



GENERATION M²: MEDIA IN THE LIVES OF 8- TO 18-YEAR-OLDS

BARBARA JORDAN CONFERENCE CENTER
Kaiser Family Foundation, Washington, DC
January 20, 2010

AGENDA

9:00 BREAKFAST AND REGISTRATION

9:15 WELCOME

Vicky Rideout, M.A., vice president and director, *Program for the Study of Media and Health*,
Kaiser Family Foundation

9:25 OPENING REMARKS

Julius Genachowski, Chairman, Federal Communications Commission

9:45 RESEARCH PRESENTATION

Vicky Rideout, M.A., vice president and director, *Program for the Study of Media and Health*,
Kaiser Family Foundation

Video: Sites and Sounds from Today's Media Landscapes

Video: Profiles of Generation M²

10:00 ROUNDTABLE DISCUSSION

Moderator:

Jackie Judd, vice president and senior advisor for Communications, Kaiser Family Foundation

Panelists:

Linda Burch, chief education and strategy officer, Common Sense Media

Stephen Friedman, general manager, MTV: Music Television

Michael Rich, M.D., M.P.H., director, Center on Media and Child Health, Children's Hospital Boston

Donald Roberts, Ph.D., Thomas More Storke Professor Emeritus, Stanford University

Rich Taylor, senior vice president of Communications & Industry Affairs, Entertainment Software Association

11:30 ADJOURNMENT