



**THE DIGITAL OPPORTUNITY:  
Using New Media for Public Education Campaigns**

**An Advertising Council/Kaiser Family Foundation Forum**

Barbara Jordan Conference Center  
Washington, DC

Thursday, July 19, 2007

**AGENDA**

- 11:45-12:15    **Lunch and Registration**
- 12:15            **Welcome**  
Vicky Rideout, M.A., vice president, and director, Program for the Study of Entertainment Media and Health, Kaiser Family Foundation
- 12:20            **Opening Remarks**  
Barbara Shimaitis, senior vice president, Interactive Services, The Advertising Council
- 12:30            **Panel Presentations**
- Rich Media/Gaming – A Case Study of the Ad Council’s Youth Reckless Driving Campaign:
- Dan Solomon, J.D., CEO, MindShare Interactive Campaigns, LLC
- User-Generated Content - A Case Study of the MTV/Kaiser *thinkHIV* campaign:
- Tina Hoff, vice president and director, Entertainment Media Partnerships, Kaiser Family Foundation
  - Joyce Joseph, student and winner of the MTV/Kaiser *thinkHIV* Vlog contest
- Social Networking:
- Jeff Berman, J.D., general manager for MySpace video and senior vice president for Public Affairs, MySpace Inc.
- 1:30            **Questions and Answers**
- 2:00            **Adjournment**