



SCHEDULE
NATIONAL CONFERENCE ON
CHILDREN AND THE NEWS MEDIA
MARCH 4-5, 1994

Friday, March 4

8:30 - 10:15 am **"Media Wars 1994: Children, Violence and the News Media"**
Auditorium, Packard Children's Hospital

Moderator: Juan Williams, Washington Post

Panelists: Van Gordon Sauter, President, Fox News
Newton Minow, former Chair, FCC
Walter Goodman, Television critic, New York Times
Dick Ciccone, Managing Editor, Chicago Tribune
Joe Peyronnin, Vice President, CBS News
Angela Glover Blackwell, Urban Strategies Council
Milli Martinez, Executive Producer, KABC-TV
John Wright, Professor, University of Kansas
Daniel Schorr, Commentator, National Public Radio

10:15 - 11:00 am **Press availability** for local media in the auditorium with Carole Simpson, Linda Ellerbee and other conference leaders.

11:00 - 12:00 pm **"Meet The Press: Young People Question the News Media"**
Auditorium, Packard Children's Hospital

Moderator: Linda Ellerbee, Lucky Duck Productions

Eight youth panelists will question Van Gordon Sauter, Fox News; Susan Chira, New York Times; Daniel Schorr, National Public Radio; Carole Simpson, ABC News and other news leaders.

1:30 - 2:15 pm **"Children's Advocate, Policy Maker, Mother:
First Lady Hillary Rodham Clinton."**
Auditorium, Packard Children's Hospital

Speech, live via satellite, followed by questions to Mrs. Clinton from a panel of young people.

2:30 - 4:00 pm

"It's 11 O'Clock: Do You Know Where Your Kids Get Their News?"
Auditorium, Packard Children's Hospital

Moderator: Carole Simpson, ABC News

Panelists: Peggy Charren, Founder, Action for Children's Television
John Cooke, President, The Disney Channel
Frank Deford, Author/Commentator, Vanity Fair/NPR
David Neuman, President of Programming, Channel One
Pat Roddy, Executive Producer, Capital Cities/ABC
Jay Suber, Vice President, Cable News Network
Kathryn Montgomery, Center for Media Education

Saturday, March 5

9:00 - 10:45 am

"Covering Kids Well: The Challenge to the News Media in the 90s"
Auditorium, Packard Children's Hospital

Moderator: Sylvia Chase, ABC News

Panelists: Dennis Britton, Editor, Chicago Sun Times
Bob Clampitt, President, Children's Express
John DeNatale, Senior Producer, MacNeil-Lehrer News Hour
Andrew Heyward, Executive Producer, Eye to Eye
with Connie Chung
Lois Salisbury, Executive Director, Children Now
Lisbeth Schorr, Director, Harvard Project on Effective Services
Cathy Trost, Director, Casey Journalism Center
Narda Zacchino, Associate Editor, Los Angeles Times

11:00 - 11:30 am

Wrap-up session. Report from working group.

CONFERENCE LOCATION:

Lucille Salter Packard Children's Hospital at Stanford University
725 Welch Road
Palo Alto, CA

Phone: 415-497-8000
Day of conference: 415-497-8728

Schedule

"Shaping Children's Values: The Role of the Entertainment Media"

March 3 - 4, 1995

Thursday, March 2:

7:30 pm **Newton Minow, former Chair, Federal Communications Commission**
"Television's Values and the Values of Our Children"

Friday, March 3:

8:30 am **"Shaping Children's Values: Seeking a Common Ground"**
America's values crisis, and the role of the media.

Moderator: Tom Brokaw, Anchor, NBC Nightly News

Panelists: Don Roberts, Chair of Communications, Stanford University
 Ron Kinnamon, Assistant National Director, YMCA
 Elizabeth Thoman, Director, Center for Media Literacy
 Paul Maslin, Pollster, Fairbank, Maslin & Maullin

10:00 am **"The Role of the Media: An Industry Perspective"**
Top media leaders on their role and responsibilities.

Moderator: Kim Taylor-Thompson, Professor, Stanford Law School

Panelists: John Cooke, President, The Disney Channel
 Winston Cox, President, Showtime
 Ted Harbert, President, ABC Entertainment
 Winnie Holzman, Creator, My So-Called Life
 Jean MacCurdy, President, Warner Brothers Animation
 George Vradenberg, Executive Vice President, Fox, Inc.

11:30 am **"A Voice of Our Own: Kids Question the Media"**
A group of young viewers will speak about their concerns and
question the industry leaders listed above.

Moderator: Linda Ellerbee, President, Lucky Duck Productions

12:15 pm **"The New Covenant: Values in the Media"**
A videotaped address by President Clinton

1:30 pm

Luncheon Address

Richard Frank, Chairman, Walt Disney Television and Telecommunications, and President, Academy of Television Arts and Sciences

2:00 pm

"Respect and Tolerance: Gender and Ethnic Roles in the Media"
How the portrayal of girls and minorities affects young viewers.

Moderator: Carole Simpson, ABC News

Panelists: Gordon Berry, Professor, UCLA
Ralph Farquahar, Creator, "South Central"
Katharine Heintz-Knowles, Professor, Univ. of Washington
Tony Plana, Actor
Chris Hikawa, V.P. Standards & Practices, ABC
Anne Kreamer, Executive V.P., Nickelodeon

3:30 pm

"Dress Rehearsal: A Case Study in Programming"
Taking a hypothetical show through the network process.

Moderators: Karen Jaffe, KIDSNET
David Kleeman, American Center for Children's TV

Panelists: John Agoglia, President, NBC Productions
Karen Barnes, Senior V.P., Fox Children's Network
Ken Martin, Program Practices, Children's, CBS
Peter Dang, President, Saban Entertainment
Valeria Lovelace, Director, Sesame St. Research, CTW
Charles Rosin, Executive Producer, Beverly Hills 90210

Saturday, March 4:

9:00 am

"Civic Responsibility: Entertainment Media and the Political Socialization of Children"
How TV and movies shape kids' political attitudes.

Moderator: Frank Deford, Commentator, NPR & Vanity Fair

Panelists: Steven Chaffee, Stanford University
Sean Daniel, Universal Studios
Robert Lichter, Center for Media & Public Affairs
James Shanahan, Cornell University
Dick Wolf, Universal Television

**CHILDREN WATCHING TELEVISION:
THE ROLE OF ADVERTISERS**

**A Conference at Stanford University
Convened by Children Now
May 1-3, 1996**



Host Hotel:

Stanford Park Hotel
100 El Camino Real
Menlo Park, CA
Ph: 415-322-1234

Conference Facility:

Packard Children's Hospital at Stanford
725 Welch Road
Palo Alto, CA
Ph: 415-497-8888

Thursday Dinner:

Quadrus Conference Center
2400 Sand Hill Road
Menlo Park, CA
Ph: 415-854-2342

CONFERENCE SCHEDULE

Wednesday, May 1:

- 5:00 - 7:30pm **Registration**
Stanford Park Hotel Lobby
- 6:45 - 7:30pm **Reception**
Lower Courtyard, Stanford Park Hotel
- 7:30 - 9:00pm **Welcome Dinner**
Keynote Speaker: The Honorable Reed Hundt, Chairman,
Federal Communications Commission
Woodside Room, Stanford Park Hotel

Thursday, May 2:

All sessions during the day on Thursday are at the Packard Children's Hospital at Stanford University.

- 8:15am Shuttles buses for those without cars leave Stanford Park and Holiday Inn hotel lobbies for the conference.
- 8:30 - 9:00am **Continental Breakfast**
- 9:00 - 9:15am **Welcome**
- 9:15 - 10:45am **"Overcoming Roadblocks to Quality TV"**
The roles of the broadcaster, producer, advertiser, and media buyer
- Moderator: Newton Minow, former FCC Chairman**
Panelists: Allen Bohbot, CEO, Bohbot Entertainment & Media
Bill Croasdale, President, National Network Broadcast Group, Western International
Frank Dawson, Partner, NuHouse Flix
Richard Goldstein, CEO, Unilever
Linda Kravitz, Vice President, McDonald's
- 10:45 - 11:15am **Coffee Break**

Thursday, May 2 cont'd:

- 11:15 - 12:45pm **"Making It Work: Advertiser Support for Quality Programming"**
Case studies of advertiser-supported programming
- Moderator:** Linda Ellerbee, President, Lucky Duck Productions
Panelists: David Britt, President, Children's Television Workshop
David Lee, Senior Advertising Director, Levi Strauss
Richard Lindheim, Executive Vice President, Paramount
Anne MacDonald, Vice President, Pizza Hut
Ruth Wooden, President, The Advertising Council
- 12:45- 2:00pm **Lunch**
Keynote Speaker: Geraldine Laybourne, President,
Disney/ABC Cable Networks
- 2:00 - 3:30pm **"Why Advertisers Should Care: The Child's Perspective"**
The impact of television on children
- Moderator:** Donald Roberts, Chair of Communications, Stanford University
Panelists: Lois Salisbury, Executive Director, Children Now
Keith Spicer, Chair, Canadian Radio, Television
& Telecommunications Commission
Ellen Wartella, Dean, School of Communication,
University of Texas, Austin
Youth participants: Jesus Pinedo and Brittany Washington,
Students at E. Morris Cox Elementary School
- 3:30 - 6:30pm **Break.** Shuttles buses leave hospital for Stanford Park and Holiday Inn.
- 3:30 - 5:00pm **Working Group: Meeting for Working Group Members**
A small group of conference participants will meet to review the day's sessions and
plan recommendations to be discussed in the final session Friday.
- Members:**
Bill Allen, National Council for Families and Television
Whitey Chapin, True North Media
Jeffrey Cole, UCLA Center for Communication Policy
Jerry Gibbons, American Association of Advertising Agencies
Karen Jaffe, KIDSNET
David Kleeman, American Center for Children's Television
Roland McFarland, Fox Broadcasting Company
Kathryn Montgomery, Center for Media Education
Frances Oda, Mitsubishi
Sander Schwartz, Columbia TriStar
Betsy Serkes, General Mills
Keith Spicer, Canadian Radio, Television & Telecommunications Commission
Ruth Wooden, The Advertising Council
- 6:15pm Shuttle will be available to take conference participants from the Stanford Park
and Holiday Inn hotels to the dinner and reception.
- 6:30 - 7:15pm **Cocktails**
Quadrus Conference Center
- 7:15 - 9:30pm **Dinner**
Keynote Speaker: Dr. Alvin Poussaint, Harvard Medical School
Quadrus Conference Center

Friday, May 3:

All sessions during the day on Friday are at the Packard Children's Hospital at Stanford University.

8:15am

Shuttles buses for those without cars leave Stanford Park and Holiday Inn hotels for the conference.

8:30 - 9:00am

Continental Breakfast

9:00 - 10:30am

"The Bottom Line: Benefits to Doing the Right Thing"
Financial incentives for the support of quality television

Moderator: Jeffrey Cole, Director, UCLA Center for Communication Policy

Panelists: David Houle, Partner, Television Production Partners
Judy Lotas, Partner, Lotas Minard Patton McIver
Norma Orcí, Exec. Vice President, La Agencia de Orcí
Lois Smith, Professor, University of Wisconsin

10:30 - 12:00pm

Wrap-Up: Working Group Presentation
Open discussion session for all conference participants, to review recommendations of the working group.

12:00 - 1:00pm

Lunch. A buffet lunch will be available.

12:00 - 1:30pm

Shuttle buses leave the conference for the Stanford Park and Holiday Inn hotels.

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100 El Camino Real
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Conference Facility:

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Reflections of Girls in the Media

Wednesday, April 30: *The welcoming session will be at the Los Angeles Regal Biltmore Hotel.*

4:00 - 5:00 p.m. Welcoming Session -- Registration

5:00 - 6:00 p.m. **Keynote:**
Dr. Mary Pipher, author of *Reviving Ophelia: Saving the Selves of Adolescent Girls* [109 weeks on *New York Times* bestsellers list]

6:00 - 7:00 p.m. *A Vision for Our Daughters: Panel of Parents*

Moderator: Carole Simpson, Anchor/Senior Correspondent, ABC News

Panelists: Dr. Jan Davidson, President, Davidson & Associates
Arianna Huffington, Director, Center for Effective Compassion

Tony Jonas, President, Warner Brothers Television

Regina Montoya, President, Girls Inc.

Jim Steyer, President, JP Kids

Dr. Janie V. Ward, Professor, Simmons College

7:00 - 9:15 p.m. Welcoming Reception and Dinner

Paula Poundstone, Comedian

Thursday, May 1: *All sessions on Thursday are at the Los Angeles Public Library.*

8:00 - 8:30 a.m. Continental Breakfast

8:30 - 10:00 a.m. *Designing Girls: Workshop on Positive Portrayals of Girls*

Moderator: Alice Cahn, Director of Children's Programming, PBS

Panelists: Thora Birch, Actor, *Now and Then*, *Patriot Games*

Susan Douglas, Professor, University of Michigan

Anna Grace, Actor, *Girls Town*

Julie Henderson, Story Editor, *Dr. Quinn, Medicine Woman*

Tom Lynch, Creator/Director, *Secret World of Alex Mack*

Caryn Mandabach, President, Carsey-Werner Productions

Amy Plotch, Director of Communications, Girls, Inc.

10:00 - 10:15 a.m. Coffee Break

Reflections of Girls in the Media

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- 10:15 - 11:45 a.m. ***Power Rangers to Pocahontas: A Look at Media for the Youngest Girls***
Moderator: Karen Jaffe, Executive Director, KIDSNET
Panelists: Joel Andryc, Senior Vice President, Creative, Saban Entertainment
 Susan Douglas, Professor, University of Michigan
 Eleo Hensleigh, Senior Vice President, Marketing, The Disney Channel
 Brown Johnson, Vice President, Programming, Nick Jr.
 Carol Monroe, Senior Vice President, Program Services, Fox Kids Network
 Dolores Morris, Vice President, Program Development, Children's Television Workshop
 Nancy Zwiers, Senior Vice President, Mattel, Marketing for Barbie
- 11:45 - 12:45 p.m. Luncheon
- 12:45 - 1:45 p.m. **Keynote:**
 Donna E. Shalala, Secretary, Department of Health and Human Services
- 1:45 - 2:00 p.m. **Presentation on Conference Research**

 Dr. Nancy Signorielli (University of Delaware)
 Celinda Lake (Lake Sosin Snell & Associates)
- 2:00 - 3:30 p.m. ***Roles and Models: Messages to Teens About Appearances and Aspirations***
Moderator: Lois Salisbury, President, Children Now
Panelists: Roberta Capric, Executive Editor, *Seventeen*
 Todd Cunningham, Senior Vice President, Research, MTV
 Laura Groppe, President and CEO, Girl Games
 Dr. Jean Kilbourne, Author/Lecturer
 Don Pettit, President, Sassaby Cosmetics
 Dr. Nancy Signorielli, Professor, University of Delaware
 Dava Savel, Executive Producer, *Ellen*
- 3:30 - 5:00 p.m. Meeting for Working Group Members [Please find full list in first tab]
- Evening As many attendees indicated that they would prefer to make their own dinner arrangements, there will be no formal dinner on Thursday night. Those who wish to get together for dinner and conversation can meet at Smeraldi's in the Biltmore at 7:30 p.m. [Dinner is no host.]

Reflections of Girls in the Media

Friday, May 2:

All sessions on Friday are at the Los Angeles Public Library.

8:00 - 8:30 a.m.

Continental Breakfast

8:30 - 10:00 a.m.

Is That What Girls Are For? Media Messages about Relationships and Sex

Moderator: Jim Moret, Host of *Showbiz Today*, CNN

Panelists: Lori Berger, Editor-in-Chief, *Jump* Magazine
Dr. Jane Brown, University of North Carolina
Jessica Klein, Executive Producer, *Beverly Hills 90210*
Jim McKay, Director, *Girls Town*
Dr. Elizabeth Ozer, Psychologist, U.C. San Francisco
Lois Salisbury, President, Children Now
Barbara Stoll, Producer, *Roseanne*

10:00 - 10:15 a.m.

Coffee Break

10:15 - 11:15 a.m.

Asking the Experts: Kids Reflect on the Media

Moderator: Linda Ellerbee, President, Lucky Duck Productions

Special Guest: Lisa Fernandez, Olympic Gold Medalist, Softball

11:15 - 12:30 p.m.

Future Steps: Realizing Media's Potential to Inspire Girls

Final brainstorming session among all conference participants

12:30 - 1:30 p.m.

Keynote:

Geena Davis, Academy Award winning actor

1:30 - 2:30 p.m.

Buffet Luncheon

HOST HOTEL:

Regal Biltmore Hotel
506 South Grand Avenue
Los Angeles, CA

CONFERENCE FACILITY:

Los Angeles Public Library
Mark Taper Auditorium
630 West Fifth Street
Los Angeles, CA