

BREAKING NEWS!

The October 2010 Release on the Discovery Channel in the USA and November 2010 Release on the BBC of Sir David Attenborough's "First Life" concentrating on the Ediacarans and Cambrian origin and radiation of animals has received wide acclaim. Many participants, in particular Dr Guy Narbonne of Queens University in Canada and Dr Jim Gehling of the South Australian Museum feature in this wonderful documentary. UNESCO's IGCP 493 and IGPC587 played a significant role in originally proposing this documentary, pursuing the documentary makers for more than a year, convincing them that the funding was worth getting and encouraging Sir David (though he needed little encouragement!) into putting this film into action.

Sir David's enthusiasm was fuelled by his boyhood interest in the origins of animals and a book written by many of the School of Geosciences, Monash University researcher or research associates, "The Rise of Animals. Evolution and Diversification of the Kingdom Animalia" published by Johns Hopkins University Press in 2007, winner of the Victorian Premier's Best Science Book in Australia for the period of 2007-2009. Sir David's comments: "I can't read enough about the work and you and your colleagues are doing with the Ediacara fauna. So this book with its magnificent illustrations and background stories of those involved is a thrill a minute as far as I am concerned!...I would really like to make a documentary about all this exciting Pre-Cambrian work – and so get the BBC to pay for me to go to Newfoundland, Namibia, Siberia – and, of course, back to Ediacara. I will certainly float the idea here ... " 31 Dec. 2008 And Sir David did float the idea and now the doco is out!

Clearly, the media assessment is most positive even at this early stage, 26 October 2010.

<http://www.youtube-nocookie.com/watch?v=gVBDXv4rzvY&feature=related>

<http://cliplonload.com/2010/10/25/discovery-channel-first-life-with-david-attenborough/>

<http://www.guardian.co.uk/media/2010/oct/25/the-x-factor-ratings>

<http://www.suite101.com/content/attenboroughs-journey-on-bbc-two-a300382>

<http://newsok.com/first-life-reveals-what-earths-first-creatures-looked-like-sir-david-attenborough-tackles-huge-questions-in-nature-documentary/article/3506054>

<http://www.baltimoresun.com/entertainment/la-et-attenborough-20101023,0,3224060.story>

<http://www.npr.org/templates/story/story.php?storyId=130788432>

http://news.bbc.co.uk/earth/hi/earth_news/newsid_9118000/9118606.stm

An interview that in part covers some of the background to Sir David's stunning doco on First Life.

<http://traffic.libsyn.com/rrrfm/Einstein-A-Go-Go-20101010.mp3>