



Generation **M**: Media in the Lives of 8-18 Year-olds



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March 9, 2005

- 9:30 a.m. **Presentation: Key Findings from New Research on Children’s Media Use**
Vicky Rideout, vice president and director, Program for the Study of Entertainment Media and Health, Kaiser Family Foundation
- 9:50 a.m. **Roundtable Discussion**

Common, Grammy award winning Hip Hop artist
Michael J. Copps, commissioner, Federal Communications Commission
Jordan Levin, former CEO, The WB Television Network
Donald Roberts, author, *It’s Not Only Rock and Roll* and professor of communication, Stanford University
Juliet Schor, author, *Born to Buy* and professor of sociology, Boston College
Alain Tascan, vice president and general manager, Electronic Arts Montreal

Moderator: Jeff Greenfield, senior political analyst, CNN
- 10:50 a.m. **Remarks**
Drew Altman, Ph.D., president and CEO, Kaiser Family Foundation
- 11:00 a.m. **Keynote Address**
The Honorable Hillary Rodham Clinton, United States Senator
- 11:30 a.m. **Questions and Answers**