

news THE UNIVERSITY OF TEXAS HEALTH SCIENCE CENTER AT DALLAS

southwestern medical school ■ graduate school of biomedical sciences ■ school of allied health sciences

Contact: Bob Fenley

DALLAS--Channel 13, the Public Television outlet here, is launching a new medical series, "M.D.," in cooperation with The University of Texas Southwestern Medical School.

Station Manager Robert A. Wilson announced that "M.D." would be a weekly series beginning Thursday, March 14 at 7 p.m.

Dr. Daniel W. Foster, professor of Internal Medicine at UT Southwestern, will be host each week discussing a specific medical subject with different guest physicians/experts.

Following an initial program on Feb. 21, Channel 13 reported an enthusiastic response to the point the station was urged by many callers to continue the lay-oriented show as a series. First show was a discussion of burns and advances in burn therapy with Dr. Charles Baxter, professor of Surgery and specialist in burns and trauma at the medical school.

The half-hour format will feature live studio discussion and film reports. During the final segment of the program, viewers will have an opportunity to phone-in on-air with their questions to the doctors.

"We feel this type presentation may help bridge the communication gap between medical science and the citizen," says Dr. Charles C. Sprague, president of The University of Texas Health Science Center at Dallas.

"All too often the citizen consumer is perplexed by the complex words and terminology of science. And the scientist is, likewise, frustrated by the communication barrier.

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first add show

"I think public television may be one of the ways of bringing scientist and citizen together, of fusing the two cultures to the benefit of all. This new series, I believe, will be instrumental toward this end," he concluded.

Producer Bill Tannebring says the purpose of "M.D." is three-fold: first, to inform people about detection and prevention of various medical problems; second, to demonstrate the importance of research in learning about disease and its ultimate treatment, and finally, to acquaint the audience with the great medical resources in the Dallas/Fort Worth communities.

The series premieres March 14 at 7 p.m. with a discussion on heart attacks. Dr. Foster and his special guests, Drs. James Willerson, assistant professor of Medicine, and Fred Bonte, dean of UT Southwestern Medical School, will be on hand to discuss the problems of heart attacks, as well as answer on-air questions from viewers.

Tentative topics for the next three programs: modern management of pregnancy with Dr. Paul MacDonald, chairman of the department of Obstetrics and Gynecology (March 21); peptic ulcer with Dr. John Fordtran, professor of Internal Medicine and chief of the section of Gastroenterology (March 28), and renal failure and transplants with Drs. Alan Hull, assistant professor of Internal Medicine, and Paul C. Peters, professor of Surgery and chairman of Urology (April 4).

"M.D." is a production of KERA/Channel 13 in cooperation with Southwestern Medical School, a component of The University of Texas Health Science Center at Dallas.

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