

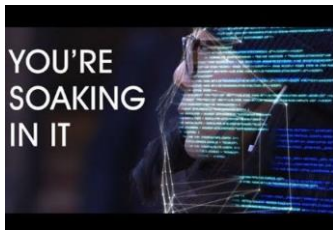
# SCIENCE MATTERS

JUNE 2018

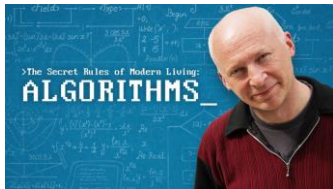
[www.idealstations.org/ScienceMatters](http://www.idealstations.org/ScienceMatters)

 Science Matters VA

## SCIENCE PROGRAM HIGHLIGHTS



**ADVERTISING IN THE DIGITAL AGE: YOU'RE SOAKING IN IT** *(Thursday, June 14 at 9:00 pm)* A chilling look at advertising in the age of algorithms, exploring the ad industry's often controversial uses of "Big Data" and surveillance to influence our behaviors and direct our spending habits. As companies take advantage of increasingly more personal information, digital consumers must weigh the potential costs to private life against the benefit of convenience.



**THE SECRET RULES OF MODERN LIVING: ALGORITHMS** *(Thursday, June 14 at 10:00 pm)* Without us noticing, modern life has been taken over. Algorithms run everything from search engines on the internet to satnavs and credit card data security - they even help us travel the world, find love and. Mathematician Professor Marcus du Sautoy demystifies the hidden world of algorithms.

## WCVE News |

**Check Out the Robust STEM Programming on our New All-News Station at 88.9 FM on the Dial.**

[idealstations.org/radio](http://idealstations.org/radio)



Sundays  
3:30 am | 7:30 am | 9:30 pm



Sundays  
7:00 am



Sundays  
2:00 pm



Sundays  
8:30 pm



Saturdays  
3:30 am



Saturdays  
5:00 am



Saturdays  
5:30 am



Saturdays  
10:00 am



Saturdays  
1:00 pm



Saturdays  
7:00 pm

# SCIENCE HAPPENINGS



Learn more at [ideastations.org/sciencematters](http://ideastations.org/sciencematters)



Saturday, June 16, 2018

[WVPT/WHTJ Family Day in Charlottesville](#)

Welcome to our new PBS Neighborhood! WVPT PBS and WHTJ PBS, in Charlottesville, have merged, and we're throwing a party for you and your family to celebrate! Enjoy hands-on activities, visits with Katerina Kittycat (Daniel Tiger's friend) and Cubby the Bear, and much more!

Find details at [ideastations.org/familyday](http://ideastations.org/familyday)



## Dinosaur Days

Sat. June 23 | Sun. June 24

Saturday, June 23 and Sunday, June 24, 2018

[Dinosaur Days with Buddy the Dinosaur](#)

Join us for a Dino-Mite weekend of fun with your friend Buddy the T-Rex from *Dinosaur Train*. We will be at CMoR Central/Downtown on Saturday, June 23, and at the Diamond, with the Flying Squirrels, on Sunday, June 24.

Find details at [ideastations.org/dino](http://ideastations.org/dino)



[Check Out Our Newest Science Matters Because Video, Featuring NASA Astronaut Leland Melvin](#)

NASA astronaut and engineer Leland Melvin shares why Science Matters to him. Melvin served on the space shuttle Atlantis as a mission specialist and is a published author. Did we also mention that he played for the NFL?

Watch at [ideastations.org/sciencematters](http://ideastations.org/sciencematters)

## ARE YOU USING IT YET?



Click. Search. Post.

- ✓ **CLICK** on the calendar at [ideastations.org/sciencematters](http://ideastations.org/sciencematters)
- ✓ **SEARCH** the latest STEM events in your community.
- ✓ **POST** your STEM events and you could be featured as the **Science Matters Pick of the Week** on 88.9 WCVE FM Radio!

## WHAT IS SCIENCE MATTERS?

**Science Matters** is a multi-media educational initiative of the Community Idea Stations, Central Virginia's PBS & NPR stations. Through our Radio, Television and Digital presence, we strive to inspire our community to value Science and to understand its importance to our future. We couple excellent national PBS and NPR content with compelling locally produced segments which feature community partners involved in exciting Science, Technology, Engineering and Math (STEM) activities in Virginia. Our community outreach events and our new **Science Matters Community Events Calendar** are additional vehicles for engaging audiences of all ages in ongoing discovery and exploration of all things science.

## WANT TO LEARN MORE?

**ONLINE:** [ideastations.org/ScienceMatters](http://ideastations.org/ScienceMatters)  
**FACEBOOK:** [facebook.com/ScienceMattersVA](https://facebook.com/ScienceMattersVA)

---

**Debbie Mickle**  
Science Matters Manager  
[sciencematters@ideastations.org](mailto:sciencematters@ideastations.org)  
804.560.8221

---

**Cynthia Gibbs**  
Science Pub RVA Project Manager  
[sciencepub@ideastations.org](mailto:sciencepub@ideastations.org)  
804.560.8231

## SCIENCE MATTERS Sponsors

Mr. and Mrs. Joel Dugan  
Engineers Plus  
The Nature Conservancy  
Science Museum of Virginia  
Virginia529  
Virginia Association of Science Teachers

Major funding provided by  
VCU Health

