



**SHOUTING TO BE HEARD (2)  
Public Service Advertising in a Changing Television World**

Barbara Jordan Conference Center  
Washington, DC  
Thursday, January 24, 2008

**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

**Presentation of Research**

**Methodology**

Nancy Schwartz, Ph.D., research scientist, The Academic Edge and visiting professor, Indiana University

**Key Findings**

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

9:45 **Panel: The View From the Federal Communications Commission**

- Commissioner Jonathan Adelstein, M.A.
- Commissioner Michael Copps, Ph.D.
- Commissioner Deborah Taylor Tate, J.D.

10:15 **Video – A Whirlwind Tour of the PSA Landscape on Television**

**Roundtable Discussion: The Television Industry and Nonprofits on Where We Go From Here**

- Kate Emanuel, M.A., senior vice president for nonprofit and government affairs, The Ad Council
- Ivelisse Estrada, M.A., senior vice president, corporate and community relations, Univision Communications, Inc.
- Martin D. Franks, executive vice president, policy, planning and government relations, CBS Corporation
- Cheryl Heaton, Ph.D., president and CEO, American Legacy Foundation
- Christina Latouf, M.B.A., executive director of marketing communications, Time Warner, Inc.
- Maureen O'Connell, J.D., senior vice president, regulatory and government affairs, News Corporation
- 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**