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## **The Nature of Things Speaker Information**

**Speaker Name:** Jad Abumrad and Robert Krulwich

**Speaker Title:** Public Radio Hosts/Radiolab

**Lecture Title:** *Making Tricky Science into Sticky Stories*

**Date:** April 3, 2012, 7:00 pm

**Location:** The Natural History Museum of Utah at the Rio Tinto Center

### **Lecture Synopsis**

*Radiolab* is public radio's cult sensation about science, wonder and discovery. With curiosity and wit, co-hosts Jad Abumrad and Robert Krulwich use sound to illuminate ideas and blur boundaries between science, philosophy and human experience. Abumrad and Krulwich open up their playbook to share some of their secrets for taking the complex and confusing and turning it into the profound and memorable. They'll also discuss the elements that make a good story great and delve into why some stories – like climate change – are terribly boring and problematic to tell.

### **Speaker Bios**

**Jad Abumrad** is an award-winning producer and composer who has been called "a new young master of the radio craft" and was recently named a 2011 MacArthur "Genius" Fellow. The son of a scientist and a doctor, Abumrad did most of his growing up in Tennessee, before studying creative writing and music composition at Oberlin College in Ohio. Following graduation, Abumrad wrote music for films, and reported and produced documentaries for a variety of local and national public radio programs, including *On the Media*, *Studio 360 with Kurt Andersen*, *Morning Edition*, *All Things Considered*, and WNYC's *24 Hours at the Edge of Ground Zero*.

**Robert Krulwich** is an Emmy Award-winning journalist and NPR Science Correspondent who has been hailed as "the most inventive network reporter in television" by *TV Guide*. His specialty is explaining complex subjects – science, technology, economics – in a style that is clear, compelling, and entertaining. He has explored the structure of DNA with a banana, explained arbitrage by wearing Groucho glasses, and illustrated the Texaco-Pennzoil battle with Barbie and Ken dolls. A Special Correspondent for ABC News, Krulwich appears regularly on *Nightline* and other news programs, including *ABC News Tonight* and *Good Morning America*.

### **Relevant Links**

[www.radiolab.org](http://www.radiolab.org)