

# Blurred Lines



## Advertising or Content? An FTC Workshop on Native Advertising

### Agenda December 4, 2013

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**10:00**     **Welcoming Remarks**  
**Edith Ramirez**  
Chairwoman, FTC

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**10:15**     **A Historical FTC Perspective: Advertorials, Infomercials,  
and Paid Endorsement**  
**Lesley Fair**  
Staff Attorney  
Bureau of Consumer Protection, FTC

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**10:30**     **The Wall Between Editorial and Advertising: Its Origins  
and Purpose**  
**Nicholas Lemann**  
Professor of Journalism  
Columbia University Graduate School  
of Journalism

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11:00 **Panel 1: Sponsored Content in Digital Publications:  
The forms it takes and how it operates**

**MODERATOR:**

**Laura M. Sullivan**

Staff Attorney

Division of Advertising Practices, FTC

**PANELISTS:**

**Jon Carmen**

Senior Vice President of Operations

Adiant

**Tessa Gould**

Director of HuffPost Partner Studio

Huffington Post

**Todd R. Haskell**

Senior Vice President and Chief

Revenue Officer

Hearst Magazines Digital Media

Hearst Corporation

**Lisa LaCour**

Vice President of Global Marketing

Outbrain Inc.

**Chris Laird**

Marketing Director, Brand Operations

The Procter & Gamble Company

**Adam Ostrow**

Chief Strategy Officer

Mashable, Inc.

**Steve Rubel**

Executive Vice President and Chief

Content Strategist

Edelman

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12:30 **Lunch**

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1:30 **The Lessons of Nauru**

**Bob Garfield**

Co-host of *On the Media* and

*MediaPost* columnist

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**2:00**      **Panel 2: Consumer Recognition and Understanding of Native Advertisements**

**MODERATORS:**

**Michael Ostheimer**  
Staff Attorney  
Division of Advertising Practices, FTC

**PANELISTS:**

**Jamie Cole**  
Creative Director  
Red Barn Media Group

**Michelle De Mooy**  
Senior Associate, National Priorities  
Consumer Action

**David J. Franklyn**  
Professor, Director of the McCarthy  
Institute for IP and Technology Law  
University of San Francisco School of  
Law

**Dan Greenberg**  
Chief Executive Officer  
Sharethrough  
Co-Chair of Interactive Advertising  
Bureau's Native Advertising  
Taskforce

**Chris Jay Hoofnagle**  
Lecturer in Residence and Director of  
Information Privacy Programs  
Berkeley Law & Technology Center

**Jeff Johnson**  
Principal Consultant  
UI Wizards

**Chris Pedigo**  
Vice President, Government Affairs  
Online Publishers Association

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**3:30**      **Break**

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3:45

## Panel 3: The Way Forward on Transparency: A discussion of best practices

### MODERATORS:

**Mary K. Engle**

Associate Director  
Division of Advertising Practices, FTC

### PANELISTS:

**Laura Brett**

Staff Attorney  
National Advertising Division of the  
Council of Better Business Bureaus

**Sid Holt**

Chief Executive  
American Society of Magazine Editors

**Amy Ralph Mudge**

Partner  
Venable LLP

**Jon Steinberg**

President and Chief Operating Officer  
BuzzFeed Inc.

**Robin Riddle**

Global Publisher of WSJ Custom  
Content Studios  
The Wall Street Journal

**Robert Weissman**

President  
Public Citizen

**Mike Zaneis**

Senior Vice President, Public Policy  
and General Counsel  
Interactive Advertising Bureau

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5:30

## Closing Remarks

**Jessica Rich**

Director  
Bureau of Consumer Protection, FTC

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