

## 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](http://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](mailto:hofculctr@hofstra.edu)  
Web site: [hofstra.edu/culture](http://hofstra.edu/culture)



**HOFSTRA UNIVERSITY®**

HOFSTRA CULTURAL CENTER  
113 HOFSTRA UNIVERSITY  
HEMPSTEAD, NY 11549-1130

First Class Mail  
U.S. Postage  
**PAID**  
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**

**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, 10<sup>th</sup> 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](http://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 _____	_____
		<b>TOTAL \$ _____</b>

**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.