



**FOOD FOR THOUGHT:
Television Food Advertising to Children in the United States**

Barbara Jordan Conference Center
Washington, DC

Wednesday, March 28, 2007

AGENDA

9:00 **Breakfast and registration**

9:30 **Welcome and opening remarks**

Vicky Rideout, M.A., vice president, and director, Program for the Study of Entertainment Media and Health, Kaiser Family Foundation

Remarks

U.S. Senator Sam Brownback

Video

Presentation of key findings

Walter Gantz, Ph.D., professor and chair, Department of Telecommunications, Indiana University

10:00 **Roundtable Discussion**

Panel:

- J. Michael McGinnis, M.D., M.P.P, senior scholar and chair, Committee on Food Marketing to Children, Institute of Medicine, National Academy of Sciences
- Nancy R. Green, Ph.D., vice president for health and wellness, PepsiCo
- C. Lee Peeler, J.D., president and CEO, National Advertising Review Council and executive vice president, National Advertising Self-Regulation, Council of Better Business Bureaus
- Dale Kunkel, Ph.D., professor, communication, University of Arizona and member, Institute of Medicine Committee on Food Marketing to Children and Youth
- Margo Wootan, D.Sc., director, nutrition policy, Center for Science in the Public Interest
- Vicky Rideout, M.A., vice president, and director, Program for the Study of Entertainment Media and Health, Kaiser Family Foundation

Moderator: Jackie Judd, vice president, Kaiser Family Foundation

11:30 **Adjournment**