



# Consuming Kids Summit:

## Reclaiming Childhood from Corporate Marketers

Wheelock College, Boston  
March 21-23, 2013

Tentative Schedule as of February 27 (subject to change)

**All events take place at:**

Wheelock College Brookline Campus  
43 Hawes Street, Brookline, MA

**Thursday Evening, March 21**

7:30-9:30 **Opening Reception** and presentation by Lenore Skenazy, Free-Range Kids founder & author - *What Makes a Perfect Parent? (Hint: Trick Question!)*

**Friday, March 22**

8:00-9:00 **Registration** – Ground Lobby  
Continental Breakfast – Upper Rotunda

9:00-9:40 **Welcome** and opening remarks by Jackie Jenkins-Scott, Wheelock College President and Susan Linn, CCFC

9:40-10:30 **Keynote:** Michael Rich, MD, Center on Media and Child Health, Boston Children’s Hospital, Harvard Medical School, and the Harvard School of Public Health - *Finding Huck Finn: Reclaiming Childhood from the River of Electronic Screens*

10:30-10:40 Coffee/tea available on way to breakout sessions

10:45-12:00 **Breakout Session I** (Rooms TBA)

Neighborhood Play, Every Day	Mike Lanza, author of <i>Playborhood</i>
Challenges and Solutions in Screen Time Reduction	Velma LaPoint, Howard University & Jean Rystrom, Kaiser Permanente NW
Redefining Girly: Advocating for Healthy Media and Empowering Experiences for Girls, Birth to Tween	Melissa Wardy, Pigtail Pals and Ballcap Buddies
Reclaiming Schools from Corporate Marketers	Josh Golin, CCFC & Rob Williams Champlain College, Professor, and HigherMind MediaWorks, Story Coach

12:00-1:10 **Lunch**  
Lunch Discussions (*optional*)

- Conversations with Your Kids: How to Keep Them Commercial-Free, facilitated by Brandy King, MLIS, Knowledge Linking

- Peace Ambassadors Puppets: Community Participation for Children's Development, facilitated by Dr. Martha Llanos, Honorary Professor and IPA Peru Representative

1:15-2:25 **Keynote:** Alex Bogusky, FearLess Revolution - *Companies Don't Advertise to Children, People Do.*

2:25-2:40 Coffee/tea available on way to breakout sessions

2:45-4:00 **Breakout Session II** (Rooms TBA)

How Companies Are Using Data to Target Advertising to Children and What You Can Do About It	Angela Campbell, Institute for Public Representation, Georgetown Law
Using the Science of Values to Improve Children's Lives	Tim Kasser, Knox College, author of <i>The High Price of Materialism</i>
Media Education/Media Literacy Research: Success in the Details	Bob McCannon, President, the Action Coalition for Media Education, author, <i>A Complete Course in Media Education</i>
It Doesn't Take a Corporation	Sharon Maxwell, clinical psychologist, author, <i>The Talk</i>
Facing the Screen Dilemma: Young Children, Technology and Early Education	Joan Almon, Alliance for Childhood, Susan Linn, CCFC, author of <i>The Case for Make Believe</i> & Diane Levin, Wheelock College, author of <i>Beyond Remote Control Childhood</i>

4:05-5:00 Keynote Panel: Angela Campbell, Institute for Public Representation, Georgetown Law, Michele Simon, Eat Drink Politics, author of *Appetite for Profit* & Cara Wilking, Public Health Advocacy Institute: *Is this Even Legal? Demystifying the Laws on Marketing to Children*

### Saturday, March 23

8:30-9:00 **Registration** – Ground Lobby  
Continental Breakfast – Upper Rotunda

9:00-9:15 **Welcome**

9:20-10:10 **Keynote:** Makani Themba, The Praxis Project - *Avoiding the Parent Trap: Moving an Agenda for Accountability*

10:10-10:25 Coffee/tea available on way to breakout sessions

10:30-11:45 **Breakout Session III** (Rooms TBA)

The End of the World as We Know It? National Geographic Kids Magazine and the Dangers of Bombastic Environmentalism	Jennifer Good, Brock University, author, <i>Television and the Earth: Not a Love Story</i>
Evidence-based Advocacy: What? Why? How?	Campaign for a Commercial-Free Childhood, author of <i>The Case for Make Believe</i>
Slowing Down the Clown: Policy Tools to Protect	Michele Simon, Eat Drink

Children from Fast Food in Your Area	Politics, author of <i>Appetite for Profit</i> & Sara Deon, Corporate Accountability International
Road Map to Screen Freedom: The Whys & Hows of a Successful TV-Turnoff Program for Kids	Jacques Brodeur, EDUPAX , Shara Drew, CCFC & Jean Rystrom, Kaiser Permanente NW
Empowered by Play: Positive Ideas for Working with Families and Teachers	Geralyn Bywater McLaughlin, Empowered by Play

11:50-1:00 **Lunch**

Lunch Discussions (*optional*)

- Having Difficult Discussions About the Commercialization of Childhood, facilitated by Dr. Tim Kasser, Knox College, author of *The High Price of Materialism*
- Little Princesses, Big Problems: Fighting the Pretty Princess Takeover of Girlhood, facilitated by Dr. Rebecca Hains, Salem State University

1:05-1:55 **Keynote:** Diane Levin, Wheelock College, author of *Beyond Remote Control Childhood - Tough at an Early Age: The Harm Caused by Using Media Violence to Market to Children*

2:00-3:15 **Breakout Session IV** (Rooms TBA)

The Competition We Don't See: Exploring the Impact of Technology on the Family	Richard Freed, psychologist
Tuning In: Challenging Commercialism by Living Mindfully	Kendra Hodgson, Media Education Foundation
Way Beyond Weight: Marketing to Children and Childhood Obesity in Brazil	Gabriela Vuolo, Instituto Alana
Education in the Marketplace: Data, Choice, and Profits	Nancy Carlsson-Paige, Lesley University, Author of <i>Taking Back Childhood</i>
Media Literacy: Critical Thinking Skills to Help Children and Youth Stand Up to Corporate Marketers	Lexi Ladd, Dianna Morton & Erin McNeill, Massachusetts Media Literacy Consortium

3:20-3:45 **Closing**

3:45-4:30 Book signing