

December 15, 2009

# AGENDA



**8:45**      **Welcome and Introduction**

Remarks by **Jon Leibowitz**, Chairman, Federal Trade Commission (FTC)

**9:00**      **Keynote**

Remarks by **Kathleen Sebelius**, Secretary, U.S. Department of Health and Human Services

**9:30**      **Presentations: New Research on Food Marketing to Children**

*These presentations will showcase research on the impact of various food advertising techniques on children's food choices.*

Moderator: [David Britt](#), retired President and CEO, Sesame Workshop

[Dr. Jennifer Harris](#)

Rudd Center for Food Policy and Obesity  
Yale University

[Dr. Inas Rashad Kelly](#)

Queens College  
City University of New York

[Dr. Dick Mizerski](#)

University of Western Australia

[Dr. Kathryn Montgomery](#)

School of Communication  
American University

**10:45**      **Discussion**

Moderator: **David Britt** and **Pauline Ippolito**, Deputy Director, Bureau of Economics, FTC

**11:00**      **Break**

**11:15**      **Panel: Advertising to Children and the First Amendment**

*This panel will discuss the legal ramifications of restricting advertising to children.*

Moderator: **David C. Vladeck**, Director, Bureau of Consumer Protection, FTC

[Dan Jaffe](#)

Executive Vice President  
Government Relations  
Association of National Advertisers

**Martin Redish**

Professor of Law and Public Policy  
Northwestern University School of Law

[Tamara Piety](#)

Associate Professor of Law  
University of Tulsa

[David Yosifon](#)

Assistant Professor  
Santa Clara University Law School

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**12:15**      **Questions from the Audience**

**12:30**      **Lunch (on your own)**

**1:30**      **Panel: Self-Regulatory Initiatives**

*This panel will showcase presentations on the food and entertainment industries' self-regulatory efforts to impose nutritional standards on their marketing to children and adolescents.*

Moderator: **Mary K. Engle**, Associate Director, Advertising Practices, FTC

[Dr. Dale Kunkel](#)

Professor of Communication  
University of Arizona

[Dr. Margo Wootan](#)

Director of Nutrition Policy  
Center for Science in the Public Interest

[Dr. Elizabeth Taylor Quilliam](#)

Assistant Professor  
Department of Advertising, Public Relations  
& Retailing  
Michigan State University

**Jennifer Anopolsky**

Senior Vice President of Corporate  
Responsibility  
The Walt Disney Company

[Mary Sophos](#)

Senior Vice President  
Chief Government Affairs Officer  
Grocery Manufacturers Association

[Elaine D. Kolish](#)

Vice President and Director  
Children's Food and Beverage Advertising  
Initiative  
Council of Better Business Bureaus, Inc.

**3:00**      **Break**

**3:15**      **Presentation & Town Hall Discussion: Interagency Working Group on Food Marketed to Children**

*This panel will report on the status of [recommended nutritional standards](#) for foods marketed to children. A town hall discussion will follow the presentation.*

Moderator: **Michelle Rusk**, Senior Attorney, Advertising Practices, FTC

[Dr. William H. Dietz](#)

Director  
Division of Nutrition and Physical Activity  
Center for Chronic Disease Prevention and  
Health Promotion  
Centers for Disease Control

[Dr. Barbara Schneeman](#)

Director, Office of Nutrition, Labeling, and  
Dietary Supplements  
Center for Food Safety & Applied Nutrition  
Food and Drug Administration

**Dr. Robert C. Post**

Deputy Director  
Center for Nutrition Policy and Promotion  
U.S. Dept. of Agriculture

**4:45**      **Next Steps/Adjourn**

Remarks by **David C. Vladeck**, Director, Bureau of Consumer Protection, FTC