, Burke will again host a 10-part documentary series, to be aired on PBS, entitled, "The Day the Universe Changed."

To date, "Connections" has been viewed by audiences in 50 countries. The series was originally developed (and is still on the curriculum) as a credit course in more than 350 colleges and universities in the United States. As a television production, it captured the largest-ever audience for a documentary series.

While "Connections" is a survey of the history of technology and social change, his new series is Burke's personal view of the history of Western knowledge. A BBC-RKO-Franco-Italian co-production, it premiered last spring in the United Kingdom.

Burke's high-calibre productions have earned him several awards since his association with the BBC in 1966 as a free-lance broadcaster. In 1973, Burke received the Royal Television Society's silver medal; in 1974 he received the gold medal for Outstanding Creative Contribution to Television for his work on "The Burke Special," a weekly prime-time science show (BBC) and, in 1980, he won the American Television Association Blue Ribbon for "Connections."

Apart from television production, Burke is a prolific writer, beginning with a collaboration on the Zanichelli Italian-English Dictionary; "Tomorrow's World," a UK best-seller; "Connections," a UK/USA best-seller; and "The Day the Universe Changed," a UK best-seller which is due to be published this year in the United States.

Burke has lectured to business corporations, university audiences, and academic audiences world-wide. Tickets for the Burke lecture are \$9 for general admission, \$8 for seniors, \$6 for students, and are available from the UCSD Box Office or from TicketMaster. For information, call the UCSD Box Office at 534-4559.

(September 25, 1986)