



**HOLLYWOOD & HEALTH:  
Health Content in Popular Television**

Barbara Jordan Conference Center  
Washington, DC  
Tuesday, September 16, 2008

**AGENDA**

9:00 **Breakfast and registration**

9:30 **Welcome and Opening Remarks**

Vicky Rideout, M.A., vice president, and director, *Program for the Study of Media and Health*,  
Kaiser Family Foundation

**Video – Hollywood & Health: A Tour of Health Messages in Prime Time**

**Presentation of Research: *How Healthy Is Prime Time?: An Analysis of Health Content in Popular Prime Time Television Programs***

Sheila Murphy, Ph.D., associate professor, Annenberg School for Communication  
University of Southern California

**Presentation of Research: *Television as a Health Educator: A Case Study of Grey's Anatomy***

Vicky Rideout, M.A., vice president, and director, *Program for the Study of Media and Health*,  
Kaiser Family Foundation

**Video – “Pieces of Me” – *Grey's Anatomy***

10:00 **Roundtable Discussion:**

- **Neal Baer, M.D.**, executive producer and writer, *Law & Order: Special Victims Unit*
- **Jay M. Bernhardt, Ph.D., M.P.H.**, director, National Center for Health Marketing, CDC
- **Sandra de Castro Buffington**, director, Hollywood, Health & Society, UCS Annenberg Norman Lear Center
- **Elizabeth Klaviter, M.F.A.**, director of medical research, *Grey's Anatomy* and *Private Practice*

Moderator: Jackie Judd, vice president and senior advisor for communications, Kaiser Family Foundation

11:30 **Adjournment**