



Public Service Advertising in the U.S. and Great Britain

Barbara Jordan Conference Center
Washington, DC

Tuesday, February 27, 2007

AGENDA

12:00 **Lunch and registration**

12:10 **Welcome**

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

12:15 **Opening Remarks**

Deborah Taylor Tate, J.D., commissioner, Federal Communications Commission

12:20 **Keynote Presentation**

Alan Bishop, chief executive, Central Office of Information, Great Britain

12:45 **Roundtable Discussion**

Panel: Kathy Crosby, senior vice president, group campaign director, The Ad Council

Robert McKinnon, founder and president, YellowBrick Road

Robert Denniston, M.A., director, National Youth Anti-Drug Media Campaign, Office of National Drug Control Policy

2:00 **Adjournment**