

LODGING INFORMATION

The Long Island Marriott Hotel and Conference Center in Uniondale and La Quinta Inn & Suites in Garden City have been designated the official symposium hotels. The following are the special discounted room rates and cutoff dates for room reservations.

LONG ISLAND MARRIOTT HOTEL AND CONFERENCE CENTER

101 James Doolittle Blvd.
Uniondale, NY 11553
Att: Reservations Manager
Tel: (516) 794-3800 or (800) 832-6255
Fax: (516) 794-5936
Room rate: \$169 per night, single/double occupancy
Cutoff date: Based on availability



LA QUINTA INN & SUITES

821 Stewart Avenue
Garden City, NY 11530
Tel: (516) 705-9000 or (800) 531-5900
Fax: (516) 705-9100
Room rate: \$155 per night, single/double occupancy
Cutoff date: Based on availability

NOTE: ALL RESERVATIONS WILL BE HELD UNTIL 6 P.M. ON DAY OF ARRIVAL UNLESS ACCOMPANIED BY THE FIRST NIGHT'S ROOM DEPOSIT OR SECURED BY A MAJOR CREDIT CARD. RESERVATIONS MADE AFTER THE CUTOFF DATE WILL BE SUBJECT TO AVAILABILITY AT A HIGHER ROOM RATE. WHEN MAKING YOUR RESERVATIONS, PLEASE IDENTIFY YOURSELF AS A PARTICIPANT IN THE **MEDIA AND SOCIAL CHANGE SYMPOSIUM** AT HOFSTRA UNIVERSITY.

Scheduled transportation will be arranged between the Hofstra University campus and contracted hotels. Schedules will be available at the Symposium Registration Desk as well as at the participating hotels.



LOCATION OF HOFSTRA UNIVERSITY

HOFSTRA UNIVERSITY is located in Hempstead, Long Island, New York, about 25 miles east of New York City, less than an hour away by train or automobile. The Long Island Rail Road (LIRR) has frequent trains to the Hempstead Station and the Mineola Station from Pennsylvania Station, located at 34th Street and 7th Avenue, New York City, as well as from the Flatbush Avenue Station in Brooklyn, New York. Use local taxi service to the Hofstra campus.

Local Taxi Service:

| | |
|-------------------------|--|
| All Island Taxi Service | (516) 481-1111 |
| Hempstead Taxi | (516) 489-4460 |
| Pub Taxi Service | (516) 483-4433 |
| Ollie's Airport Service | (516) 437-0505 (516) 352-6633 (718) 229-5454 |

BY CAR: Travel on the Long Island Expressway to exit 38, Northern State Parkway to Meadowbrook Parkway South (exit 31A), or Southern State Parkway to Meadowbrook Parkway North (exit 22N). Take Meadowbrook Parkway to exit M4 (Hempstead Turnpike). Proceed west on Hempstead Turnpike (Route 24W) to the Hofstra campus (approximately one mile).

Guest parking is available on the North Campus.

TRANSPORTATION FROM AIRPORTS:

The Hofstra campus is located approximately 30 minutes by car from John F. Kennedy and LaGuardia International Airports.

CALL IN ADVANCE FOR RESERVATIONS: Classic Transportation

Classic Transportation provides shared van service from JFK and LaGuardia International Airports to Hofstra University. Courtesy phones are located in the baggage claim area of both airports and are connected directly to Classic dispatch/reservation. Dial 20 from the courtesy phone to speak directly with the

reservation department. Tell the representative that you are traveling to Hofstra University. Cost: approximately \$20.

Discount: Classic Transportation offers a discount when you reserve your round-trip airport shuttle trip online at classictrans.com or call (631) 567-5100.

Long Island Airport Limousine Service (LIALS)

LIALS can be called upon arrival at either JFK or LaGuardia International Airport at a public telephone: 656-7000 (no area code required). The phones are monitored from 4 a.m. through midnight, seven days a week.

U.S. Limousine and Car Service
Personalized Transportation Service
(516) 352-2225 or (800) 962-2827

NOTE: Please be advised that there are no set fares charged by New York City yellow cabs between the airports and the Hofstra campus. Please confirm fee with the driver before starting your trip.

For further information, contact:

HOFSTRA CULTURAL CENTER
243 Gallon Wing
113 Hofstra University
Hempstead, NY 11549-1130
Tel: (516) 463-5669
Fax: (516) 463-4793
E-mail: hofculctr@hofstra.edu
Web site: hofstra.edu/culture



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HEMPSTEAD, NY 11549-1130

First Class Mail
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PAID
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HOFSTRA CULTURAL CENTER
and the
SCHOOL OF COMMUNICATION
present

**MEDIA AND
SOCIAL CHANGE:**

*Using Entertainment Education
to Improve the Outcomes of
Health and Social Issues of Women*

Thursday, March 26, 2009

HOFSTRA CULTURAL CENTER
and the
SCHOOL OF COMMUNICATION
present

MEDIA AND SOCIAL CHANGE:

*Using Entertainment Education to Improve
the Outcomes of Health and Social Issues of Women*



THURSDAY, MARCH 26, 2009

Symposium Co-Directors

Nancy F. Kaplan, Ph.D.
*Associate Professor of Radio, Television, Film
Hofstra University*

Sonny Fox
President, Sonny Fox Consultants

Symposium Coordinator

Deborah Lom
*Assistant Director
Hofstra Cultural Center*

REGISTRATION PROGRAM


HOFSTRA
UNIVERSITY®

HOFSTRA CULTURAL CENTER
and the
SCHOOL OF COMMUNICATION
present

MEDIA AND SOCIAL CHANGE:

*Using Entertainment Education to Improve
the Outcomes of Health and Social Issues of Women*

THURSDAY, MARCH 26, 2009

8:30 a.m. **REGISTRATION AND CONTINENTAL BREAKFAST**
Rochelle and Irwin A. Lowenfeld Conference and Exhibition Hall
Joan and Donald E. Axinn Library, 10th Floor, South Campus

9:15 a.m. **WELCOME**

Sybil DelGaudio, Ph.D.
Dean, School of Communication
Hofstra University

Nancy F. Kaplan, Ph.D.
Associate Professor of Radio, Television, Film
Hofstra University
Symposium Co-Director

Sonny Fox
President, Sonny Fox Consultants
Symposium Co-Director

Representative
National Academy of Television Arts and Sciences
New York Chapter

Representative
Writers Guild of America, East

9:30 a.m. **PANEL I: HARNESSING THE POWER OF ENTERTAINMENT
TO AFFECT SOCIAL CHANGE**

**Integrating an Issue Into a Network TV Series: How the
Issue of Teen Pregnancy Became a 38-Week Story Line**

Frank Valentini
Executive Producer, *One Life to Live*, ABC-TV

Amy Kramer
Director, Entertainment Media and Audience Strategy
National Campaign to Prevent Teen Pregnancy

PANEL I (continued):

**Challenge of Creative Communities to Work With
Agencies to Improve Health Outcomes**

Sandra de Castro Buffington
Director, Hollywood, Health & Society (HH&S)

Noon

LUNCHEON



Keynote Speaker Neal A. Baer, M.D.
Executive Producer and Writer, *Law & Order: SVU*
Joseph G. Astman Distinguished Symposium Scholar
*Telling Stories While Keeping Ratings High:
The Creative Challenge*

2 p.m.

**PANEL II: USING RADIO AND OTHER TECHNOLOGIES
TO ENTERTAIN AND CHANGE BEHAVIOR AROUND
THE WORLD**

**Radio, Serialized Dramas and Role Model Characterizations
for Positive Behavior Change**

Bill Ryerson
Founder and Director, Population Media Center (PMC)

Scott Connolly
Director of Research, Population Media Center (PMC)

**How to Integrate the Methodology Into the
Academic Experience**

Arvind Singhal
Senior Research Fellow
Sam Donaldson Center for Communication Studies
The University of Texas at El Paso

4:30 p.m.

CLOSING REMARKS AND RECEPTION



MEDIA AND SOCIAL CHANGE:

Using Entertainment Education to Improve the Outcomes of Health and Social Issues of Women

SYMPOSIUM REGISTRATION FORM

Mail or fax to:
MEDIA AND SOCIAL CHANGE SYMPOSIUM
 Hofstra Cultural Center
 113 Hofstra University
 Hempstead, NY 11549-1130
 Tel: (516) 463-5669
 Fax: (516) 463-4793
To register online please visit hofstra.edu/culture

Name _____
 Address _____
 City/State/ZIP _____
 Affiliation _____
 Telephone _____
 Fax _____
 E-mail _____

Please check if applicable:

I am a member of:

WGA, East NY NATAS

I have made lodging reservations at:

Long Island Marriott La Quinta Inn & Suites

Method of payment:

Enclosed is a check in the amount of \$ _____ (payable to Hofstra University)

Please charge my: MasterCard Visa

Amount: \$ _____

Cardholder's Name _____

Card Number _____

Expiration Date _____ Security Code _____

Cardholder's Signature _____

Cancellations: A \$15 administrative fee will be deducted from registration refunds; however, notice of cancellation must be received by March 21, 2009.

Returned checks: A \$25 handling fee will be charged for returned checks.

| REGISTRATION FEE | No. of Persons | Amount |
|--|----------------|-----------------------|
| Regular rate | \$50 _____ | _____ |
| Senior citizen (65 and over) (include copy of Medicare card) | \$40 _____ | _____ |
| Matriculated non-Hofstra student (include copy of current student ID) | \$35 _____ | _____ |
| Luncheon (limited seating, early registration suggested) | \$50 _____ | _____ |
| | | TOTAL \$ _____ |

Hofstra University is 100-percent program accessible to persons with disabilities.

All events (with the exception of meals) are FREE to Hofstra students, faculty and staff upon presentation of a current HofstraCard.