



## Forum on Research Management Meeting (FORM)

**Friday, November 15, 2002**  
**Cannon House Office Building, Room 121**  
**First Ave. and Independence Ave., SW**  
**10:00am - 4:00pm**

- 10:00**      **Howard Egeth, PhD**, Vice-President of the Federation, Professor of Psychology - Johns Hopkins University  
*Introductory remarks*
- 10:10**      **Philip Zimbardo, PhD**, President of the American Psychological Association, Professor of Psychology – Stanford University  
*“Giving Interesting Psychology Away By Way of the Media”*
- 10:30**      **Mary Hanson**, Former National Science Foundation Media Director  
*“Why Play At All? The Good Morning America Case Study (NSF Perspective)”*
- 11:00**      **Michael Purdy**, Senior Media Representative, Johns Hopkins University  
*“Media are from Mars, Scientists are from Venus”*
- 11:30**      **Rhea Farberman**, Director of APA Public and Member Communications  
*“Preparing for News Media Interviews”*
- 12:15**      **Lunch**
- 1:00**        **Joyce Winslow**, Research! America
- 1:30**        **Peggy Girshman**, Assistant Managing Editor, National Public Radio  
*“Talking to Broadcasters”*
- 2:00**        **Elizabeth Ruksznis**, Assistant Science Producer, Dateline, NBC  
*“TV 101”*
- 2:30**        **Ira Allen**, Vice-President of Public Affairs, Center for the Advancement of Health  
*“Behavior Matters: Translating Research into Policy and Practice”*
- 2:50**        **Break**
- 3:00 – 4:00**      **Discussion**