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9 June 1998

Dan Drell
Program Officer
Department of Energy
MailStop ER-72
19901 Germantown Rd
Germantown, MD 20874

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RE: Report from *The DNA Files*, June 1998

Let this package serve as a project update for this second quarter of 1998. Enclosed you'll find our summer advisor newsletter, our program clock, our latest flyer and a vinyl pouch containing goodies and information about *The DNA Files*. The newsletter give the highlights of our work this spring. Let the following serve as additional supplemental information.

We are pleased to receive an additional grant from the Department of Energy to support the creation of the 4:59 feature segments we are now producing. These discrete segments will be provided to those stations in the public radio system that do not elect to broadcast the NPR news at the top of the hour, just before *The DNA Files* documentary begins at five after the hour (Note the broadcast clock attached to this letter, for illustration). We are also pleased to be able to produce this additional means of disseminating genetics information over public radio. We've begun discussions with the science desk and others at NPR regarding repackaging the short segments from the actual documentaries and the use of these 4:59 features as "drop-ins" into such newsmagazines as *Morning Edition* and *All Things Considered*. We anticipate success in this effort.

The attached newsletter speaks of the project web site, which is under development, and our successful debut at the Public Radio Conference in May. In addition to launching full production of the documentaries, we are well into the process of engaging our advisors in the review process. This process involves each documentary having several drafts of a "treatment" or story outline, with locations, interviewees, other sound elements and resources. The treatment is given to three to six advisors who respond with one to three pages of review comments. After these reviews, an editorial meeting evaluates the advisor comments and seeks clarification or further comment as needed. Altogether, each program will go through three to five review phases. We have been able to call on quite a few of our advisors for this task. They have been very helpful and have taken the review process very seriously.

Finally, *The DNA Files* has been the focal point for the creation of an enormous body of research, interviews, articles, and other general materials in the service of this public radio documentary series. The project has also brought together a highly talented body of researchers, producers, administrative support – in short, an infrastructure that could clearly be engaged in further science, or related, education and information initiatives. To explore the best use of these resources, the Executive Producer and Project Director of *The DNA Files* are

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considering convening a few teleconferences and/or meetings of experts and professionals from a number of fields to discuss possible successor projects to *The DNA Files*. Some ideas that have been proposed include "Science and Religion in the 21st Century: Allies or Antagonists?" and "Mental Abilities and Aging: Our Own/Our Loved Ones" as well as other related topics. Any ideas and input you might have regarding this development effort are more than appreciated.

Very truly yours,

Bari Scott
Executive Producer

Jude Thilman
Project Director

THE DNA FILES

PROJECT NEWSLETTER & UPDATE

COPY

SPRING/SUMMER, 1998

GREETINGS TO ALL OF OUR ADVISORS AND FRIENDS OF THE PROJECT!

Production Moves Forward!

This spring has been very busy for us as we've launched production on eight of nine programs in the series. We held a phone conference with three advisor experts (John Belknap and Lee Silver, both behavioral geneticists, and our project advisor, Sylvia Spengler, Director of the Human Genome Program at Lawrence Berkeley Laboratory) about the show, "DNA and Behavior". Our thanks to them for their help. "Behavior" is now in production, and will (at this writing) focus on three areas: addiction, homosexuality and novelty-seeking. Meanwhile, work on the other programs continues. In addition to the prenatal and predictive testing, gene therapy, forensics, evolution and commercialization shows, this spring we hired Montana-based producer Barrett Golding to tackle the program called "Plants, Animals and Microbes". He has taken off on a car tour of the entire middle portion of the country, visiting laboratories with his tape recorder, and coming up with some exciting and unusual sound ideas!

As the shows develop, we continue to solicit and receive reviews of the "treatments", or program outlines, from a variety of science advisors. Our thanks to all of you for giving your time, often on short notice and for making this public education effort a priority in your busy work schedules. And special recognition goes to our Managing Editor and her production support team. Loretta Williams has been working very long hours to balance all the varied input and opinions from the producers, editors, advisors and other staff members on how to present the complex ideas and issues associated with the nine shows in *The DNA Files*. It's a huge endeavor and Loretta has done a great job centering it all.

Partly as a result of surveys of station personnel, we've introduced another component to *The DNA Files*. Along with the 53 minute documentaries, we will be producing a 5 minute report at the beginning of the hour, that provides a "filler" to those station that don't carry NPR news until the actual documentary begins, at five past the hour. These five minute segments will be complementary, but independent of the documentaries and will provide yet another format through which this genetics information can be disseminated.

THE DNA FILES WEB SITE EXISTS!!

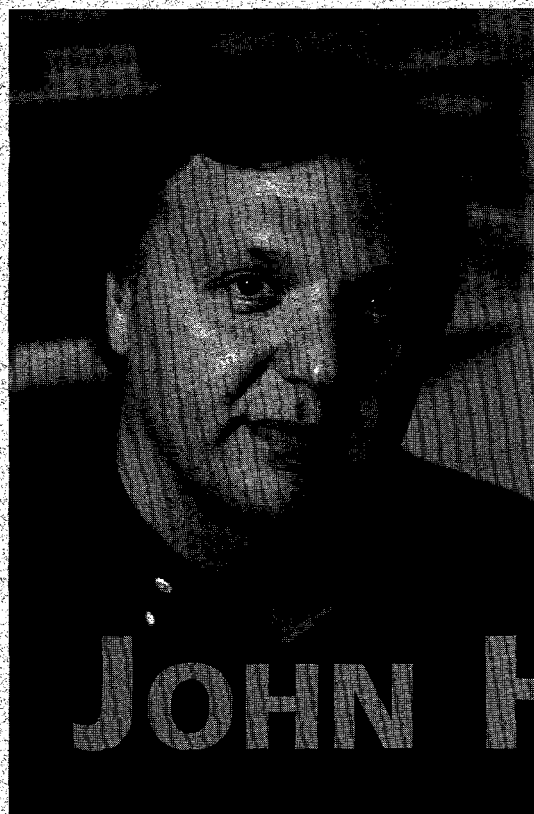
On the World Wide Web front, we've set up a mock-up of *The DNA Files* web site, which includes genetics related scenarios and choices you might make in response to various ethical questions and dilemmas. Each choice clicked on in the site leads you to a different set of circumstances and new issues. The first site we are constructing is about a high school basketball player with Marfan Syndrome. When we're a little further along, we'll send you the web address and you can click in. Let us know if you have ideas for ethical scenarios for our website. And kudos to our web mistress, Ginna Allison, for all the work she is doing to make this an exciting and worthwhile enhancement to the radio series.

MARKETING AND OUTREACH: A BIG SPRING SPLASH

We are very pleased to have brought on board as Marketing Director, Ken Mills. Ken is the former vice president of news and information for Public Radio International. He is a long time player in public radio and is very familiar with they system. Ken jumped into the task wholeheartedly when, this May, *The DNA Files*, held its debut within public radio at the annual Public Radio Conference. For three days we worked to make an impression on the 1,200 representatives of public radio stations present at the San Francisco conference. Most particularly we were able to hold a small, invitation only meeting with a few key members of the public radio community. These folks came from stations located in highly significant markets, like Boston and Seattle, as well as secondary but important markets like Mesa, Arizona. At this meeting, folks were able to advise us regarding format approaches; news support we might offer to their public affairs departments regarding resources in genetics; ways we might provide support for their stations' outreach efforts in local communities; and much more.

THE COMING OUT OF MOLLY, COUSIN OF DOLLY

And finally, we have to mention that *The DNA Files* made a big splash with its special guest at PRC, Molly cousin to Dolly, the cloned sheep. Our sheep was soft and furry, about five and a half feet tall, and wore a large cowbell heralding her presence in every corridor and exhibition hall. Molly assisted project staff in passing out flyers describing the series as well as small toiletry kits with our logo and yet more program information inside. Overall we made a sizeable impact with Molly being the talk of the conference.



Who's Talking About New Discoveries in Genetic Science?

JOHN HOCKENBERRY on THE

Along with guest scientists and people like you and me, asking:

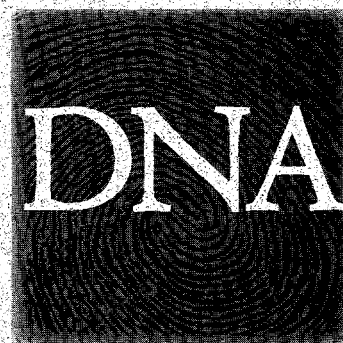
- ◆ Could your DNA information be used to deny you insurance or employment?
- ◆ How did human life begin and evolve?
How are people different and the same?
- ◆ How might prenatal genetic tests prevent disease later in life?

AND MUCH, MUCH MORE...

The DNA Files:

- ◆ **Nine one-hour documentaries**
- ◆ **Digital Stereo Explorations of the Science and Social Implications of Genetics**
- ◆ **Excellent local underwriting potential**

COMING YOUR WAY IN FALL, 1998



FILES

Produced by
SoundVision Productions

Distributed by
National Public Radio®

Call The Ken Mills Agency at 612.513.9988

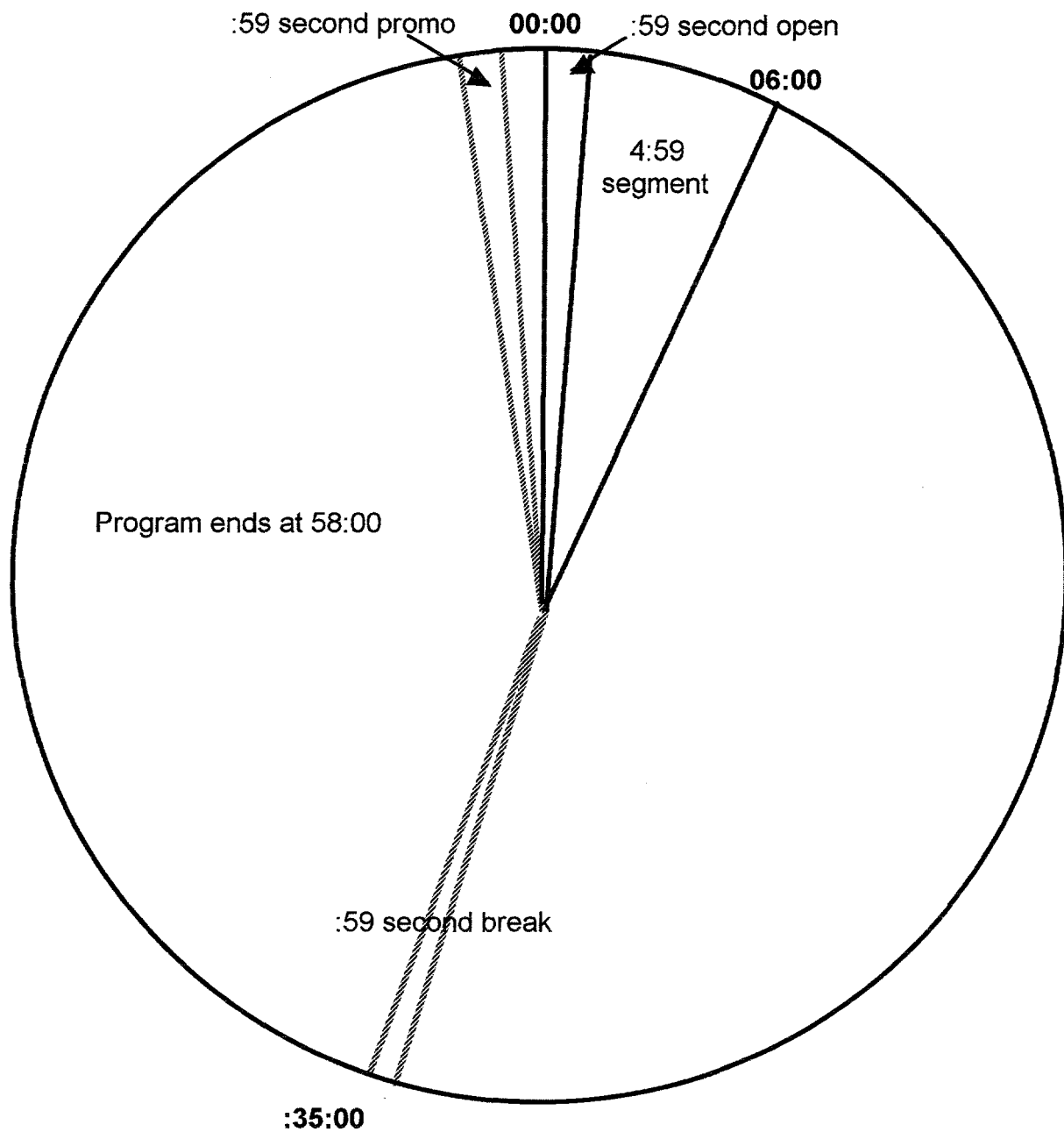
or email mills015@tc.umn.edu. Or write to SOUNDVISION

PRODUCTIONS at 2991 Shattuck Ave., Ste. 304, Berkeley, CA 94705 or email at strp@aol.com.

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THE DNA FILES

proposed clock 5/28/98



ANNOUNCING

THE DNA FILES



How will discoveries in genetics affect you and society?

WILL THEY CHANGE OUR UNDERSTANDING OF HOW HUMAN LIFE BEGAN AND HOW IT EVOLVED?

COULD NEW PRENATAL GENETIC TESTS HOLD THE KEY TO DISEASE PREVENTION LATER IN LIFE?

WOULD A NATIONAL GENETIC DATA BASE SACRIFICE INDIVIDUAL PRIVACY?

SHOULD GENES THAT MAY LEAD TO THE CURE FOR CANCER BE PRIVATELY OWNED?

EIGHT ONE-HOUR DOCUMENTARIES AND CALL-IN SHOW

Exploring the
Scientific and
Social Implications
of the Genetics
Revolution!



EVOLUTION AND DIVERSITY—DNA AND BEHAVIOR—GENETIC MANIPULATION OF PLANTS AND ANIMALS—GENE TESTING AND YOUR FUTURE—DNA EVIDENCE IN COURT—AND OTHERS...

How will DNA research and new gene technologies change medicine, psychology, religion, law, agriculture—the shape of modern society? The DNA Files will be produced with some of the best talents in public radio and will be hosted by John Hockenberry.



OPPORTUNITIES FOR OUTREACH

- Can attract local underwriting from biotech, health care and law firms, universities and other educational institutions
- Appeals to the general listening audience, and especially the scientific, educational, health care and legal communities



EXTENDED AVAILABILITY AND EASE OF USE

- World Wide Web home page and written resource guides supplement and enhance the series
- Recorded promotional spots provided
- Written informational materials allow easy station response to listener inquiries

THE DNA FILES is the creation of the Genome Radio Project, a division of SoundVision Productions. For more information, see our World Wide Web site at: **www.dnfiles.org**.

Funding for THE DNA FILES is provided by the National Science Foundation, the Alfred P. Sloan Foundation and the U.S. Department of Energy.

THE DNA FILES

PROJECT NEWSLETTER & UPDATE

COPY

WINTER '98

GREETINGS AND HAPPY NEW YEAR TO ALL OUR ADVISORS AND FRIENDS OF THE PROJECT!

In the last four months, we made great progress in setting up the infrastructure needed to achieve success with *The DNA Files*. It was a great relief to finally sign a distribution contract with National Public Radio. We are also happy to add the March of Dimes to our secondary funding roster. And probably most important of all, we continue to attract top talent in public radio to assist in our efforts. We welcome technical director, Robin Wise and documentary producer Larry Massett – both joining our Managing Editor, Loretta Williams from the ranks of another excellent public radio program, *Soundprint*. Two additional outstanding documentary producers now working on *The DNA Files* are Kathy MacAnally and John Rudolph.

We've successfully started production of three of the nine documentaries in our radio series. These are "Prenatal Genetic Testing," "Gene Therapy," and "DNA and the Law." In preparation, we gathered our production, research and editorial teams together for three days of learning and planning sessions. We were generously assisted by a few of our science advisors: Diane Beeson, Desmond Mascarenhas, Pilar Ossario, and Paul Rabinow. Our research advisor, science writer Sally Lehrman, gave a presentation on avoiding the pitfalls of covering the complexities of genetics in today's media climate.

ADVISORS GET INVOLVED

In the last month, we've begun to request the participation of our science advisors in reviewing program treatments, storylines and scripts. Unless you've already said you are unable to participate in this effort, we will probably be calling on you at some point in the next four or five months. Each program will have five reviews of treatments, or outlines, then scripts, and possibly cassettes. So far, we've sent and received feedback on the first rough treatment for the first three shows in production. And, we are pleased to report, the process is working. It's a special challenge for us when we get completely opposite views on some aspect of the treatment from our advisors. (As you can guess, it's also a special headache.) But nonetheless, we want to thank those of you who are helping in this way.

As usual, if you have information that will help the project, please don't hesitate to email us at strp@aol.com. You might know of a public radio station in your area that you think should carry *The DNA Files*. You might know of web pages that should be linked to ours. You might know of certain conferences at which lots of good interviews could be obtained. Or you just might know of some source of funding that would allow us to 1) transcribe all the interviews we are already doing, for use in some science department's archives; 2) make materials available to health care professionals; 3) create companion guides to go along with the audio tapes for use in high school science classes; 4) permit us to produce the programs on cd for low cost availability to the public; or expand the use of *The DNA Files* in a multitude of other ways. Please let us know.

WEB SITE STATUS

We have an experienced and creative radio producer/ web queen, Ginna Allison, now in charge of developing our web site to incorporate as much of the materials that we can't include in the broadcast as possible. Also, our web site will have an email access point, and this poses another task for us. We have been, since the beginning of the project, receiving questions about the project, the science of genetics ("Why does a dna strand twist to the right?"), social and ethical issues ("Have geneticists located the soul in the body yet?") from all sorts of folks – lay and science types alike. Recently we have started fielding these interesting questions to our advisor, Dr. Sylvia Spengler, but it is apparent that there will be much more public inquiry after we begin to market and broadcast the series. It seems to us that we would be providing a valuable service to the public if we could use the series, and the interest it generates in the form of these inquiries, to further provide information about genetics and genetics resources. Our advisors, including Dr. Spengler and others, have all pointed out that we need to better develop our capacity to respond. So we are contemplating acquiring funding to support this effort. If any of you have any ideas about sources for this support, please let us know.

Finally, our managing editor is designing an internal web site within the project's web page to which the producers can go for further resources and general information about the topics on which they are working.