



Agenda

John Q Goes to Washington: Health Policy Issues in Popular Culture

July 16, 2002

9:00 Breakfast and registration

9:30 Welcome:

Diane Rowland, Executive Vice President
Executive Director, Kaiser Commission on Medicaid and the Uninsured
Kaiser Family Foundation

Opening remarks:

Vicky Rideout, Vice President
Director, Program for the Study of Entertainment Media and Health
Kaiser Family Foundation

10:00 Panel Discussion:

Neal Baer, M.D., Executive Producer, *Law and Order: Special Victims Unit*
Karen Ignagni, President, American Association of Health Plans
James Kearns, Writer, *John Q*
Ron Pollack, Executive Director, Families USA
Joseph Turow, Professor, Annenberg School for Communication, University of Pennsylvania

11:15 Questions and answers