



**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**