



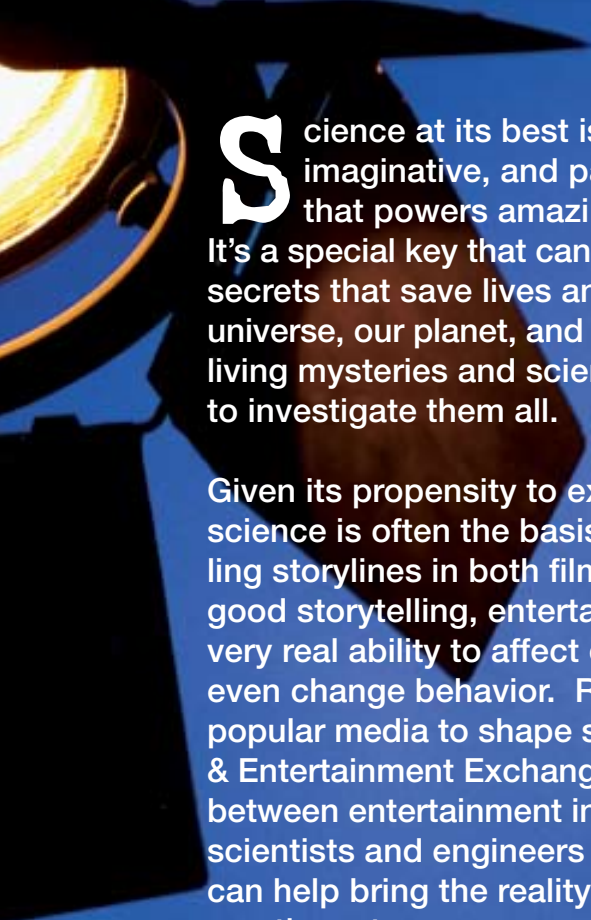
THE
SCIENCE & ENTERTAINMENT EXCHANGE

Quickly and easily connecting
entertainment industry professionals
with top scientists and engineers



A Program of the National Academy of Sciences

See the possibilities . . .



Science at its best is adventurous, creative, imaginative, and passionate. It's the engine that powers amazing voyages of discovery. It's a special key that can be used to unlock secrets . . . secrets that save lives and change the world. The universe, our planet, and even the skins we live in are living mysteries and science is the perfect detective to investigate them all.

Given its propensity to explore uncharted territory, science is often the basis for provocative and compelling storylines in both film and television. But beyond good storytelling, entertainment channels possess the very real ability to affect opinions, inform ideas, and even change behavior. Recognizing the power of the popular media to shape society's outlook, The Science & Entertainment Exchange facilitates the connection between entertainment industry professionals and top scientists and engineers from across the country who can help bring the reality of engaging science to the creative arts.



Relying on the special resources available to the National Academy of Sciences, The Science & Entertainment Exchange can make introductions, schedule briefings, and arrange for consultations for anyone developing science-based entertainment content.

“Somewhere,

The synergy of collaboration

Encouraging the synergy of science done right with entertainment done right, is what The Science & Entertainment Exchange is all about. The Exchange works closely with entertainment professionals to understand their needs and to match them with scientists whose background, education, and professional qualifications are likely to correspond to the requirements of the storyline.

There are already some fine examples of successful collaborations between science and entertainment. Thanks to film and television, the startling concepts elucidated by chaos theory, the ethical issues associated with cloning, the mysteries of mathematics, and the daring of physics have all found their way into our collective consciousness.



The benefits of a collaborative relationship are clear. For filmmakers, science advisers add a sense of realism and legitimacy to their creative vision portrayed on screen. But perhaps even more important, scientists provide a window onto the incredible array of real-life science stories that are happening around us every day — all of which have the capacity to provide the inspiration for fresh, unique, and compelling narratives. And for scientists, The Exchange offers an opportunity to expand the reach of their work, moving their research out of the lab and into the public eye, offering the promise to improve attitudes toward science and galvanizing interest in further discovery.

something incredible is waiting to

Uniquely positioned to make connections

The Science & Entertainment Exchange is sponsored by the National Academy of Sciences (NAS) in Washington, DC, and operated from our office in Los Angeles. Chartered by Congress in 1863 under an Act signed by Abraham Lincoln to provide crucial scientific advice to the nation, the National Academy of Sciences is uniquely positioned to draw on the expertise of thousands of men and women who have distinguished themselves in their respective fields in science.

Spanning the range of science topics, we can find experts to identify and effectively convey the scientific details that complement a storyline. We can help flesh out ideas that depend on accurate information relating to insects,



extraterrestrial life, unusual Earth-based life forms, or the mysteries of oceans. We can refine ideas relating to emerging science concepts in areas such as space travel, multiple dimensions, nanotechnology, computer technology, and engineering. Or we can find experts in environmental science, stem cell research, disease, and global climate change.

Relying on the uncommon connections available to the NAS and its partner organizations (collectively known as The National Academies), The Exchange can quickly and easily identify and contact the right expert for the right situation.

be known."

—Carl Sagan

From science to solutions: it's simple, it's fast, it's valuable

The Science & Entertainment Exchange can help provide the credibility and verisimilitude on which quality entertainment depends — and audiences have come to expect.

Ranging from a quick e-mail or a brief question-and-answer conference call to a much longer-term, on-set assignment, the process is relatively simple. Once we understand what's required, we'll begin to look for the perfect adviser. Relying on an extensive network of contacts and on the expert members of the National Academy of Sciences, National Academy of



Engineering, and the Institute of Medicine, we will screen prospective advisers based on general suitability, availability, and interest level in the project.

We offer a growing set of materials available from our website that includes tip sheets, fast facts, referrals to online resources from credible sources, as well as all the science that's appearing in the headlines.

Whether you need a quick fact-check, phone consultation, special briefing, topic review, or something more customized, The Exchange can help.

ADVISORY BOARD MEMBERS

The Exchange's advisory board represents a wide range of talent, with members from both the science community and the entertainment industry.

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Director, VFX

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Director, National Institute of Allergy and Infectious Diseases, National Institutes of Health

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Producer

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Professor, School of Earth and Space Exploration, Arizona State University

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Founder, Sherry Lansing Foundation

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Writer / Actor / Producer

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John Rennie

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Director / Writer / Producer

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Professor of Neurology and Psychiatry, Columbia University Medical Center

Barbara Schaal

Spencer T. Olin Professor of Biology, Washington University; Director of the Schaal Lab, Washington University; Vice President, National Academy of Sciences

Tom Schulman

Writer

Jeffrey Silver

Producer

Anne E. Simon

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John Underkoffler

Co-Founder, Oblong Industries

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President, J. Craig Venter Institute

Doron Weber

Director for Public Understanding of Science and Technology and the History of Science and Technology, Alfred P. Sloan Foundation

“The important thing in science is not so much to obtain new facts as to discover new ways of thinking about them.”

—Sir William Bragg



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For more information about The Science & Entertainment Exchange,
please phone us at 310-570-6803 or visit us online at
www.scienceandentertainmentexchange.org



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