

# Engineers Week / February 15-21, 2009



## Featured Local Activity

University of California Television (UCTV) is helping to celebrate National Engineers Week with a special slate of programming highlighting the field and some of the influential people working within it. Attached is a press release detailing the programming line-up during this special week and where to watch UCTV on cable, satellite or the Internet.

UCTV is a 24-hour satellite channel broadcasting the best in educational and enrichment programming from all the UC campuses and national laboratories. In addition to programs about science, technology, and engineering, UCTV also explores arts and music, health and medicine, humanities, and public affairs. Contact Alison Gang, Communications Manager, University of California Television (UCTV) (858) 822-5060 [agang@ucsd.edu](mailto:agang@ucsd.edu)

### UCTV Celebrates National Engineers Week in February Topics Include Women in the Field, the Life of Claude Shannon, and a Talk with Michael Dell

LA JOLLA, CA, January 15, 2004 – In conjunction with **"National Engineers Week"** taking place February 22 through February 28, UCTV will present a fascinating slate of programming focusing on this dynamic field and the people behind it. Tune in beginning at 8:00PM (all times Pacific) on **Tuesday, February 24** to explore the many facets of the field, or visit [www.uctv.tv/schedule](http://www.uctv.tv/schedule) for a complete schedule of air times throughout the week. All of these programs are also available for viewing "on-demand" at UCTV's website by visiting [www.uctv.tv/ondemand](http://www.uctv.tv/ondemand).

UCTV's "National Engineers Week" schedule for Tuesday, February 24 follows:

#### 8:00PM "Regents' Lecturer Elga Wasserman: The Unfinished Agenda - Women in Science and Engineering"

Despite dramatic increases in the number of women earning advanced degrees in science and engineering, women remain scarce at the senior ranks in these disciplines in both industry and academia. Dr. Elga Wasserman, author of *The Door in the Dream* speaks about possible causes for this imbalance and suggest steps that can be taken to remove these barriers.

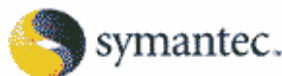
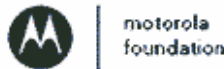
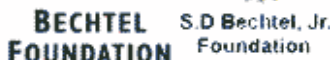
#### 9:00PM "Claude Shannon - Father of the Information Age"

Considered the founding father of the electronic communication age, Claude Shannon's work ushered in the Digital Revolution. This fascinating program explores his life and the major influence his work had on today's digital world through interviews with his friends and colleagues.

#### 9:30PM "Atoms to X-rays: NanoCircuits, NanoOrgans, NanoArt"

UCSD chemist Mike Sailor showcases how complex structures of near molecular dimensions, called nanostructures, are being developed for

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diverse applications from increasing computer performance to new tools for medicine and even art.

**10:00PM "A Conversation with Michael Dell"**

Computer manufacturer Michael Dell shares his experience in building his company and speculates on the future of the information technology industry in this conversation with Dean Frieder Seible of the Jacobs School of Engineering, Dean Robert Sullivan of the School of Management, and Ray Smilor of the Beyster Institute.

UCTV is available in over 12 million homes and can be viewed via the following:

- Direct Broadcast Satellite: nationwide, 24-hours a day on Dish Network Channel 9412
- Cable TV: Community access channels in California (see [www.uctv.tv/cable](http://www.uctv.tv/cable) for details)
- Internet: live webcast and subsequent "video-on-demand" streaming video at [www.uctv.tv](http://www.uctv.tv)
- C-band satellite: nationwide, with large dish receiver and Mpeg-2 decoder (register at [www.uctv.tv/downlink\\_to\\_receive\\_coordinates](http://www.uctv.tv/downlink_to_receive_coordinates)).

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