



**The Media Family:
Electronic Media in the Lives of Infants, Toddlers, Preschoolers and Their Parents**

Barbara Jordan Conference Center
Washington, DC

Wednesday, May 24, 2006

AGENDA

9:00 **Breakfast and registration**

9:30 **Presentation: The Media Family**
Vicky Rideout, M.A., vice president, Kaiser Family Foundation

Parent's Perspectives

Video taped excerpts from focus groups of parents

Roundtable Discussion

Panel: Alice Cahn, M.A., vice president, programming and development, Cartoon Network
Stanley Greenspan, M.D., clinical professor of psychology and pediatrics, George Washington Medical School; author, *The Irreducible Needs of Children* and *Building Healthy Minds*
Elinor Ochs, Ph.D., professor of anthropology, UCLA, and director, Center on Everyday Lives of Families
Lesli Rotenberg, senior vice president, PBS KIDS Next Generation Media
Ellen Wartella, Ph.D., executive vice chancellor and provost, University of California at Riverside; member, National Academy of Sciences Board on Children, Youth and Families

Moderator: Jackie Judd, vice president, Kaiser Family Foundation

11:00 **Adjournment**