



## NANOTECHNOLOGY & THE MEDIA: REALITIES AND RISK

Wednesday, December 14, 2005 9:00 – 10:00 AM

Woodrow Wilson International Center for Scholars, 5<sup>th</sup> Floor Conference Room

WASHINGTON – Nanotechnology has arrived in the marketplace—in cars, computer chips and cosmetics. It's featured in popular films and sci-fi books. It's trendy with venture capitalists, and lies at the heart of major industrial and university research centers.

But how is nanotechnology covered in the media? Does the press propagate nano-hype? Are journalists focusing more on nano's risks than its benefits? Is the content and quality of U.S. reporting on nanotech similar to reporting abroad?

These questions will be addressed at a program hosted by the Project on Emerging Nanotechnologies on **Wednesday, December 14th at 9:00 a.m.** in the 5th Floor Conference Room of the Woodrow Wilson International Center for Scholars.

Speakers include:

- **Andrew Laing**, *Cormex Research*

As president of this leading media content and analysis company, Dr. Laing has studied nanotechnology newspaper coverage in the U.S. and Canada on behalf of the Canadian government.

- **Sharon M. Friedman**, *Lehigh University*

As a professor and Director of the Science & Environmental Writing Program at Lehigh, Dr. Friedman has compared American and British newspaper and wire service coverage of nanotechnology's potential health and environmental risks in a recent article co-authored with Brenda Egolf in *IEEE Technology and Society*.

- **Julia A. Moore**, *Project on Emerging Nanotechnologies* - Deputy Director



**Attendance is limited - You must RSVP to participate**

Contact: Alex Parlani at [nano@wilsoncenter.org](mailto:nano@wilsoncenter.org)

Please bring photo identification and allow time for airport-style security entering the Reagan Building

Directions:  
[www.wilsoncenter.org/directions](http://www.wilsoncenter.org/directions)

The **Project on Emerging Nanotechnologies** was launched in April 2005 by the **Wilson Center** and **The Pew Charitable Trusts**. It is a partnership dedicated to helping business, governments, and the public anticipate and manage the possible health and environmental implications of nanotechnology.

Media covering the event contact **Sharon McCarter** at (202) 691-4016 or [sharon.mccarter@wilsoncenter.org](mailto:sharon.mccarter@wilsoncenter.org)

# Project on Emerging Nanotechnologies

