

March 12, 2009

AGENDA



9:00 **Registration**

9:30 **Introduction**

Carolyn Shanoff, Associate Director, Division of Consumer and Business Education

9:45 **What do kids experience in the commercial world?**

Moderator: **Mary Engle**, Acting Deputy Director, Bureau of Consumer Protection

Sheila Millar, Partner, Keller and Heckman LLP

Janet Oak, Managing Director, Just Kid Inc.

Kelly Peña, Vice President, Disney Channel Worldwide Brand Research

Jerome Williams, F.J. Heyne Centennial Professor in Communication,
Department of Advertising, University of Texas at Austin

11:00 **Break**

11:15 **What do kids understand about their experience in the commercial world?**

Moderator: **Lesley Fair**, Attorney, Division of Consumer and Business Education

Brett Berk, Youth Researcher

Sandra Calvert, Chair and Professor, Department of Psychology, Georgetown University

Mary McClrath, Vice President of Qualitative Research, C&R Research

Kathryn Montgomery, Professor, Public Communication Division,
School of Communication, American University

12:30 **Lunch**

1:45 **What do kids need to know to navigate in this world?**

Moderator: **Eileen Harrington**, Acting Director, Bureau of Consumer Protection

Tessa Jolls, President and CEO, Center for Media Literacy

Wayne Keeley, Director, Children's Advertising Review Unit, Council of Better Business Bureaus

David Kleeman, President, American Center for Children and Media

Debbie Solomon, Managing Director, Business Planning, Mindshare

Jane Tallim, Executive Co-Director, Media Awareness Network

3:15 **Closing Remarks**

Nat Wood, Assistant Director, Division of Consumer and Business Education