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. Dick Mizerski
University of Western Australia

Dr. Inas Rashad Kelly
Queens College
City University of New York

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

Tamara Piety
Associate Professor of Law
University of Tulsa

Martin Redish
Professor of Law and Public Policy
Northwestern University School of Law

David Yosifon
Assistant Professor
Santa Clara University Law School
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