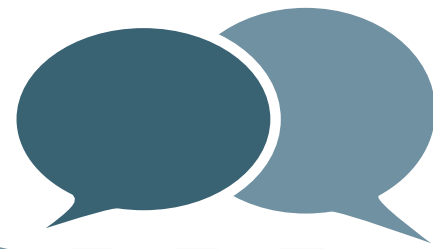


thursday
8/19 5pm
715 café

Moderated by IDEO's Tim Brown



KNOWHOW

Neal Baer Executive Producer, *Law & Order: Special Victims Unit*

Have I got a story for you: How new media can lead the way toward social change

Neal Baer is a pediatrician and television writer who combines his passion for medicine and storytelling to present episodes that challenge the audiences' views on a spectrum of social and political topics.

Prior to his work on *SVU*, which has received five Emmys and a Golden Globe for acting, Baer was Executive Producer of the NBC hit series *ER*. A member of the show's original staff and a writer and producer on the series for seven seasons, he was nominated for five Emmys as a producer. Baer also spends time in Africa teaching photography and film-making so that people can tell and share their own stories around the world. He recently taught a young Mozambican orphan how to make a documentary film to chronicle his search for a family after his parents died of AIDS. That film, *Mozambique*, has screened at film festivals around the world.

Baer will talk about how media such as Twitter, Facebook, mobile phones, graphic novels, and backpack journalism can be used to tell stories for social change. Over the next few months, he will introduce actionlab.org to help people find and use their own stories to make a difference in their communities and across the world. He will also present case studies from several of his television episodes that show what people learn from TV, as well as how TV stories can inform the public on such topics as rape in Congo and vaccination.



Neal Baer



Alcides Soares, the director of a documentary Neal produced and illustrates the theme of his presentation