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
Light Rail 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
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| 10:45 a.m.| Question & Answer Session                            | Biodesign Institute | Led By Tom Steeever
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!                    |