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“WHEN THINGS GET SMALL” HONORED WITH TWO TELLY AWARDS

LA JOLLA, CA—University of California Television’s (UCTV) “When Things Get Small” has received two Bronze Telly Awards, an international competition honoring outstanding local, regional, and cable TV commercials and programs. The first honor was in the Use of Special Effects category and the second was for Documentary/Internet/Online Segments for “When Things Get Small – Behind the Scenes,” which takes a look at the creative process of turning science into entertainment.

“When Things Get Small” uses wacky comic inventions and special effects to take viewers into the real-life quest to create the smallest magnet ever known. Produced by Not Too Serious Labs, the creative collaboration of UCSD-TV producer Rich Wargo and renowned physicist Ivan Schuller (who also stars in the program), the program was funded by the National Science Foundation and created in partnership with the California Institute for Telecommunications and Information Technology (Calit2). “When Things Get Small” premieres March 21 at 9 p.m. (Eastern/Pacific) on UCTV and is also available on the web, video podcast, and for sale at www.uctv.tv/getsmall.

With a mix of entertaining effects and humor, “When Things Get Small’s” witty host Adam Smith travels alongside comic physicist Ivan Schuller, visiting locations ranging from a Major League ballpark to a steaming hot tub to make sense of several important “nano” concepts. UC

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president Robert Dynes and Major League Baseball’s San Diego Padres owner John Moores also drop by for cameo appearances.

“When Things Get Small” is the first in the ‘When Things Get...’ series from Schuller and Wargo’s Not Too Serious Labs, whose mission is to make science funny and entertaining so you end up learning while you’re laughing. The duo is planning its next production “When Things Get Big,” a comical exploration of the gigantic machines used to investigate matter.

UCTV is a 24-hour satellite channel that broadcasts the best in educational and enrichment programming from the campuses, national laboratories, and affiliated institutions of the University of California. UCTV is available in over 16 million households nationwide via:

*Direct Broadcast Satellite: Nationwide 24 hours a day, Dish Network Channel 9412

* Internet: Live webcast, "video-on-demand" archives, audio and video podcasts at <http://www.uctv.tv>

* Cable TV: Community cable channels in California and across the country (visit <http://www.uctv.tv/cable> for details)

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