

FACS
FOUNDATION FOR AMERICAN COMMUNICATIONS

May 02, 1989

Dr. George Gerbner
Dean
Annenberg School of Communications
UNIVERSITY OF PENNSYLVANIA
3620 Walnut Street
Philadelphia, PA 19104

Dear George:

I am delighted that you will be a speaker at the FACS/Gannett Foundation's Public and the Press Forum on May 10, 1989. This forum will be held in the Ballroom of the National Press Club, 14th and F Streets, NW, Washington, DC.

This will be an exciting educational conference dedicated to critical environmental issues: Fear, Trust and Acceptable Risk. Enclosed is the final program agenda. Please note registration and continental breakfast begins at 8:00am with the conference convening at 8:30am.

Your hotel reservation has been made for the nights of May 9, at the JW Marriott, 1331 Pennsylvania Avenue and 14th Street. If you should have any questions, please contact my office.

Sincerely,


John E. Cox, Jr.
President

/zdj
enclosure

Final agenda

FEAR, TRUST AND ACCEPTABLE RISK: NEW CHALLENGES FOR THE PUBLIC AND THE PRESS

Sponsored by the
Gannett Foundation/Foundation for American Communications

May 10, 1989
National Press Club, Washington, D.C.

8:00 AM Registration and Continental Breakfast

8:30 AM Welcome

Gene Dorsey, president, Gannett Foundation

Jack Cox, president, Foundation for American Communications

Introduction

Sandra Blakeslee, FACS science advisor, freelance/regular contributor
New York Times science department

8:45 AM **Risk versus Fear: Finding the Balance A Reporting Challenge**

Cristine Russell

Former medical reporter, *WASHINGTON POST*

Current Alicia Patterson Foundation Scholar Studying risk perception

9:30 AM **Defining Risk: A Way of Thinking About Fear and Trust**

Sheldon Krinsky

Associate Professor

Department of Urban and Environmental Policy, Tufts University

10:15 AM **Confronting The Issues: An Open Discussion**

Moderator:

Stephen B. Presser, professor of law, Northwestern University School of Law, FACS legal scholar

Journalists:

Jane Brody, science writer, *THE NEW YORK TIMES*

Cristine Russell, former medical reporter, *WASHINGTON POST*

John Seigenthaler, editorial director, *USA TODAY*

George Strait, medical correspondent, ABC News

Government Officials:

John A. Moore, acting deputy administrator, U.S. Environmental Protection Agency

Jim Benson, acting deputy commissioner, Food & Drug Administration

Alexander Kelter, M.D., chief, Reproduction and Cancer Hazard Assessment,
California State Department of Health Services

Environmentalists:

Albert Meyerhoff, senior attorney, Natural Resources Defense Council

Ellen Silbergeld, senior toxicologist, Environmental Defense Fund

Industry:

Richard C. Theuer, Ph.D., president, Beech-Nut Nutrition Corporation

John Rice, chairman, International Apple Institute

Academia and others:

George Gerbner, dean, Annenberg School of Communications, University of Pennsylvania

Morris A. (Bud) Ward, executive director, Environmental Health Center National Safety Council

Leon G. Billings, president, Leon G. Billings, Inc.

Elizabeth M. Whelan, executive director, American Council on Science and Health

12:15 PM Lunch

1:15 PM Discussion continues

3:00 PM Conclusion

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