

# News Release



**FOR IMMEDIATE RELEASE**  
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## **M E D I A   A D V I S O R Y**

### **BCBSF AND NCCJ SPONSOR COMMUNITY LEADERSHIP BREAKFAST ON CONFLICT RESOLUTION**

- WHO:** Blue Cross and Blue Shield of Florida (BCBSF).
- WHAT:** BCBSF community leadership breakfast with conflict resolution expert Herb Walters speaking about "The Listening Project," his innovative approach to resolving ethnic, religious and racial conflicts.
- "The Listening Project" has successfully resolved conflicts in Louisiana, Serbia, Croatia and the former nation of Yugoslavia.
- WHEN:** Friday, February 12, 1993  
7:30 a.m. to 9:00 a.m.
- WHERE:** Prime Osborn Convention Center, Room 102.  
**JACKSONVILLE**
- WHY:** BCBSF and the Jacksonville Office of the National Conference on Christians and Jews (NCCJ) are working to help our community leaders gain a greater awareness of the importance of cultural diversity. The goal of the breakfast is to encourage Jacksonville residents to see themselves as members of one community.
- NOTES:** "The Listening Project" begins with the development of an open-ended set of questions about a conflict. Two-person teams then survey the community to develop insights about the conflict. The final step encourages community groups to set goals and use the survey results to develop new skills and strategies for resolving the conflict.

Upon request, Walters and BCBSF Regional Vice President Ernest N. Brodsky will be available for interviews following the breakfast.