8:00 – 8:45
Registration (Coffee and breakfast available)

8:45 – 9:00
Welcome and Overview of New APPC Research

9:05 – 10:30
Panel 1: The Risks and Benefits of Youth Media Use

**Moderator:**
Dan Romer, Ph.D.
Director, the Annenberg Communication Institute, The Annenberg Public Policy Center

**Panelists:**
Dina Borzekowski, Ed.D.
Associate Professor, Bloomberg School of Public Health, Johns Hopkins University
*Focus: media and nutrition*
http://www.jhsp.harvard.edu/faculty/directory/profile/1303/Borzekowski/Dina_L.G.

Sonya Grier, Ph.D.
Associate Professor, Department of Marketing, American University
*Focus: advertising and marketing*
http://www.american.edu/kogod/faculty/griers.cfm

Victor Strasburger, M.D.
Professor, Pediatrics and Adolescent Medicine, University of New Mexico
*Focus: substance abuse and prevention*
http://www.unm.edu/~market/cgi-bin/archives/004847.html

Craig Anderson, Ph.D.
Distinguished Professor and Director, Center for the Study of Violence, Department of Psychology, Iowa State University
*Focus: prosocial and antisocial behavior in videogames*
http://www.psychology.iastate.edu/~caa/

Jane Brown
Professor of Communication, University of North Carolina – Chapel Hill
*Focus: sex and sexuality*
http://jomc.unc.edu/faculty-staff-advertising-pr-faculty/brown-jane
10:30 – 12:15
Panel 2: Enhancing Opportunities for Positive Youth Development

Moderator:
Amy Jordan

Panelists:
Amanda Lenhart
Senior Research Specialist
Pew Research Center's Internet & American Life Project
Topic: closing the digital divide
http://pewinternet.org/Experts/Amanda-Lenhart.aspx

Michele Ybarra
President, Research Director
Internet Solutions for Kids
Focus: technology and public health interventions
http://is4k.com/category/publications/using-technology-for-public-health-interventions-publications/

Dafna Lemish, Ph.D.
Professor and Chair
Department of Radio-TV, College of Mass Communication & Media Arts,
Southern Illinois University-Carbondale,
Editor, Journal of Children and Media
Topic: Using media to aid children in war, crisis and vulnerable circumstances
http://mcma.siu.edu/profiles/dafna-lemish

Ellen Wartella, Ph.D.
Professor, Department of Communication Studies,
Northwestern University
Focus: Early learning and academic achievement
http://www.communication.northwestern.edu/faculty/?PID=EllenWartella

Jim Multari, M.B.A.
Vice President, Marketing & Research
Sprout
Topic: Enhancing the role of parents in children’s media use

12:15 – 1:30
Lunch
Panel 3: Implications of Research for Media Practitioners

**Moderator:**
Michael Rich, M.D.
Director, Center on Media and Child Health
http://cmch.tv/about/memberProfile.asp?id=6

**Panelists:**

Marisa Nightingale
Senior Media Advisor
National Campaign to Prevent Teen and Unwanted Pregnancy
*Topic: (teen pregnancy prevention)*
http://www.thenationalcampaign.org/media/watch.aspx

Jeanette Betancourt
Senior Vice President
Outreach and Educational Practices
Sesame Workshop
*Topic: using media to assist children with parents in the military*
http://www.sesameworkshop.org/inside/whoweare

Kevin Clark, Ph.D. Associate Professor
George Mason University
Director, Center for Digital Media, Innovation, and Diversity
*Topic: (videogames and STEM learning)*
http://cehd.gmu.edu/people/faculty/kclark6/

Michael Levine, Ph.D.
Executive Director
The Joan Ganz Cooney Center
*Topic: Innovation in educational media technologies*
http://www.joanganzcooneycenter.org/Staff-63.html

Anne Collier
Editor
Net Family News
*Topic: Advice to parents about constructive use of technology*
http://www.netfamilynews.org/bio.html
2:30 – 3:45
Panel 4: Research Challenges and Funding Opportunities in the Landscape of Media for Children and Adolescents

Moderator:
Kathleen Hall Jamieson, Ph.D.

Panelists:
Susannah Allison, Program Officer, Ph.D., National Institute of Mental Health, NIH

William Dietz, M.D., Ph.D., Director, Division of Nutrition, Physical Activity, and Obesity, Centers for Disease Control and Prevention

Valentine Kass, Program Director, Informal Science Education, The National Science Foundation

Susan Newcomer, Ph.D., Extramural Program Staff, National Institute of Child Health and Human Development, NIH