

~~8:45~~
8:45

Welcome and Introduction

Remarks by Jon Leibowitz, Chairman, Federal Trade Commission (FTC)

~~9:00~~
9:00

~~12:15~~ 12:15 Questions from the Audience

~~12:30~~ 12:30 Lunch (on your own)

~~1:30~~ 1:30 Panel: Self-Regulatory Initiatives

This panel will showcase presentations on the food and entertainment industries' self-regulatory efforts to impose nutritional standards on their marketing to children and adolescents.

Moderator: Mary K. Engle, Associate Director, Advertising Practices, FTC

[Dr. Dale Kunkel](#)

Professor of Communication
University of Arizona

[Dr. Margo Wootan](#)

~~3:00~~ 3:00 Break

~~3:15~~ 3:15 Presentation & Town Hall Discussion: Interagency Working Group on Food Marketed to Children

This panel will report on the status of [recommended nutritional standards](#) for foods marketed to children. A town hall discussion will follow the presentation.

Moderator: Michelle Rusk, Senior Attorney, Advertising Practices, FTC

~~4:45~~ 4:45 Next Steps/Adjourn

Remarks by David C. Vladeck, Director, Bureau of Consumer Protection, FTC