9:00am:  *Introduction and Welcome*
Mike Miller, NCI Press Office

9:05am:  *The potential of entertainment education in public health*
Ed Maibach, NCI Center for Strategic Dissemination

9:25am:  *Introduction to HH&S outreach goals and activities*
Vicki Beck, Director, Hollywood, Health & Society
Jennie Greene, Project Manager, HH&S
Mandy Berkowitz, Project Manager, HH&S

9:50am:  *Outreach Panel*
Writer’s Guild of America West panel discussions; Briefings and consultations with TV writers; Web site development
Lorelei DiSogra, NCI National 5-a-Day Program
Judy Stein, National Eye Institute Information Office
Harold Freeman, NCI Center to Reduce Cancer Health Disparities

10:20am:  *Audience Q&A*

10:30am:  *Break*

10:40am:  *Research overview*
Vicki Beck, HH&S

10:55am:  *Research Panel:*
Evaluation of TV storylines HH&S/Annenberg TV Monitoring Project
Linda Slan, NCI Cancer Information Services
Michelle Alban, Telemundo Television Network
Jennie Greene, HH&S, representing USC Annenberg School of Communication

11:45am:  *Wrap-up & Audience questions*