



WE WANT YOUR VOICE (AND YOUR WEBCAM).

**TELL US ABOUT THE CREATIVITY OF REAL PEOPLE
DOING SCIENCE AND ENGINEERING, EVERY DAY.**

**HOW NEW IDEAS CAN BE SPARKED BY WHO THEY ARE,
AND THE MESSINESS AND RICHNESS OF REAL LIFE.**

AND WHEN YOU'VE SEEN HUMAN VALUES AND ETHICS CAUSE INNOVATION.

Recoding Innovation is a National Science Foundation-funded documentary about the human roots of innovation. We want to show how the cultures, values, and beliefs of scientists and engineers play a positive role in innovation—that our ethics (personal and professional) aren't just a constraint on what we do.

UCLA and Eyes of the World Media Group seek **creative and energetic** people like you to bring this story to life. Answer a few questions about your work in science or engineering, and your web video submissions will be mixed with interviews done across the country. *Anyone can submit*, but we are especially interested in:

- **Students and faculty in science and engineering**
- **Professional scientists and engineers**
- **Entrepreneurs who bring science and engineering innovation to market**
- **DIY Makers and builders**

WHY

Ethics are too often viewed as rules and punitive measures, but they are also an expression of what people believe is just or good. We're making a set of short documentaries to show the role ethics plays as a *creative force* for scientists and engineers. Each video will highlight the ethics motivating individuals--researchers, entrepreneurs, investors, politicians, citizens, YOU--and groups who are active within a science-related field such as genetics.

Our first project centers on genomics and direct-to-consumer genetic testing: the scientific research, commercialization and availability to the public, data privacy, the rights of human subjects, and related topics.

WHAT TO SUBMIT

Record a **short, fun video** of your reactions to one or more of these questions (**30-45 seconds per question**). *Be clever, use props, have fun!*

- 1) *Why do you do what you do?* How does who you are as a human being impact what you chose to do as a student or professional? Do your ethics come from your genes, or...?
- 2) *What was the most courageous moment in your field?* How were ethics involved?
- 3) *When have your values and beliefs positively impacted your work?* Have they generated creativity or innovation?
- 4) *What would you most like to find out about yourself from your genome (and why)?*
- 5) *What's your most unique phenotype, or which one are you proudest of?*
- 6) *What do you think genomic sequencing says about human life?*

If you're familiar with genetics and genomics, we'd also love short, creative bits with historical facts and your opinions about the following:

- Rosalind Franklin and "Photo 51"
- Francis Crick and James Watson and the DNA double helix
- Paul Berg and recombinant DNA (please include what rDNA is)
- Dolly the cloned sheep
- The debate over genetically modified foods
- Use of genetic testing to track disease-related genes in specific people groups
- Gene patenting
- Genetic discrimination
- The open source genome
- The Human Genome Project

SUBMISSION FORMAT

Email a link (YouTube or Vimeo) to production@eowmg.com.

Webcam Acceptable. 720x480 Preferred. 24-30 frames per second

DEADLINE

October 23, 2011

IF YOUR VIDEO IS SELECTED

The most creative, relevant and fun responses will be included in the documentary shorts! We will also post a larger collection of the best answers so watch recodinginnovation.org.

TIPS

Lively, humorous, and action-oriented videos that feature who you are – your **identity, ethics, and values** are the name of the game. So get **creative** and enjoy yourself!

- Include the question before your answer (in writing onscreen, or say it out loud first)
- Choose a colorful background and/or colorful clothing to wear
- Answer each question loudly and clearly, while looking directly into the camera.
- Keep answers short and concise, and rehearse your response once before recording.

OTHER INTERVIEWS

You'll be in good company: Congresswoman Louise Slaughter; Dr. Eric Green – NIH; Dr. Vance Vanier – Navigenics; Joanna Mountain – 23andMe; Ryan Phelan – DNADirect; Jason Bobe – Personal Genome Project; Kelly Ormond – Stanford School of Medicine; with more to come!

PROJECT INFO

Recoding Innovation is a media project that explores the positive role of ethics in scientific advancement and encourages graduate and undergraduate students to consider ways they can actively integrate ethical motivations into their future professional pursuits. This NSF-funded, non-commercial project will result in a set of web-based short videos, each associated with a rich body of source content, that present a new perspective on the role of ethics in science. IIS-1033026.

FINE PRINT

Rights to your footage will be retained by *Recoding Innovation*.

Your responses may be edited for length, if needed.



Eyes of the World MEDIA GROUP
Where creativity meets conscience