



**Marketing Violent
Entertainment to Children:**
A Workshop on Industry
Self-Regulation

AGENDA

**Federal Trade Commission
October 29, 2003**

9:00 Introductory Remarks

- Chairman Timothy J. Muris
Federal Trade Commission
- The Honorable Frank Wolf
United States House of Representatives
- The Honorable Joe Baca
United States House of Representatives

9:30 An Overview of the Rating and Labeling Systems

Moderator: Mary Engle, Federal Trade Commission

Panelists: Mitch Bainwol, Recording Industry Association of America
Jack Valenti, Motion Picture Association of America
Patricia E. Vance, Entertainment Software Rating Board

10:15 Break

**10:30 Dialogue Among Industry, Consumer, and Research Groups:
Discussion of Rating and Labeling Systems**

Moderator: Richard F. Kelly, Federal Trade Commission

Panelists: Mitch Bainwol, Recording Industry Association of America
Warren Buckleitner, Children's Software Revue
David G. Kinney, PSVratings, Inc.

Lara Mahaney, Parents Television Council
Nell Minow, Common Sense Media
Vicky Rideout, Kaiser Family Foundation
Jack Valenti, Motion Picture Association of America
Patricia E. Vance, Entertainment Software Rating Board
Dr. David Walsh, National Institute on Media and the Family
Daphne White, The Lion & Lamb Project

11:45 Questions from the Audience

12:00 Lunch Break

1:15 Cross-Marketing and Merchandising of Branded Products

Moderator: Richard F. Kelly, Federal Trade Commission

Panelists: Mitch Bainwol, Recording Industry Association of America
Michele Erskine, Solutions Research Group, Inc.
Pete Snyder, New Media Strategies
Jack Valenti, Motion Picture Association of America
Patricia E. Vance, Entertainment Software Rating Board
Dr. David Walsh, National Institute on Media and the Family
Daphne White, The Lion & Lamb Project

2:15 Retailers' In-Store and Online Practices

Moderator: Mark Eichorn, Federal Trade Commission

Panelists: Sean Bersell, Video Software Dealers Association
Jim Donio, National Association of Recording Merchandisers
John Fithian, National Association of Theatre Owners
Hal Halpin, Interactive Entertainment Merchants Association
Jules Polonetsky, America Online
Beverly Porway, Toys "R" Us, Inc.
Jonathan Potter, Digital Media Association
Raymond L. Smith, Jr., Regal Entertainment Group

3:30 **Break**

3:45 **Questions from the Audience**

4:00 **Next Steps**

Moderator: Mary Engle, Federal Trade Commission

Panelists: Mitch Bainwol, Recording Industry Association of America
Douglas Lowenstein, Entertainment Software Association
Dr. Michael Rich, American Academy of Pediatrics
Jack Valenti, Motion Picture Association of America
Patricia E. Vance, Entertainment Software Rating Board
Dr. David Walsh, National Institute on Media and the Family
Daphne White, The Lion & Lamb Project

4:45 **Wrap-up and Adjourn**