



A one day seminar and reporting contest for students at the Cronkite School of Journalism and Mass Communication and other journalism programs in Arizona.



Program Agenda

Location: ASU Biodesign Institute
727 E. Tyler St.
Tempe, AZ 85287-5001

Lightrail Stop: S. Rural Road and University Ave.

Emcee: Tom Steever, President, National Assn. of Farm Broadcasters

8:30 a.m. **Registration** Opens/Continental Breakfast

9:00 a.m. **Welcoming Remarks** **Auditorium**
Emcee Tom Steever

9:10 a.m. **Orientation** **Auditorium**

Reporting Contest Rules and Guidelines

Reporting From Turkey – Lydia Mulvany, 2010 Reporting Contest Winner Video

Speaker: Steve Veile, Biotech U

9:30 a.m. **Overview of Biotechnology** **Auditorium**

Speakers: Charles Arntzen, ASU Regent's Professor

10:30 a.m. **Break**

- 10:45 a.m. **Biotech Debate – World Class Perspectives** **Auditorium**
 A biotech champion and a biotech critic square off in an in-depth discussion of the promise and possible pitfalls of biotechnology in the 21st century.
- Featuring video of debate between:*
- Martina Newell-McGloughlin**, Director of Life and Health Sciences Research, UC Davis
Dr. Michael Hansen, Senior Scientist, Consumers Union, New York
- 11:15 a.m. **Tour of Biodesign Institute Labs** **Auditorium**
- 12:15 p.m. **Lunch (provided)** **Atrium, Lower Level**
- 12:45 p.m. **“Hands on DNA Extraction Experiment”**
*Featuring a DNA Extraction Experiment in which **you** extract DNA from a strawberry.*
- Speaker: Joseph Caspermeyer, The Biodesign Institute**
- 1:15 p.m. **“Covering the Biotech Beat, A Working Reporter’s Perspective”** **Auditorium**
Speaker: Bill Lambrecht, Washington Bureau Chief, St. Louis Post-Dispatch
- 1:45 p.m. **“News Conference”** **Auditorium**
- Featuring:*
- Bill Lambrecht**, print reporter, *St. Louis Post-Dispatch*; **Tom Steever**, radio broadcaster, the Brownfield Network; and **Tammy Leitner**, investigative reporter for CBS 5 News, Phoenix.
- 2:15 p.m. Board busses to Farm **Associated Farms, Mesa, Arizona**
- 2:45 p.m. **Farm Tour & Producer Perspective** **Speaker:**
Adam Hatley, Producer
- 4:15 p.m. Interview and Farm Photo Opportunity at Associated Farms
- 4:45 p.m. Board bus for return to Biodesign Institute
- 5:15 p.m. Bus Arrives back at Biodesign Institute and Biotech University Ends