

July 20, 2006

Agenda

- 8:15 a.m.** Registration and Continental Breakfast
- 8:55 a.m.** Keynote Address
Senator Hillary Rodham Clinton (D-NY)
- 9:20 a.m.** Welcome and Overview
Ted Lempert, President, Children Now
Patti Miller, Vice President, Children Now
- 9:40 a.m.** Panel Discussion: *Surveying the Landscape: Advertising and Marketing to Kids in the Digital Age*
Moderated by: **Ray Suarez**, *NewsHour with Jim Lehrer*
- Panelists:
Sandra Calvert, Director, Children's Digital Media Center;
Professor of Psychology, Georgetown University
Suzanne Martin, Research Manager, Youth and Education
Research Division, Harris Interactive
Vicky Rideout, Vice President, Director of the Program for the
Study of Entertainment Media and Health, Henry J. Kaiser Family
Foundation
Samantha Skey, Senior Vice President, Strategic Marketing
Group, Alloy Media + Marketing
Jerome Williams, Professor of Communication, University of
Texas, Austin
- 11:00 a.m.** **BREAK**
- 11:10 a.m.** Keynote Address
Senator Sam Brownback (R-KS)
- 11:35 a.m.** Remarks from **FCC Commissioner Michael Copps**
- 11:55 a.m.** Walk to the Red Sage Restaurant for lunch

- 2:00 p.m.** Remarks from **FCC Commissioner Deborah Taylor Tate**
- 2:25 p.m.** Panel Discussion: *Strategies to Address Advertising and Marketing Concerns*
Moderated by: **Juan Williams**, *Morning Edition, NPR*
- Panelists:
Joan “Jodie” Bernstein, Of Counsel, Bryan Cave LLP;
Consultant, Children’s Advertising Review Unit
Brandon Burgess, Chief Executive Officer, Ion Media Networks
Alice Cahn, Vice President, Development and Programming,
Cartoon Network
Dale Kunkel, Professor of Communication, University of Arizona
Matt Palmer, Senior Vice President, Marketing, the Disney
Channel
Ellen Wartella, Executive Vice Chancellor and Provost, University
of California, Riverside
- 4:00 p.m.** Remarks from **FCC Commissioner Jonathan Adelstein**
- 4:25 p.m.** Closing Remarks
Patti Miller, Vice President, Children Now

Panels

PANEL 1

Surveying the Landscape: Advertising and Marketing to Children in the Digital Age

OVERVIEW: From cell phones to iPods, from blogging to tagging, technological advances are changing the ways in which advertisers reach consumers. How are these and new emerging content delivery mechanisms being used to advertise and market to children? What are the potential impacts of interactive advertising on issues such as childhood obesity, privacy, and parent/child relationships? What do we know about the influences of interactive media on children and what remains to be learned? Panelists will discuss advertising and marketing practices in the digital age, how they are being used to reach children, and the potential impacts on the youngest media consumers.

MODERATOR: **Ray Suarez**, Senior Correspondent, *The NewsHour with Jim Lehrer*

PANELISTS: **Sandra Calvert**, Director, Children's Digital Media Center; Professor of Psychology, Georgetown University
Suzanne Martin, Research Manager, Youth and Education Research Division, Harris Interactive
Vicky Rideout, Vice President and Director of the Program for the Study of Entertainment Media and Health, Henry J. Kaiser Family Foundation
Samantha Skey, Senior Vice President, Strategic Marketing Group, Alloy Media + Marketing
Jerome Williams, Professor of Communication, University of Texas, Austin

PANEL 2

Strategies to Address Advertising and Marketing Concerns

OVERVIEW: Some industry leaders are heeding the concerns they hear from policymakers and the public to change the ways in which they advertise and market to children. This panel will explore current and potential voluntary industry practices to address marketing concerns across media.

What are some of the strategies that the industry has implemented for television, the Internet, and other forms of new and emerging media? What protections can and should the industry consider with the convergence of TV and the Internet? How can children benefit from emerging technology but yet be protected from excessive advertising and marketing practices? Is industry self-regulation all that is needed to protect children?

MODERATOR: Juan Williams, Senior Correspondent, *Morning Edition*, National Public Radio

PANELISTS: Joan "Jodie" Bernstein, Of Counsel, Bryan Cave LLP; Consultant, Children's Advertising Review Unit

Brandon Burgess, Chief Executive Officer, Ion Media Networks, Inc.

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