
Friday, October 28, 2016



A seminar and multimedia contest for journalists.

Seminar Agenda

Starting Point for the 2016 Biotech University seminar:

Cronkite School of Journalism
555 N. Central Ave.
Phoenix, Arizona 85004

8 a.m. Registration / Board Bus

N. First & E. Taylor Streets

8:15 a.m. Bus Ride to ASU Biodesign Institute
727 E. Tyler St.
Tempe, AZ 85287-5001

Lightrail Stop: S. Rural Road and University Ave.

8:45 a.m. Light Breakfast

Biodesign Institute

9 a.m. Welcome and Orientation

Biodesign Institute

Moderator: Tom Steever, Past President, National Association of Farm Broadcasting

9:10 a.m. "How You Could Win A Scholarship"
Multimedia Contest Rules

Speaker: Adam Veile, Biotech U.

9:20 a.m. General Session

Biodesign Institute

"Biotech 101"

Roberto Gaxiola
ASU School of Life Sciences

9:45 a.m. "Real-Life Applications of the Science"

Speaker: Charles Arntzen, Founder
ASU Biodesign Institute

10:15 a.m. "Hubris vs. Humus: The Dilemmas & Doubts About GMOs"

Speaker: Michael Dimock
Roots of Change

Co-sponsored by: National Corn Growers Association,
ASU Biodesign Institute, and Arizona Farm Bureau



10:45 a.m.	Question & Answer Session	Biodesign Institute Led By Tom Steever Featuring Arntzen and Dimock
11:15	Break	
11:30 a.m.	Breakout Session for Student Journalists	Biodesign Institute Speaker: Charlotte Bellis BBC & Al Jazeera
	"The Dynamics of Covering Biotechnology"	
11:30 a.m.	Breakout Session for Working Journalists	Biodesign Institute Speakers: Arntzen, Dimock
	"Insights on GMO Issues in the News Today"	
12:30 p.m.	Lunch	
1:15 p.m.	Lab Tours - Biodesign Institute	Tour Leaders: Julie Kurth, Richard Harth, Juno Schaser, Joe Caspermeyer Labs: Shawn Chen, Josh LaBaer, Bruce Rittman, Alex Green
2:15 p.m.	Hands-on DNA Extraction Experiment	Melissa Wilson Sayres lab, volunteers Biodesign Institute
2:45 p.m.	Board Bus to Farm	Associated Farms, Mesa, Arizona
Aboard bus:	Greetings from Arizona Farm Bureau	Speaker: Julie Murphree AZ Farm Bureau
3:15 p.m.	Farm Tour & Producer Perspective	Speaker: Adam Hatley, Producer Associated Farms
4:15 p.m.	Interview and Photo Opportunities at Associated Farms	Adam Hatley & other producers
5:00 p.m.	Board Bus for return to Cronkite School of Journalism	
5:30 p.m.	Bus Arrives at Cronkite School of Journalism Biotech U Seminar ends and Multimedia Contest Begins!	