

# The National Academy of Sciences Wants



## TO GO TO HOLLYWOOD!

### **Ann Merchant**

Deputy Executive Director (Acting Director )

Office of Communications

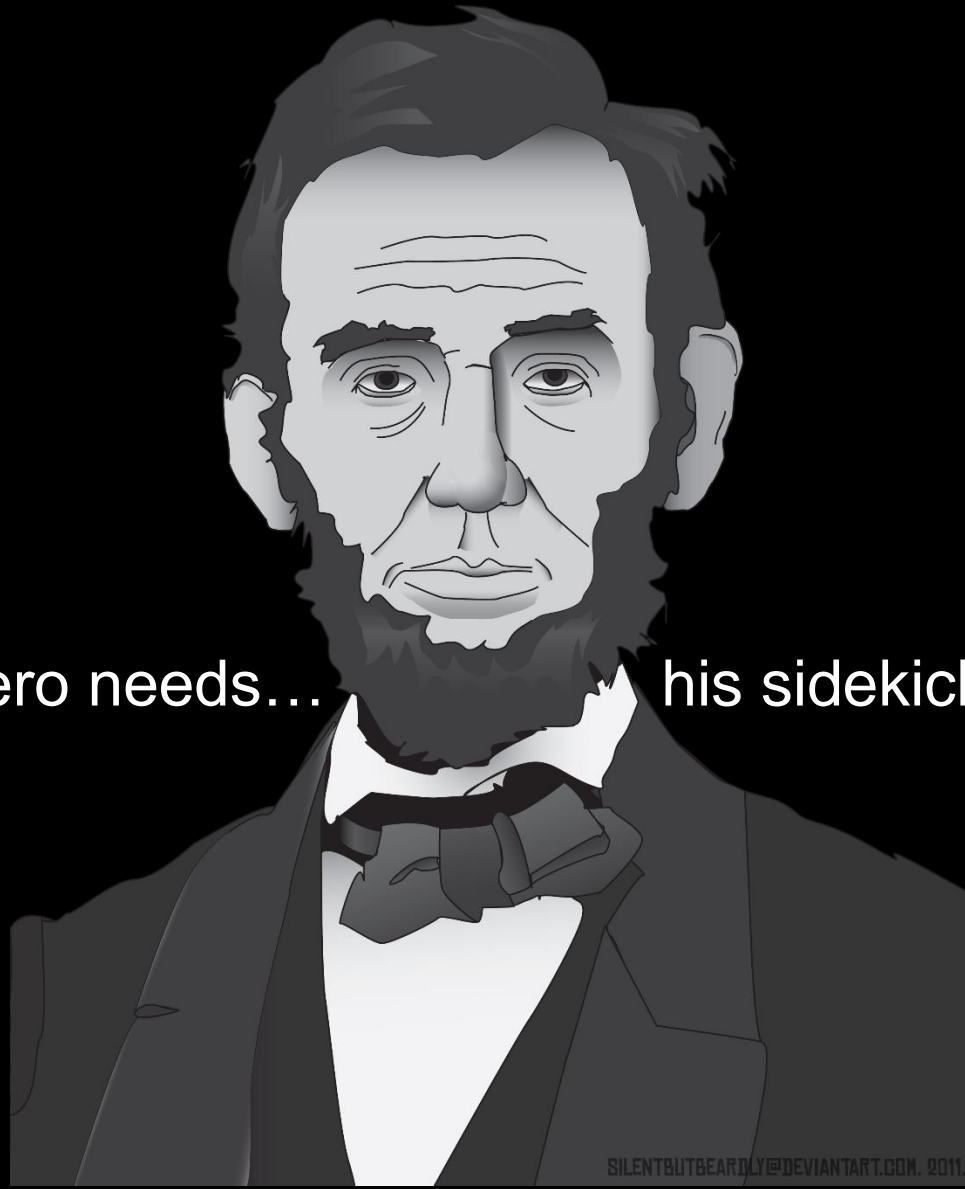
National Academies of Sciences, Engineering, and Medicine

October 12, 2018





# NATIONAL ACADEMY OF SCIENCES



Every hero needs... his sidekicks



NATIONAL ACADEMY  
OF MEDICINE

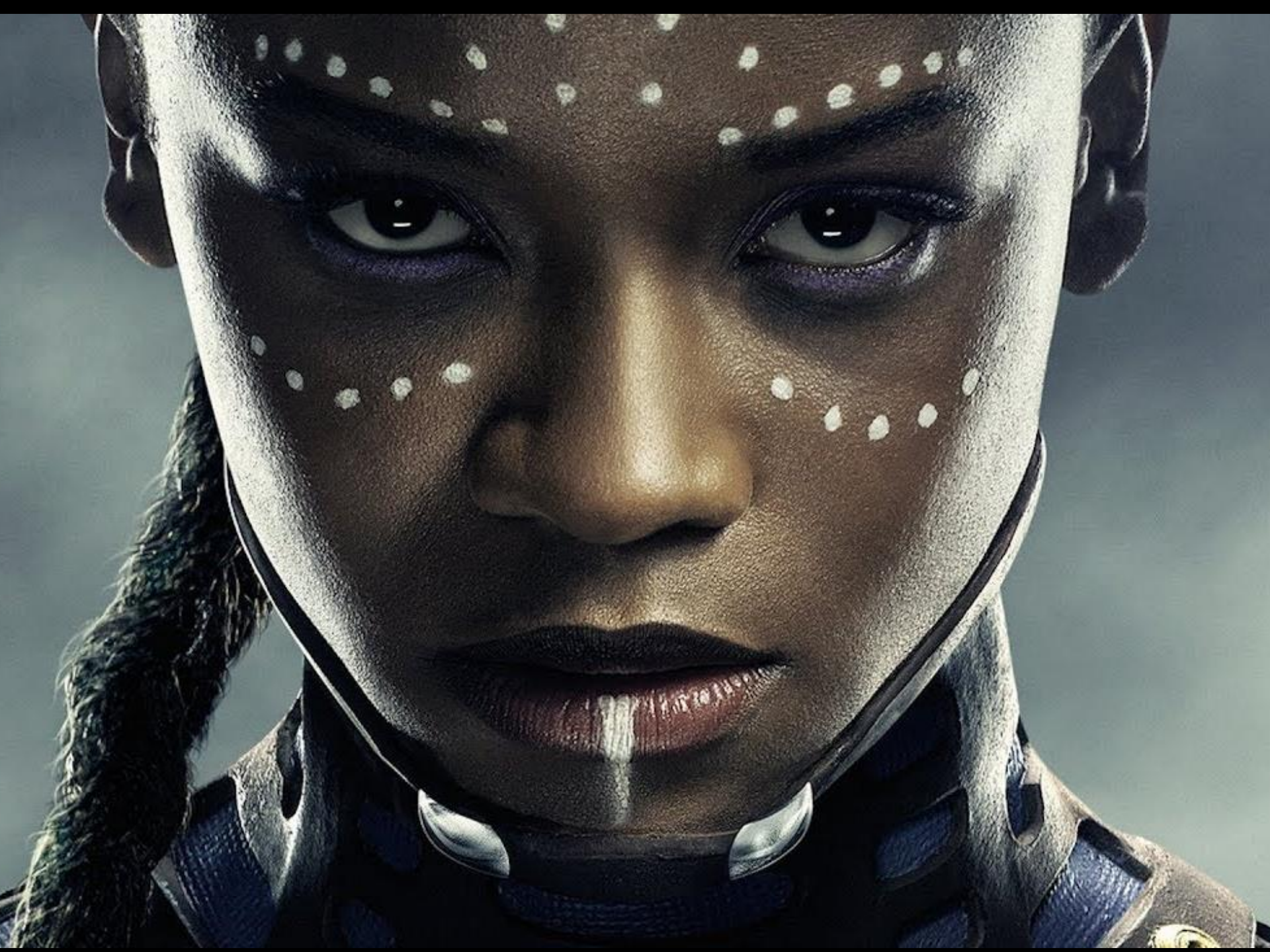






INFORMATION





A large red number 0 is centered on a white background. A dark blue horizontal bar with a thin light blue border crosses the middle of the zero. Inside this bar, the text "MIND THE CULTURE GAP" is written in white, bold, uppercase letters.

**MIND THE CULTURE GAP**





A group of five hands is shown holding a white rectangular card against a black background. The card has the words "Mission Statement" written on it in a black, cursive-style font. The hands are positioned around the edges of the card, with some fingers gripping the corners. One hand at the top has a ring on the ring finger, and another at the bottom right has a watch. The lighting is focused on the card, making it stand out from the dark background.

Mission  
Statement

communicate more broadly



A close-up, high-angle shot of a circular red push-button. The button has a glossy, reflective surface and is mounted on a dark grey or black base. The word "BRAVE" is printed in white, bold, sans-serif capital letters across the top of the button's face. The lighting creates highlights and shadows on the button's surface, emphasizing its three-dimensional form.

**BRAVE**



# Gender Imbalance for Common Institutions

## Male

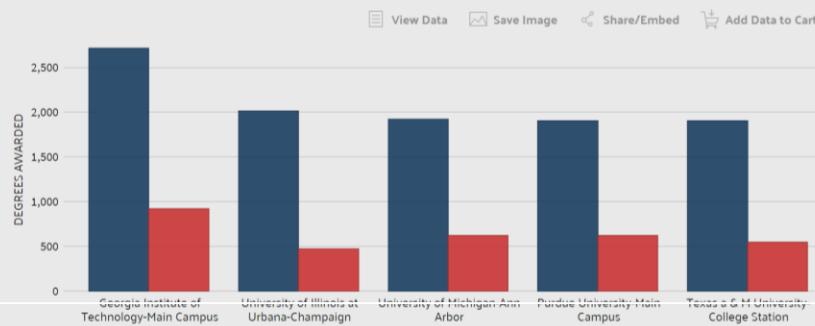
77.9%

MOST COMMON GENDER WITH DEGREE IN THIS FIELD

This chart shows the granted degrees by gender at the 5 institutions that graduate the most students in Engineering.

Dataset: NCES IPEDS

Source: Department of Education



# NOT GOOD

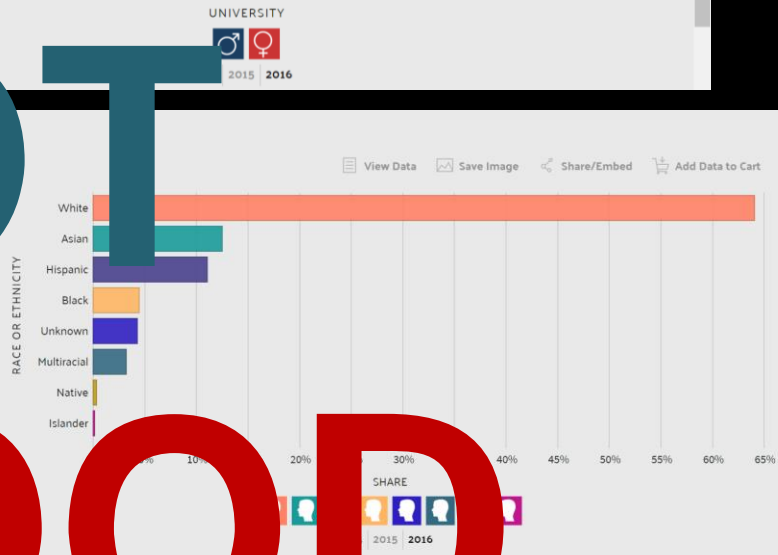
## Race & Ethnicity by Degrees Awarded

MOST COMMON RACE OR ETHNICITY

1. White 85,999
2. Asian 16,772
3. Hispanic or Latino 14,827

This chart shows the number of degrees awarded in Engineering for each race & ethnicity. White students earned the largest share of the degrees in this major.

Dataset: NCES IPEDS  
Source: Department of Education



## Race & Ethnicity by Gender

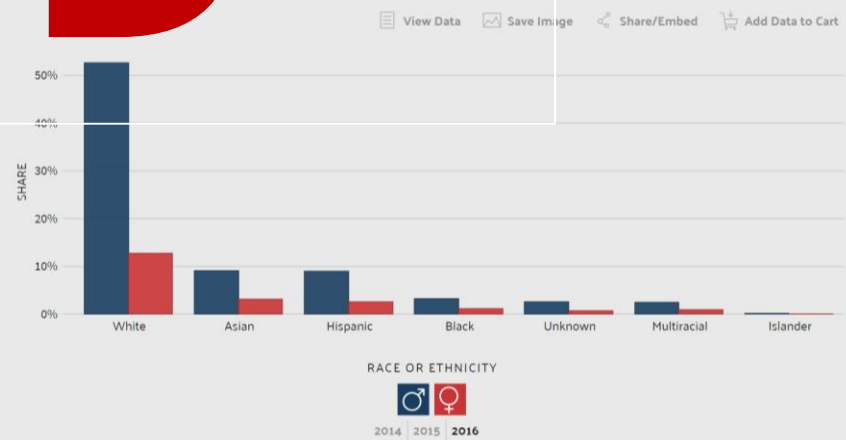
Bachelor's Degree

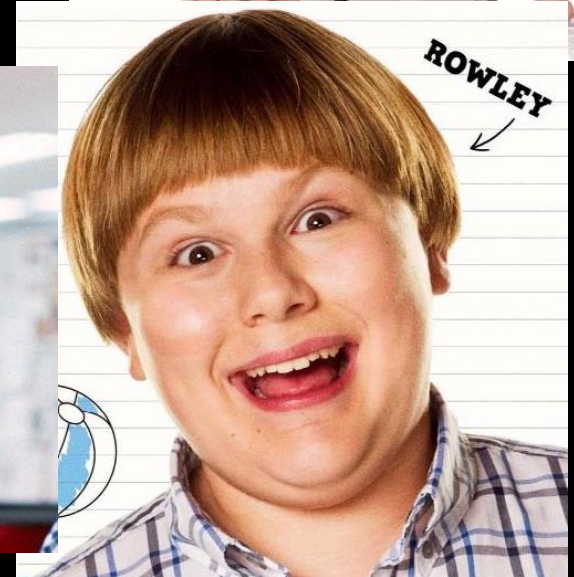
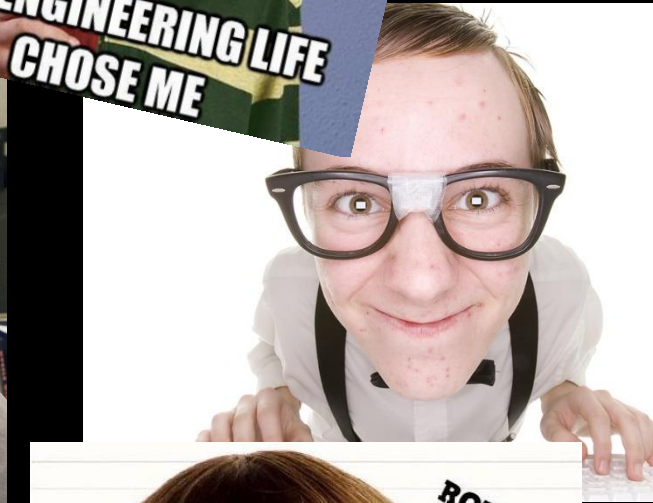
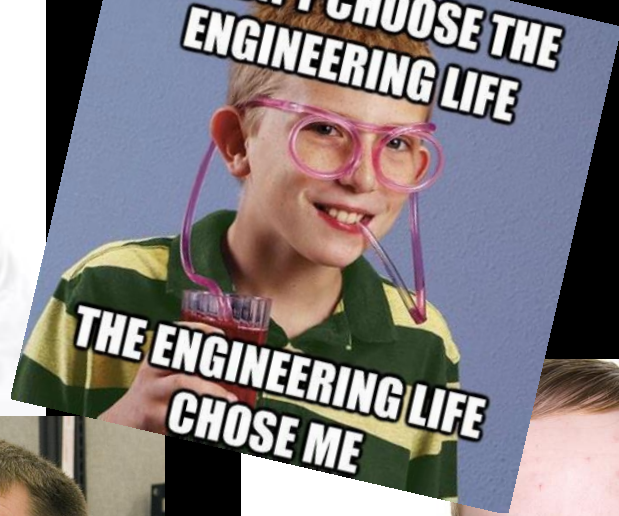
MOST COMMON RACE/ETHNICITY AND GENDER COMBINATION

1. White Male 51,869
2. White Female 12,539
3. Asian Male 8,973

This chart illustrates the differences by gender for each race & ethnicity of students graduating with a Bachelor's Degree in Engineering. White Male graduates, who earn most of the degrees in this field, are the most common combination of race/ethnicity and gender.

Dataset: NCES IPEDS  
Source: Department of Education





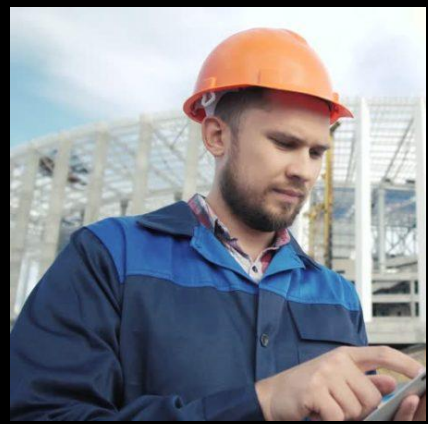
STALE

PALE

&

MALE





Hardhats...

Soooo many  
hardhats.

RAISE  
AWARENESS

CHANGE PERCEPTIONS

!!!





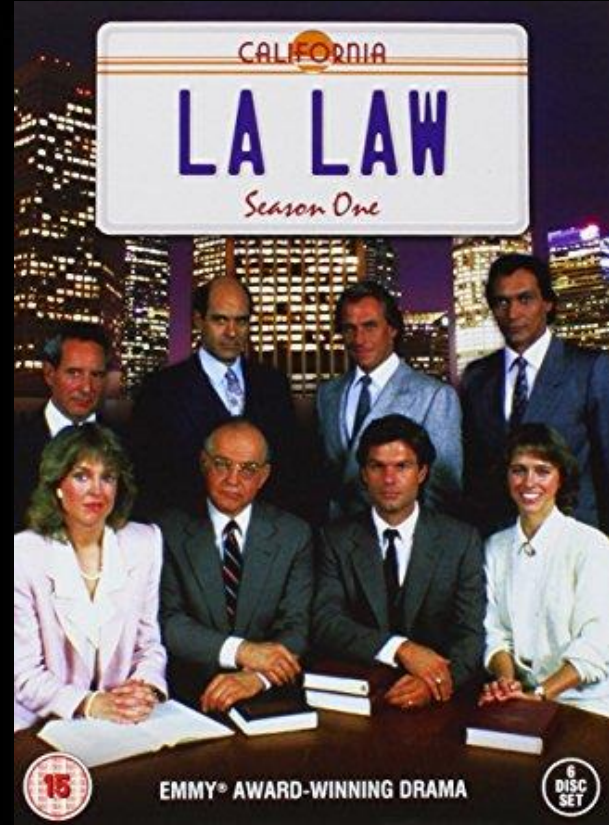
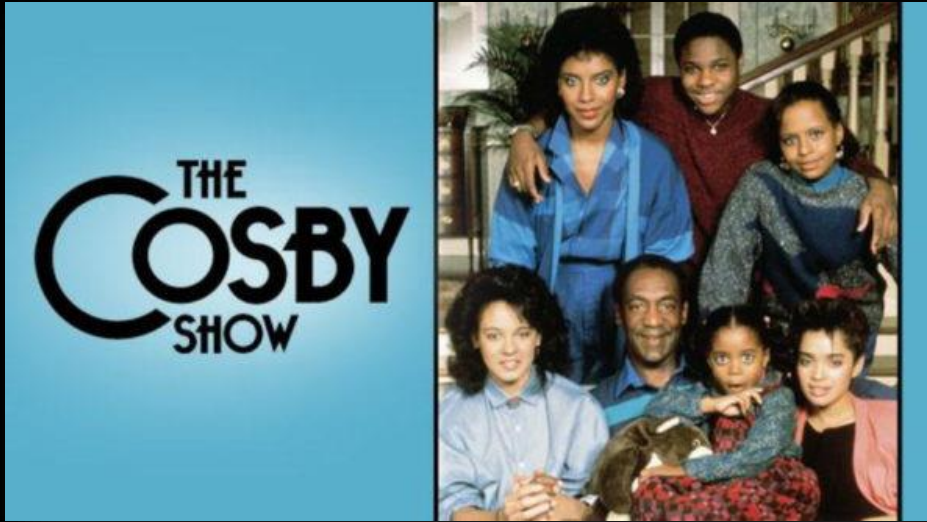
**Hollywood**

SEASON ONE

# MARCUS WELBY, M.D.



# THE DESIGNATED DRIVER IS THE LIFE OF THE PARTY



The Harvard Alcohol Project's  
Designated Driver Campaign  
1988-1992





Monkey see...



Monkey do.



If you can't see it...

You can't be it.

Understand it.

Relate to it.





**THE  
SCIENCE & ENTERTAINMENT EXCHANGE**

A program of the National Academy of Sciences

1-800-844-NEEDSCIENTIST

# Consultations

fostering **creative collaborations**  
between science and Hollywood



Rick Loverd  
Program Director



Sachi Gerbin  
Program Coordinator



Position Open  
Program Assistant



2800





FEDERAL RESERVE NOTE  
THE UNITED STATES OF AMERICA

THIS NOTE IS LEGAL TENDER  
FOR ALL DEBTS, PUBLIC AND PRIVATE



D. 7

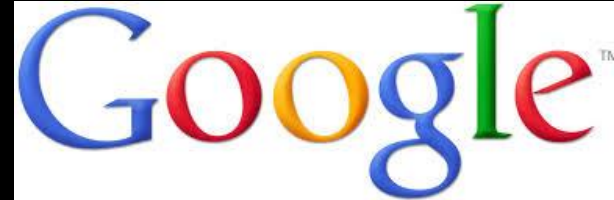
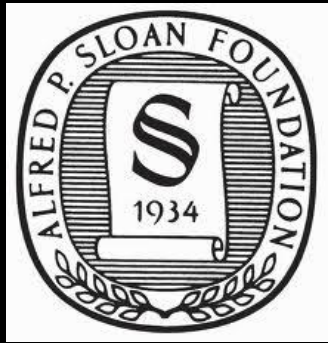
G 51890455 E

7 *Francis Hunt*

The Treasurer of the United States

1

1





FROM  
J. J. ABRAMS  
& THE WRITERS OF TRANSFORMERS  
ALEX KURTZMAN & ROBERTO ORCI

# FRINGE



TRON

LEGACY



Julianna Margulies

**the**goodwife

THE GOOD WIFE: THE SERIES

EARTH IS A MEMORY WORTH FIGHTING FOR



T O M C R U I S E  
O B L I V I O N

IN THEATERS AND IMAX APRIL 19



**H** O U S E





PERSON OF INTEREST





# The Big Bang Theory



# STAR TREK INTO DARKNESS 3D

IN IMAX, DIGITAL 3D AND 2D CINEMAS

PARAMOUNT PICTURES AND SKYDANCE PRODUCTIONS PRESENT A BAD ROBOT PRODUCTION A J. J. ABRAMS FILM "STAR TREK INTO DARKNESS" JOHN CHO BENEDICT CUMBERBATCH ALICE EVE BRUCE GREENWOOD SIMON PEGG CHRIS PINE ZACHARY QUINTO ZOE SALDANA KARL URBAN PETER WELLER ANTON YELCHIN VISUAL EFFECTS INDUSTRIAL LIGHT & MAGIC  
MUSIC BY MICHAEL GIACCHINO COSTUME DESIGNER MICHAEL KAPLAN EDITOR MARYANN BRANDON A.C.E. MARY JO MARKEY A.C.E. PRODUCTION DESIGNER SCOTT CHAMBLISS DIRECTOR OF PHOTOGRAPHY DAN MINDEL A.S.C. EXECUTIVE PRODUCERS JEFFREY CHERNOV DAVID ELLISON DANA GOLDBERG PAUL SCHWAKE PRODUCED BY J. J. ABRAMS BRYAN BURK DAMON LINDELOF ALEX KURTZMAN ROBERTO ORCI BASED UPON STAR TREK CREATED BY GENE RODDENBERRY  
A SKYDANCE PRODUCTION  
ROBERTO ORCI & ALEX KURTZMAN & DAMON LINDELOF WRITTEN BY  
DIRECTED BY J. J. ABRAMS  
StarTrekTheMovie.co.uk  
© 2013 PICTURES BY  
DOLBY DIGITAL  
DOLBY DIGITAL  
DOLBY DIGITAL  
DOLBY DIGITAL

IN CINEMAS MAY 9



Disney

# BIG HERO 6



# CRIMINAL MINDS

BEHAVIORAL ANALYSIS UNIT  
FBI

QUANTICO





FROM THE DIRECTOR OF ALIEN AND GLADIATOR

# P R O M E T H E U S



MARVEL

# THOR

THE DARK WORLD

MARVEL

OCTOBER 30

f /MarvelUK



A promotional photograph of the main cast of the TV show 'Castle'. The cast members are standing on a rooftop with a red brick wall behind them. In the background, a city skyline with a suspension bridge is visible over a body of water. The cast includes a young woman in a dark jacket and jeans, a woman in a green shawl, a woman in a gold dress, a man in a dark suit, a woman in a black suit, a man in a dark suit with a red tie, a man in a dark suit with a blue tie, and a man in a brown suit.

# CASTLE

[WWW.ENTERTAINMENTWALLPAPER.COM](http://WWW.ENTERTAINMENTWALLPAPER.COM)



Disney

# FROZEN



## FREE FALL

A KING'S ARRIVAL IS NEVER SILENT



# GODZILLA

WARNER BROS. PICTURES and LEGENDARY PICTURES PRESENT

A LEGENDARY PICTURES PRODUCTION A GARETH EDWARDS FILM "GODZILLA" AARON TAYLOR-JOHNSON BRYAN CRANSTON ELIZABETH OLSEN

KEN WATANABE JULIETTE BINICHE DAVID STRATHAIRN SALLY HAWKINS MUSIC BY ALEXANDRE DESPLAT EDITOR SHAREN DAVIS EXECUTIVE PRODUCER BOB DUCSAY, A.C.E.

PRODUCTION DESIGNER OWEN PATERSON DIRECTOR OF PHOTOGRAPHY SEAMUS MCCARVEY, A.C.E. EXECUTIVE PRODUCERS ALEX GARCIA YOSHIMITSU BANNO PATRICIA WHITCHER KENJI OKUHIRA BASED ON THE CHARACTER OF TOHO CO., LTD. GODZILLA CREATED BY

STORY BY DAVID S. GOYER SCREENPLAY BY FRANK DARABONT PRODUCED BY JON JASHNI MARY PARENT BRIAN ROGERS THOMAS TULL DIRECTED BY GARETH EDWARDS

SUMMER 2014

ARTWORK BY CAMWIN



CHRIS  
PRATT

ZOE  
SALDANA

BRADLEY  
COOPER

VIN  
DIESEL

DAVE  
BAUTISTA



MARVEL

# GUARDIANS OF THE GALAXY

FROM THE STUDIO THAT BROUGHT YOU THE AVENGERS

MARVEL STUDIOS PRESENTS A JAMES GUNN FILM "GUARDIANS OF THE GALAXY" CHRIS PRATT ZOE SALDANA VIN DIESEL BRADLEY COOPER DAVE BAUTISTA KARL LUNDQVIST PAUL D. POLYAK  
 LYNN COLLINS AND BENJAMIN MELIOR PRODUCED BY SAATCHI FINEARTS FOR SCOUT24/CENTURY FOX FILMS WRITTEN BY BRUCE BRIDGES AND JAMES GUNN DIRECTED BY JAMES GUNN  
 COSTUME DESIGNER JANE ROBERTSON MUSIC BY DANIEL ELFMAN EDITOR ANDY LANE EXECUTIVE PRODUCERS JAMES GUNN AND JAMES GUNN PRODUCED BY JAMES GUNN  
 EXECUTIVE PRODUCERS KEVIN FEIGE AND NICHOLE PERELMAN PRODUCED BY JAMES GUNN AND JAMES GUNN  
 EXECUTIVE PRODUCERS KEVIN FEIGE AND NICHOLE PERELMAN PRODUCED BY JAMES GUNN AND JAMES GUNN  
 EXECUTIVE PRODUCERS KEVIN FEIGE AND NICHOLE PERELMAN PRODUCED BY JAMES GUNN AND JAMES GUNN



IN CINEMAS

## SUMMER 2014

SEE IT IN 3D REAL D 3D AND IMAX 3D

MARVEL.COM/GUARDIANS

FACEBOOK.COM/MARVEL  
TWITTER.COM/MARVEL



MARVEL

# AVENGERS

AGE OF ULTRON

The Magic

School Bus



STAR  
WAR





GAME OF THRONES™



BATMAN v SUPERMAN  
DAWN OF JUSTICE

ACADEMY AWARD® WINNER J.K. SIMMONS

A man in a brown jacket and dark pants stands in a stone archway, looking out at a city street. The street is lined with buildings, including a church with a tall spire and a building with a large dome. The sun is shining brightly in the sky, creating a silhouette effect on the man and the buildings. The overall mood is dramatic and atmospheric.

COUNTERPART

STARZ

Starring Dwayne "The Rock" Johnson

# SAN ANDREAS



# MADAM ★ SECRETARY





MARVEL  
**GUARDIANS  
OF THE GALAXY**

AMY ADAMS    JEREMY RENNER    FOREST WHITAKER

WHY ARE THEY HERE?

FROM THE DIRECTOR OF SICARIO AND PRISONERS

# ARRIVAL

PHILMATION

LAM BEAR

21

BASED ON THE STORY "STORY OF YOUR LIFE" WRITTEN BY TED CHANG

SCREENPLAY BY ERIC HEISSER

DIRECTED BY DENIS VILLENEUVE

WhyAreTheyHere.com

ARRIVAL

IN THEATRES 11.11

10 250435  
167582785

The logo for Star Trek: Discovery is centered against a dark, star-filled space background. A large, three-dimensional, metallic star is positioned behind the text. The words "STAR TREK" are written in a large, bold, metallic font with a weathered, industrial appearance. Below "STAR TREK", the word "DISCOVERY" is written in a smaller, similar metallic font. A thin horizontal line runs across the middle of the "DISCOVERY" text.

**STAR TREK**  
**DISCOVERY**





MARVEL STUDIOS

# BLACK PANTHER

LONG LIVE THE KING.

 ORIGINAL  
The background of the entire image features a composite scene. On the right, a man with a beard and dark hair is shown in profile, looking towards the left. He is wearing a dark, textured jacket. In the center, the mast and upper structure of a ship are visible against a hazy, greenish-blue sky. The overall mood is somber and atmospheric.

# THE LAST SHIP

PAUL  
RUDD

EVANGELINE  
LILLY

BOBBY  
CANNAVALE

MICHAEL  
PENA

MICHAEL  
DOUGLAS



MARVEL

# ANT-MAN AND THE WASP

MARVEL STUDIOS PRESENTS PAUL RUDD 'ANT-MAN' EVANGELINE LILLY CORBY SMOLLE BOBBY CANNAVALE MICHAEL PENA TIP 'T' HARRIS WOOD HARRIS JULY GREEN DAVID DASTMALCHIAN AND MICHAEL DOUGLAS AS DR. FRANK PIM  
SCREENPLAY BY SARAH HALEY FINN C.S.A. DIRECTED BY EDGAR WRIGHT  
EXECUTIVE PRODUCERS DAVID JORDAN PRODUCED BY CHRISTOPHER BECK  
BASED UPON CHARACTERS CREATED BY CHARLIE WEN AND RYAN MEINERTING  
WRITTEN BY JAKE MORRISON  
EDITED BY SAMMY SHELDON  
PRODUCTION DESIGNER DAN LEBENTHAL  
COSTUME DESIGNER COLBY PARKER, JR., M.S.E.  
PRODUCTION OFFICE SHEPHERD FRANKEL  
EXECUTIVE PRODUCERS RUSSELL CARPENTER, M.S.E. PRODUCED BY BRAD WINDERBAUM DAVID J. GRANT  
EXECUTIVE PRODUCERS EDGAR WRIGHT STAN LEE  
EXECUTIVE PRODUCERS VICTORIA ALONSO MICHAEL GIBLLO  
EXECUTIVE PRODUCERS ALAN FINE  
EXECUTIVE PRODUCERS LOUIS DESPESISTO  
PRODUCED BY KEVIN FEIGE, M.P.A. WRITTEN BY EDGAR WRIGHT & JOE CORNISH  
DIRECTED BY EDGAR WRIGHT & JOE CORNISH  
CASTING BY ADAM MCKAY & PAUL RUDD  
EDITED BY BEYTON REED

MARVEL

IN 3D, REAL D 3D AND IMAX 3D

HEROES DON'T GET ANY BIGGER

CC BY NC ND

TM & © 2018 MARVEL

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PHOTOGRAPH BY

Disney

A

WRINKLE  
IN TIME

**NETFLIX**

LOST  
IN  
SPACE



A silhouette of a person holding a professional video camera with a boom microphone against a cloudy sky. The person is positioned on the right side of the frame, facing left. The camera is held in front of their face, and the boom microphone extends to the left. The background is a bright, cloudy sky, suggesting an outdoor setting. The overall mood is professional and focused.

**DOCUMENTARY**



shhh

it's as much about the cultural exchange  
as about the science advising

events



# Salons



# Panels



# Tours



# Science Speakeasy



# Retreats





the **A** word

THE POWER  

---

OF IMAGERY

Disney · PIXAR

# BRAVE



CHANGE YOUR FATE. JUNE 22

# THE HUNGER GAMES: MOCKINGJAY PART 2



NOTHING CAN PREPARE YOU FOR THE END



# HIDDEN FIGURES







