

The conference is free and open to the public. However, space is limited. Registration is required to ensure access to lunch sessions.

To register, please call or email Carol Massa-Fanale at 336-716-3589 or cmassa@wfubmc.edu NO LATER THAN March 30.

For further information about the conference, contact:
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or Michael J. Hyde, Ph.D.,
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For directions to Carswell Hall at WFU:
<http://www.wfu.edu/visitors/directions.html>

For your convenience, contact information for some of Winston-Salem's hotels is provided below. The Triad region is a popular place to visit in the spring; we suggest making reservations early.

Hawthorne Inn
336-777-3282
www.hawthorneinn.com

Brookstown Inn
336-725-1120
www.brookstowninn.com

Wingate Inn— Business 40 and Main St.
336-714-2800
www.wingateinns.com

Graylyn International Conference Center
336-758-2600
www.graylyn.com

Holiday Day Inn Express—Miller St.
336-721-0220



WAKE FOREST
UNIVERSITY

CONFERENCE
Bioethics, Public Moral
Argument, and Social
Responsibility
April 27 & 28, 2009

Annenberg Forum,
Carswell Hall,
Wake Forest University,
Winston-Salem, NC

Presented by the Department of
Communication and the Program in
Bioethics, Health, & Society,
WFU/WFUHS



CONFERENCE SCHEDULE AND SPEAKERS

Monday, April 27

8:30-9 AM

Welcome and Overview

Nathan O. Hatch, Ph.D., President, and Jill Tiefenthaler, Ph.D., Provost, Wake Forest University
Michael Hyde, Ph.D., Department of Communication, and
Nancy M. P. King, J.D., Program in Bioethics, Health & Society

9-10 AM

Keynote Address: Bioethics, Public Moral Argument, and Social Responsibility

Carl Elliott, M.D., Ph.D., Professor of Philosophy, University of Minnesota

10:15 AM-12 Noon

Session 1: Moral Authority in a Democracy

David Zarefsky, Ph.D., Owen L. Coon Professor of Communication Studies, Northwestern University
Jonnathan Moreno, Ph.D., David and Lyn Silfen University Professor and Professor of Medical Ethics, University of Pennsylvania

12-2 PM

Lunch and student demonstrations of formal models of moral argument.

2:15-4 PM

Session 2: Human Nature and Human Dignity

Rebecca Dresser, J.D., Professor of Law and Medicine, Washington University, St. Louis
Eric T. Juengst, Ph.D., Professor of Bioethics, Case Western Reserve University School of Medicine

4:15-6 PM

Session 3: Translational Research, Entrepreneurship, and the Responsibilities of Science

Sally Shumaker, Ph.D., Senior Associate Dean for Research, Wake Forest University School of Medicine
Roxanne Parrott, Ph.D., Professor of Communication, The Pennsylvania State University

6-7 PM Reception

Tuesday, April 28

9:00-10:45 AM

Session 4: The Role of the Media in the Bioethics Debate

Diane Gianelli, Director of Communication for President's Council on Bioethics
Steven Giles, Ph.D., Associate Professor of Communication, Wake Forest University
Marina Krcmar, Ph.D., Associate Professor of Communication, Wake Forest University

11 AM-12:45 PM

Session 5: The Language of Genetics and Moral Responsibility

Celeste Condit, Ph.D., Professor of Communication Studies and Rhetoric, University of Georgia
Larry R. Churchill, Ph.D., Ann Geddes Stahlman Professor of Medical Ethics, Vanderbilt University

12:45-2:00 PM

Lunch and Public Panel Discussion

John Bost, Mayor of Clemmons, N.C.
Dee Leahman, Director, Community Partnership for End of Life Care
Nancy Hall, local senior leader in Forsyth Aging Project
Michael Rakes, Ph.D., Sr. Pastor, First Assembly of God, Winston-Salem, N.C.



ABOUT THE CONFERENCE

Wake Forest University's Department of Communication and Program in Bioethics Health, & Society have designed a unique conference, featuring an unprecedented pairing of bioethics and communication studies to address a critical current question: How can discourse about the moral and policy controversies surrounding biomedical technologies move effectively into the public realm and help sustain and advance public participation in our democratic institutions? A broadly interdisciplinary public and scholarly audience will join a distinguished faculty in two days of discussion.

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Bioethics at Wake Forest:
www.wfu.edu/bioethics