

Media Advisory, National Science and Technology Week at UCSD April 22-26

April 17, 1991

MEDIA ADVISORY

EVENTS: GLOBAL CLIMATE MODELING, U.S. TECHNOLOGICAL COMPETITIVENESS and ENGINEERING IN THE 90s are a few major events to be featured during major conferences at UCSD during NATIONAL SCIENCE AND TECHNOLOGY WEEK AT UCSD.

DATES\TIMES\ LOCATIONS: Monday, April 22 8:30 A.M.- 12:30 P.M. San Diego Supercomputer Center; "Return to Planet Earth" symposium

Thursday, April 25 8 A.M.-5:30 P.M. Price Center, UCSD; American Electronics Assn. National R&D Forum

Friday, April 26 8 A.M.-5:30 P.M. Price Center, UCSD; Engineering Division Research Review

BACKGROUND: A discussion and exploration of a variety of scientific and engineering activities at UCSD will take place on campus during National Science and Technology Week, an event coordinated nationally by the National Science Foundation.

Several meetings have been scheduled during this week, sponsored by San Diego Supercomputer Center, the Engineering Division of UCSD and the American Electronics Association. Representatives of the government and academic science and engineering communities have been invited to deliver talks during these events.

Among the invited speakers are:

Richard D. J. Somerville, Scripps Institution of Oceanography, who will deliver a lecture on computer modeling of the "greenhouse effect" during a symposium on "Return to Planet Earth" at the San Diego Supercomputer Center.

Guy F. (Bud) Tribble, vice president of software development with NeXT, Inc. and one of the early pioneers of software development for the Macintosh. Tribble is scheduled to deliver the keynote address, "Computer-assisted Engineering: Transition from Theory to Practice," to the Engineering Division's Research Review.

Eugene Wong, assistant director, U.S. Office of Science and Technology Policy, is expected to discuss "U.S. Technology Policy" during the AEA Research and Development Forum.

See attached agendas.

Members of the media are invited to attend the conferences and interview speakers, with potential opportunities for news items, features and video excerpts. The contacts listed below are also available to assist with media interview opportunities.

Potential stories include:

*the status of U.S. technological competitiveness

*tackling some of the earth's global problems through supercomputing

*engineering crosses disciplines to tackle problems in medicine, energy and environment

*are we training enough scientists and engineers?

*a technological agenda for the 90's

*the coming age of computational science and visualization

*optics for communications and computers

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(April 17, 1991)