



**Consuming Kids Summit:  
Market Values, Human Values and the Lives of Children**  
Wheelock College, Boston  
April 8-10, 2010

[Schedule as of February 8, 2010](#)

**All events take place at:**

Wheelock Brookline Campus  
43 Hawes Street, Brookline, MA

**Thursday Evening, April 8**

7:30-9:00pm	<b>Opening Reception</b> <b>Presentation of Fred Rogers Award</b> to Annie Leonard, producer and host of “The Story of Stuff”
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**Friday, April 9**

8:00-9:00am	<b>Registration</b> ~ Ground Lobby <b>Continental Breakfast</b> ~ Upper Rotunda
9:00-9:25	<b>Welcome and opening remarks</b>
9:30-10:20	<b>Keynote 1:</b> Enola Aird, JD, Mothers for a Human Future - <i>Fighting for Our Humanity in the 21st Century</i>
10:25-10:40	<b>Coffee and Beverages</b> available ~ Upper Rotunda
10:45-12:00	<b>Workshop Session A</b> (full descriptions available in the Summit folder)
	<i>But What If They Don't Fit In? Conformity, Non-Conformity, and the Commercialization of Childhood</i> Susan Linn, EdD
	<i>Making the Media System Work for Children</i> Stevie Converse, Free Press; Kendra Hodgson & Alex Peterson, Media Education Foundation
	<i>Problems with Contemporary Children's Media: Graphic Violence, Sex in Video Games, Bullying on Facebook and Exploiting Kids on Reality TV</i> Mike Brody, PhD, American Academy of Child and Adolescent Psychiatry
	<i>Healthy Media Choices: It's About Time</i> Mary Rothschild, Healthy Media Choices
	<i>From “Six, Going on Sixteen” to Empowered by Play: Turning Issues Into Opportunities</i> Geralyn Bywater McLaughlin, MEd, Empowered by Play

12:05-1:00	<b>Lunch</b> ~ Upper Rotunda	
1:05-1:55	<b>Keynote 2:</b> Tim Kasser, PhD, author, <i>The High Price of Materialism - Materialistic Values and Children's Quality of Life</i>	
2:00-3:15	<b>Workshop Session B</b> (full descriptions available in the Summit folder)	
	<i>Feminism Lost? Why It Is Unethical to Use Sex and Gender Stereotypes to Market to Children and What We Can Do About It</i>	Diane Levin, PHD, coauthor, <i>So Sexy So Soon</i>
	<i>Fathers in the Fight: Mobilizing Dads as Advocates and Activists</i>	Joe Kelly, TheDadMan.com
	<i>After the Analysis: Challenging Commercialism by Living Mindfully</i>	Kendra Hodgson, Media Education Foundation
	<i>That's Advertainment! What Science Show About Marketing Food to Children</i>	Brandy King, MLIS, Center on Media and Child Health, Children's Hospital Boston & Nancy Marsden, Fairness and Integrity in Telecommunication Media Coalition
	<i>Target Market: Kids</i>	Estela Renner, MFA, Director, <i>Target Market: Kids</i> & Ana Lucia Villela, Instituto Alana, Brazil
3:20-3:30	<b>Coffee and Beverages</b> available ~ Upper Rotunda	
3:35-4:45	<b>Roundtable with CCFC Steering Committee Members</b> – <i>Reclaiming Childhood from Corporate Marketers</i>	

## Saturday, April 10

8:30-9:00am	<b>Registration</b> ~ Ground Lobby <b>Continental Breakfast</b> ~ Upper Rotunda	
9:00-9:10	<b>Welcoming Remarks</b>	
9:15-10:05	<b>Keynote 3:</b> Sharon Lamb, EdD, author, <i>Packaging Boyhood – Packaging Boyhood: Media Themes and Variations on Masculinity</i>	
10:10-10:20	<b>Coffee and Beverages</b> available ~ Upper Rotunda	
10:25-11:40	<b>Workshop Session C</b> (full descriptions available in the Summit folder)	
	<i>Don't Lose Your Child to Video Games, the Internet, and Texting</i>	Richard Freed, PhD, psychologist, private practice
	<i>There is No Free Speech Right to Market to Kids: Corporate Myths and Policy Solutions</i>	Michele Simon, JD, MPH, Marin Institute; author, <i>Appetite for Profit</i>
	<i>Commercialism and Faith-Based Communities</i>	Moderator: Enola Aird; Panelists: Mary Rothschild, Martha Bettis Gee & TBA
	<i>Reclaiming Our Schools: Lessons From the Victory Over BusRadio</i>	Josh Golin, MA, Campaign for a Commercial-Free Childhood
	<i>More is Always Better. Any Attention is Good Attention. You Have a 'Right' to Satisfy All Desires, NOW!</i>	Sharon Maxwell, PhD, author, <i>The Talk</i>
11:45-12:40	<b>Lunch</b> ~ Upper Rotunda	

12:45-1:35	<b>Keynote 4:</b> Lenore Skenazy, author, <i>Free Range Kids – Free-Range Kids: Why Does an Old-Fashioned Childhood Sound So Radical?</i>
1:40-2:55	<b>Workshop Session D</b> (full descriptions available in the Summit folder)
<i>What Now? Harnessing the Summit Spirit to Activate and Educate in Your Community and Beyond</i>	Dianna Morton, media literacy educator & Mindy Holohan, Stop Targeting Our Kids
<i>The Ethics of Marketing Violence to Young Children in Media and Commercial Culture: The Harm Caused to Children’s Play, Learning and Behavior and What We Can Do About It</i>	Diane Levin, PHD, coauthor, <i>So Sexy So Soon</i>
<i>Children, Media and Consumption: Reflections from a Mobile and Sedentary Society</i>	Cecilia Feilitzen, PhD, University College, Sweden
TBA	Julia Chen, The Play Store & Nancy Gruver, <i>New Moon Magazine</i>
<i>That's Advertainment! How Marketers Use TV, Movies and Videogames to Link Products to Emotional States, and Why Children Must be Protected</i>	Nancy Marsden, Fairness and Integrity in Telecommunication Media Coalition & Brandy King, Center on Media and Child Health
3:00-3:50	<b>Keynote 5:</b> Nancy Carlsson-Paige, EdD, author, <i>Taking Back Childhood – Growing Up in a Commercial Culture: Reclaiming Human Values for Children</i>
3:50-4:05	<b>Closing Remarks</b>
4:15	<b>Book signing and closing reception</b>