



SHOUTING TO BE HEARD

Public
Service
Advertising
in a
New
Media
Age

AGENDA

FEBRUARY 21, 2002

8:30–9:00 Breakfast and registration

9:00–9:15 **The Future of Public Service Advertising: Challenges and Opportunities**

Opening remarks—Drew Altman, Ph.D., president & CEO, Henry J. Kaiser Family Foundation

9:15–9:30 **Reality Check: Public Service Advertising on Television Today**

Presentation of data from a major new Kaiser Family Foundation study on public service advertising.

Vicky Rideout, vice president, Henry J. Kaiser Family Foundation

9:30–11:00 **A Time Slot is a Terrible Thing to Waste: Current PSA Trends and Practices**

Moderator: Michel Martin, ABC *Nightline*. How do TV networks decide how much time to make available to public service campaigns and what topics to address? What role does paid public service advertising play? What challenges do public interest groups face in getting their messages heard on TV today? How can they best meet those challenges?

Jim Goodman, president & CEO, Capitol Broadcasting Company

Alan Levitt, media campaign director, Office of National Drug Control Policy

Judy McGrath, president, MTV Group

Tom Nunan, former president of entertainment, UPN

Esta Soler, executive director, Family Violence Prevention Fund

Ruth Wooden, former president, The Advertising Council

11:15–12:45 **This is Your Brain on Technology: The Future of PSAs in a Digital World**

Moderator: Terence Smith, *The NewsHour with Jim Lehrer*. How will the rapidly changing media environment affect public service? What will the audience be doing five, ten or fifteen years from now? Are online PSAs working? Will TV advertising continue to exist? How might the convergence of television and the Internet affect PSAs? How will the increasing concentration of media ownership affect public service advertising? What are the options and alternatives for public interest organizations to consider?

Bob Bejan, general manager, MSN Strategic Accounts

Josh Bernoff, principal analyst, Forrester

Claudia Caplan, former vice president, Earthlink

Larry Kirkman, Dean, School of Communication, American University

Virginia McEnerney, vice president, AOL Time Warner

Andrew Schwartzman, president & CEO, Media Access Project

1:00–2:00 Lunch

2:00–3:00 **Open dialogue with the FCC: Federal Communications Commission members Kathleen Abernathy, Michael Capps and Kevin Martin** participate in a roundtable discussion and answer audience questions about the opportunities and responsibilities of media in serving the public interest, the role of government, and how they see the future unfolding. Moderated by Matt James, senior vice president, Henry J. Kaiser Family Foundation.