TED Spreads Its Heady Ideas

BY JESSICA E. VASCILLARIO

LONG BEACH—TED, the annual West Coast technology, entertainment, and design conference, has enjoyed a cultish following among Silicon Valley elites for a handful of its annual conference topics like whether we are running out of oil. April, TED will launch a radio show with NPR, TED Radio Cafe. It will feature TED talks for students and is expected to attract a younger audience. TED is testing how bundling a collection of talks into a themed show.

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