

All events take place at:
Wheelock Brookline Campus
43 Hawes Street, Brookline, MA

THURSDAY SCHEDULE

7:30-9:30pm **Opening Reception** ~ Presentation of the Fred Rogers Integrity Award to Annie Leonard, producer, host and author of *The Story of Stuff*

FRIDAY SCHEDULE

8:00-9:00 **Registration** ~ Ground Lobby
Continental Breakfast ~ Upper Rotunda
9:00-9:25 **Welcome and Opening** ~ Room 104: Alvin F. Poussaint, MD and Susan Linn, EdD
9:30-10:20 **Keynote** ~ Room 104: *Fighting for Our Humanity in the 21st Century*, Enola Aird, JD, Mothers for a Human Future
10:25-10:40 **Coffee/Tea** ~ Upper Rotunda

10:45-12:00 **Breakout Session A** (full descriptions attached)

Room 002 ~ *High-calorie Images: Television's Role in Childhood Obesity*, Brandy King, MLIS, Center on Media and Child Health & Nancy Marsden, FIT Media Coalition

Room 104 ~ *Fathers in the Fight: Mobilizing Dads as Advocates and Activists*, Joe Kelly, The Emily Program

Room 105 ~ *From "Six, Going on Sixteen" to Empowered by Play: Turning Issues into Opportunities*, GERALYN BYWATER McLaughlin, MEd, Empowered by Play

Room 118 ~ *But What If They Don't Fit In? Conformity, Non-Conformity, and the Commercialization of Childhood*, Susan Linn, EdD, Campaign for a Commercial-Free Childhood

Room 201 ~ *Problems with Contemporary Children's Media: Graphic Violence, Sex in Video Games, Bullying on Facebook and Exploiting Kids on Reality TV*, Mike Brody, MD, American Academy of Child and Adolescent Psychiatry

12:05-1:00 **Lunch** ~ Upper Rotunda

Luncheon Conversations (Optional)

- **Room 105** ~ *Promoting Play in a Commercialized World*, facilitated by Ed Miller & Joan Almon, Alliance for Childhood
- **Room 118** ~ *Social Media in Action*, facilitated by Lisa Ray, Parents for Ethical Marketing

1:05-1:20 **Reflections** ~ Room 104: Susan Linn, EdD

1:25-2:15 **Keynote** ~ Room 104: *Materialistic Values and Children's Quality of Life*, Tim Kasser, PhD, author, *The High Price of Materialism*

2:15-2:25 **Coffee/Tea** ~ Upper Rotunda

2:30-3:45 **Breakout Session B** (full descriptions attached)

Room 002 ~ *Reclaiming Our Schools: Lessons from the Victory Over BusRadio*, Josh Golin, Campaign for a Commercial-Free Childhood

Room 104 ~ *Feminism Lost: Harm Caused by the Use of Sex & Sexualization to Market to Children*, Diane Levin, PhD, coauthor, *So Sexy So Soon*

Room 105 ~ *Children, Media and Consumption: Reflections from a Mobile and Sedentary Society*, Cecilia von Feilitzen, PhD, Södertörn University, Sweden

Room 119 ~ *Healthy Media Choices: It's About Time. Empowering Parents of Children Birth to Age 9 to Make Informed and Custom-Made Choices*, Mary Rothschild, Healthy Media Choices

Room 201 ~ *Making the Media System Work for Children*, Stevie Converse, Free Press; Kendra Hodgson & Alex Peterson, Media Education Foundation

3:50-5:00 **Roundtable Discussion** ~ Room 104: *Why Stick Your Neck Out? The Value (and Values) of Activism in a Commercialized World*. Moderator: Joe Kelly; Panelists: Josh Golin; Velma LaPoint, PhD; Diane Levin, PhD; Susan Linn, EdD; and Michele Simon, JD, MPH

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SATURDAY SCHEDULE

- 8:30-9:00 **Registration** ~ Ground Lobby
Continental Breakfast ~ Upper Rotunda
- 9:00-9:15 **Welcome** ~ Room 104: Jackie Jenkins-Scott, President of Wheelock College
9:20-10:10 **Keynote** ~ Room 104: *Media Themes and Variations on Masculinity*, Sharon Lamb, EdD, coauthor, *Packaging Boyhood*
- 10:15-10:25 **Coffee/Tea** ~ Upper Rotunda
- 10:30-11:45 **Breakout Session C** (full descriptions attached)
- Room 002** ~ *There is No Free Speech Right to Market to Kids: Corporate Myths and Policy Solutions*, Michele Simon, JD, MPH, Marin Institute; author, *Appetite for Profit*
- Room 104** ~ *Tough from an Early Age: The Harm Caused by Using Violence to Market to Children*, Diane Levin, PhD, coauthor, *So Sexy So Soon*
- Room 107** ~ *Marketing to Diverse Youth: Problems and Solutions*, Velma LaPoint, PhD, Howard University & Dionne Stephens, PhD, Florida International University
- Room 118** ~ *More is Always Better. Any Attention is Good Attention. You Have a 'Right' to Satisfy All Desires, NOW!* Sharon Maxwell, PhD, author, *The Talk*
- Room 201** ~ *After the Analysis: Challenging Commercialism by Living Mindfully*, Kendra Hodgson, Media Education Foundation
- 11:50-12:45 **Lunch** ~ Upper Rotunda
Luncheon Conversations (Optional)
- **Room 105** ~ *Why and How is the Auto Industry Marketing Cars to Children*, facilitated by Catherine Lutz & Anne Lutz Fernandez, coauthors, *Carjacked: The Culture of the Automobile and its Effect on Our Lives*
 - **Room 107** ~ *Peer Group for Parents of Young Children*, facilitated by Eve Sullivan, Parents Forum
 - **Room 118** ~ *Educating Adolescents about Consumer Culture*, facilitated by Chris Welch, Fontbonne Academy
- 12:50-1:40 **Keynote** ~ Room 104: *Free Range Kids: Why Does an Old-Fashioned Childhood Sound So Radical?*, Lenore Skenazy, author, *Free Range Kids*
- 1:45-3:00 **Breakout Session D** (full descriptions attached)
- Room 002** ~ *Actions Speak Loudest: How Our Actions with Media Shape Our Children's Future*, Bob McKinnon, YELLOWBRICKROAD Communications
- Room 105** ~ *What Now? Harnessing the Summit Spirit to Activate and Educate in Your Community and Beyond*, Dianna Morton, media literacy educator & Mindy Holohan, Stop Targeting Our Kids
- Room 107** ~ Film Screening: *Target Market: Kids*. Discussion with director Estela Renner, MFA, & Tamara Goncalves, Instituto Alana
- Room 118** ~ *Childhood and Consumerism: The Role of Faith, Spiritual and Humanist Communities*, Moderator: Enola Aird, JD, Mothers for a Human Future; Panelists: Mary Rothschild, Healthy Media Choices; Martha Bettis Gee, Child Advocacy and Networking, Presbyterian Church (USA); Adnan Onart, Boston University
- Room 201** ~ *Don't Lose Your Child to Video Games, the Internet, and Texting*, Richard Freed, PhD, psychologist, private practice
- Room 208** ~ *Business & Parents: Can We Be on the Same Team?* Julia Chen, The Play Store & Nancy Gruver, New Moon Girl Media
- 3:05-3:55 **Keynote** ~ Room 104: *Growing Up in a Commercial Culture: Reclaiming Human Values for Children*, Nancy Carlsson-Paige, EdD, author, *Taking Back Childhood*
- 4:00-4:15 **Closing Remarks** ~ Room 104: Josh Golin, Campaign for a Commercial-Free Childhood
- 4:15-5:00 **Book Signing and Closing Reception** ~ Ground Lobby

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