



Evolving Communications is a woman-owned multimedia production company located in historic Georgetown, Washington, DC. Established in 1996 by **Barbara Valentino**, Evolving Communications takes a personal approach to tell a story ... visually, creatively, compellingly.

Video projects include PNAS Centennial Celebration, *Simon Ramo: a Centennial Achievement* [National Academy of Engineering], *Investing in Young Children Globally* and *Smart Vaccines* [Institute of Medicine], IDEV for the African Development Bank, The CLEAR Initiative [The World Bank], celebrating the National Academies Keck Futures Initiative 2011 Communication Awards, *What you Need to Know about Infection Disease, Surrounded by Science*, PEER Project for the National Academy of Sciences, video support for the book tour of *Dreams Are Power* by former NASA astronaut, Bernard A. Harris at the Congressional Black Caucus, and for a new marketing campaign for Haagen Daz ice cream.

For more than 10 years, Evolving Communications has been the producer of record for the National Science & Technology Medals Foundation. The core of this effort is the production of more than 300 video profiles honoring our nation's preeminent discoverers and innovators as well as producing the annual live, multi-cam satellite feed of the ceremony from the East Room of the White House with the President. EC also created the original concept for the NSTMF's *Laureate eMuseum* that is now realized within the Foundation's website.

The principal of Evolving Communications is Barbara Valentino. In 2007-08, The Global Fund to Fight AIDS, Tuberculosis, and Malaria selected Ms. Valentino as one of eight writer-producers worldwide to participate in the multimedia exhibit, *Access to Life [A2L]*. The focus of *A2L* was to chronicle patients in eight countries before and after receiving anti-retroviral treatment with Ms. Valentino assigned to the townships of Cape Town, South Africa for her two one-month appointments. *A2L* premiered at The Corcoran Museum in April 2008 before beginning a worldwide exhibition.

Additional EC video productions include three videos for the Science Directorate of the American Psychological Association, a series of multimedia presentations for the Illinois State Society Inaugural Gala, *The Creative Mind* for The Johns Hopkins University Department of Neuroscience and a pilot program of biotechnology podcasts for Ketchum Communications sponsored by PhRMA.

Other video productions include *Bridging the Future* for the American Society for Civil Engineers, *Extreme Science* [a children's science series] for Science Service, and *ChalleNGe* for at-risk youth sponsored by the National Guard,

Evolving Communications produced a video for the Campaign for Forgiveness Research, featuring Archbishop Desmond Tutu, President Jimmy Carter, Ruby Bridges, and Dr. Robert Coles of Harvard University.

Evolving Communications served as resource consultant to the Discovery Channel for *Discovery News*, a co-venture with ABC News. Other associations since its inception include National Academy for Television Arts and Sciences, Bernard Technologies Inc., Institute of Electrical and Electronic Engineers, Hill and Knowlton, Social Consultants International, and American Film Institute.

Prior to establishing EC, Ms. Valentino served as director of the television office of the National Academy of Sciences for 12 years. During that tenure, she coordinated the Academy’s involvement in its partnership with public television on three major prime-time series: *Planet Earth*, *The Infinite Voyage* and *Space Age*.

And directed the Academy’s partnering role with the Turner Foundation and Pew Global Stewardship Initiative for the live CNN International broadcast: *Beyond the Numbers: Population Issues for the 21st Century*. The symposium featured 20+ international population experts, moderated by Marvin Kalb, with a special address by Vice Present Al Gore and preceded by a dinner with President Bill Clinton

Ms. Valentino participated in a five-year government-funded committee to examine best practices for science communication in the 21st Century, served as executive vice president of the Washington, DC chapter of Women in Film and Video and as a member of the advisory board to The Ruby Bridges Foundation in addition to many film and video juried competitions and advisory committees. Today she volunteers as a Judge for the Chesapeake FIRST FRC Competition.

Evolving Communications’ commitment to community can be found on both a local and global scale. Our pro-bono video projects highlight the achievements of the Chesapeake Chapter FIRST Robotics competition, Take Heart, which aids Kenyan children suffering from heart disease, the Langston Junior Boys & Girls Club Golf Program, and *Life Is a Puzzle* for Autism ArtReach.

For samples of our work

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