



## Rosenfeld To Lead HHMI Documentary Initiative

MICHAEL ROSENFELD WILL LEAD HHMI'S LEAP INTO DOCUMENTARY filmmaking. The former president of National Geographic Television joined the Institute in July as head of television and film.

HHMI's \$60 million documentary film initiative, announced in February, aims to bring high-quality, compelling science features to television. The initiative will extend the Institute's science education outreach to a global TV viewership.

As president of National Geographic Television, Rosenfeld oversaw the production of more than 130 hours of television documentary programming a year, which aired on National Geographic Channel, PBS, and worldwide. Over two decades, he held various supervisory writing and production positions at National Geographic. He has won—or led teams that won—nearly 40 news and documentary Emmy Awards.

"Good science films capture the passion of discovery," Rosenfeld says. "At their best, they give viewers a vicarious sense of what it is like to be a scientist and to be on an adventure. Through film we can help people imagine—in a vivid way—what it would be like to make a discovery themselves."

HHMI has supported television projects, including the public broadcasting series *NOVA scienceNOW* and science reporting on *PBS NewsHour*. But this is its first experience with documentary filmmaking. The HHMI film division's priority will be to tell intriguing science stories that grab the viewer, says Sean Carroll, HHMI's vice president for science education. The films will cover all areas of

science, especially biology and medicine, but will go beyond the work of HHMI's own researchers.

HHMI's educational resources group and others will work with the documentary team to repackage the film footage into materials for teachers and students at the high school and college levels.

"My goal will be to find projects that can have an impact on the way people think about science and the world they live in," Rosenfeld says. "We will develop our own ideas but will also look for proposals from broadcasters, producers, and filmmakers who share our excitement about doing great science television."

Rosenfeld is the second Michael Rosenfeld to join HHMI. Michael G. Rosenfeld, known to his friends as Geoff, is an HHMI investigator at University of California, San Diego, who studies transcription and cell signaling. ■

## HHMI Teams Up for Open Access Journal

HHMI, THE MAX PLANCK SOCIETY, AND THE WELLCOME TRUST intend to launch an open-access journal for biomedical and life sciences research that breaks the mold set by traditional scientific journals. The three organizations announced the journal in June and the first issue is expected to be published in the summer of 2012. The journal's tenets include a fast review process, online publishing, and an editorial team made up of active scientists.

The plans for the yet-to-be-named journal were developed after a workshop in 2010 at HHMI's Janelia Farm Research Campus attended by a number of leading scientists. The participants concluded that there was a need for a model of academic publishing that better suits the needs of researchers.

"The message from the research community was clear," says HHMI president Robert Tjian. "We are fortunate to have many excellent journals, but there is need for a different, more appropriate, and efficient publishing model."

Editorial decisions for the planned journal will be made by a team of highly regarded, experienced, and practicing scientists who will ensure a transparent peer-review process aimed at limited revision and rapid publication. Accepted articles will be published online along with anonymous reviewers' comments.

"This will be a journal for scientists edited by scientists," says Sir Mark Walport, Director of the Wellcome Trust. "The ethos of the journal will be to avoid asking authors to make extensive modifications or perform endless additional experiments before a paper can be published."

As the journal will exist only in digital form, it offers an opportunity to exploit the potential of new technologies to present data, share content, and directly engage the reader.

Randy Schekman, currently editor of the *Proceedings of the National Academy of Sciences*, has been named founding editor in chief. Schekman is an HHMI investigator and a distinguished cell biologist at the University of California, Berkeley. ■