

Friday, April 4

7:30-8:30 a.m.	Breakfast (CC)
8:30 a.m.	Bus leaves for Merck Laboratories in Rahway
Noon	Lunch
3:00 p.m.	Bus leaves for New Brunswick
4:00-5:00 p.m.	Student Presentations & Discussion (CC)
6:00-7:00 p.m.	Reception (The Rutgers Club, 199 College Avenue)
7:00-8:00 p.m.	Dinner (Rutgers Club)
8:15 p.m.	Presentations of Rutgers Club)
Awards	
8:30 p.m.	Keynote Presentation: Peter Frishauf , founder, Medscape.com

Peter Frishauf started his career as a medical writer in 1972 after graduating from Columbia University Graduate School of Journalism as the Nate Haseltine Fellow in Science Writing. Since then he has founded two successful medical publishing companies, one in print and the other on the Internet. He led the team that launched Medscape (www.medscape.com) in 1995. Now part of WebMD, Medscape is the most popular professional medical site on the Internet, with more than 4.5 million professional and consumer members.

9:30 p.m. Evening concludes

Saturday, April 5

8:00-9:00 a.m.	Breakfast (CC)
9:00-10:00am	Farewell Comments & Breakout Evaluation Sessions for faculty and students (CC)

Journalism Resources Institute

The Journalism Resources Institute is a unit of the School of Communication, Information and Library Studies at Rutgers, The State University of New Jersey. It works with all units of the School as well as other units of the University. It has a close relationship with the Department of Journalism and Media Studies, with its current director, John Pavlik, serving as both director of the Institute and chair of the Department. JRI has offered programs for over 15,000 print and broadcast journalists in the United States and overseas since its founding in 1982. Its mission statement is:

"The Journalism Resources Institute at Rutgers University has as its mission the advanced study of journalism, media and convergence and the continued professional development of working journalists and media executives in the United States and abroad."

Merck & Co., Inc.

Merck & Co., Inc. is a leading research-driven pharmaceutical products and services company. Merck discovers, develops, manufactures and markets a broad range of innovative products to improve human and animal health, directly and through its joint ventures. Merck-Medco manages pharmacy benefits for employers, insurers and other plan sponsors, encouraging the appropriate use of medicines and providing disease management programs. Through these complementary capabilities, Merck works to improve the quality of life and contain overall health care costs.

The Merck Science Journalism Student Awards Program

The Merck Science Journalism Student Awards Program aims to foster and reward excellence in the study of health and science journalism at the undergraduate and graduate levels. It is a program of Merck & Co., Inc. and is supported by a grant from The Merck Company Foundation.

The program is administered by the Journalism Resources Institute of Rutgers, The State University of New Jersey under its director, John Pavlik, chair of the Department of Journalism and Media Studies. The institute is a unit of the School of Communication, Information and Library Studies.

Faculty and students from eight universities are participating in this year's program. They are: Columbia University, Boston University, Howard University, University of Maryland, University of Missouri, New York University, University of North Carolina - Chapel Hill and Rutgers University.

The faculty and students are meeting with prominent print and electronic journalists who cover the fields of health and science, both on campus and during a visit to key news media outlets in New York City. They are also visiting the Merck Research Laboratories and meeting with scientist there to learn about Merck and some of its important research projects.

The students will each receive a \$1,000 scholarship. They are preparing discussion papers on journalism education and observations on media coverage of health and science issues.

The students and faculty, in seminars with journalists, are discussing current trends in undergraduate and graduate journalism curricula, internships, and practical experience.

The results of their discussions and other materials will be posted to a Web site being created as part of the program. The Web site will connect current participants with past participants and help ensure that the benefits of the program are spread beyond the participants.

MERCK

MERCK SCIENCE JOURNALISM STUDENT AWARDS PROGRAM

NINTH ANNUAL PROGRAM AGENDA
April 2-5, 2003

A program of the Merck Company Foundation and Merck & Co., Inc.

Administered by the Journalism Resources Institute of Rutgers University, School of Communication, Information and Library Studies

University Inn & Conference Center of Rutgers, The State University of New Jersey

THE STATE UNIVERSITY OF NEW JERSEY

RUTGERS

STUDENT SCHOLARSHIP WINNERS & FACULTY REPRESENTATIVES

Columbia University

Graduate School of Journalism

Student: Laura Wright

Faculty: Steven Ross,

*Co-Director, Institute for Analytic
Journalism*

Boston University

Knight Center for Science

& Medical Journalism

Student: Rebecca Deusser

Faculty: Ellen Ruppel Shell,

*Co-Director, Associate Professor of
Journalism*

Howard University

School of Communication

Student: Christopher Windham

Faculty: Yanick Rice Lamb,

Instructor

University of Maryland

Philip Merrill College of

Journalism

Student: Elizabeth Shack

Faculty: Adrienne Flynn,

*Lecturer & Annapolis Bureau Chief,
Capital News Service*

University of Missouri

School of Journalism

Student: Christine Jaekyung Suh

Faculty: Robert A. Logan,

Professor & Associate Dean

New York University

Science & Environmental Reporting

Student: Stephanie Riesenman

Faculty: William E. Burrows,

*Professor & Director, Science &
Environmental Reporting Graduate
Program*

University of North Carolina

School of Journalism & Mass

Communication

Student: Anton Zuiker

Faculty: Tom Linden,

*Professor of Medical Journalism &
Director, Medical Journalism Program*

Rutgers, the State University of New Jersey

Department of Journalism

& Media Studies

Student: Danielle Hawkes

Faculty: Linda Johnson,

*Adjunct Professor and Associated Press
medical reporter*

Wednesday, April 2

	Conference Center (CC)
3:00-4:30 p.m.	Registration (CC)
4:30-6:00 p.m.	Reception (CC)
6:00-7:00 p.m.	Dinner (CC)
7:15-9:00 p.m.	Welcome and Opening Talk

Welcome: Gus Friedrich, Dean, School
of Communication, Information and
Library Studies, Rutgers University

Comments: John Pavlik, Director,
Journalism Resources Institute & Chair,
Department of Journalism & Media
Studies, Rutgers University

Opening Talk: Paul Raeburn, immediate
past president, National Association of
Science Writers

Paul Raeburn is a commentator for
National Public Radio's Morning Edition
and a regular guest host of NPR's Talk
of the Nation: Science Friday. He has
written two books, *Mars: Uncovering the
Secrets of the Red Planet* (1998) and
*The Last Harvest: The Genetic Gamble
That Threatens To Destroy American
Agriculture* (1995) and more than
100 freelance articles. He has a BA in
physics from MIT. Before joining the
AP, he worked for the *Boston Phoenix*
and the *Lowell (Mass.) Sun*. A native
of Detroit, he is a piano player and a
jazz fan.

Thursday, April 3

7:30-8:30 a.m.	Breakfast (CC)
9:00 a.m.	Bus leaves CC for Manhattan
10:00-11:45 a.m.	Visit to The New York Times
12-1:00 p.m.	Lunch near Times Square

1:15-4:15 p.m.	Visit to Reuters and the BBC
4:30 p.m.	Bus leaves for New Brunswick
6:30-7:30 p.m.	Dinner (CC)
7:30-9:00 p.m.	Session on Medical Reporting (for student winners)

Carol Ann Campbell, medical writer,
The Star-Ledger

Carol Ann Campbell has covered
medical and health issues for New
Jersey's largest newspaper, the
Newark Star-Ledger, since 1998. In
2001 she was one of a team of 20
Star-Ledger reporters who won the
Jesse Laventhol Prize for Deadline
Reporting by a Team for their coverage
of a fatal dormitory fire at Seton Hall
University. Before coming to New
Jersey, she reported for the *Daily
Times* in York, Pa., and the *Post-
Herald* in Birmingham, Ala.

Sara Lee Kessler, health and medical
correspondent, New Jersey Network

Sara Lee Kessler has been health
and medical correspondent for New
Jersey's public television network for
the last eight years, writing and
producing twice-a-week "Healthwatch"
segments on the nightly news, along
with numerous special reports. She
was previously an anchor for
WWOR-TV in New York, where she
won a New York Emmy for live
coverage of the 1993 World Trade
Center bombing.

7:30-9:00 p.m.	Networking Session on Science & Medical Journalism Education (for faculty)
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Facilitators: John Pavlik, director,
and Guy Baehr, associate director,
Journalism Resources Institute