

Northwestern University's School of Communication and  
Center on Media and Human Development

Present the 2011 Lambert Family Communication Conference

**Children, Media and Race:  
Exploring the Implications of Racial and Ethnic Differences in  
Media Use Among Children and Youth**

**June 8, 2011**

Pew Charitable Trusts Conference Center  
901 E Street, NW  
Washington, D.C.

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- 8:00 AM      **Breakfast and registration**
- 8:30 AM      **Welcome, data presentation and remarks:**  
Ellen Wartella, professor of Communication Studies and director,  
Center on Media and Human Development, Northwestern University
- 8:45 AM      **Opening remarks:**    Commissioner Mignon L. Clyburn  
Member, Federal Communications Commission
- Moderator:                    Patti Miller, VP, Public Policy, Sesame Workshop
- 9:15 AM      **Panel 1: Context and Implications**  
How should we interpret, explain and understand the differences in media  
use by children of different races and ethnicities? What is the context for  
understanding these differences? What are the broad implications for  
young people and society?
- Jessica Gonzalez, National Hispanic Media Coalition  
                 Patrick Johnson, Northwestern University  
                 Yolanda Moses, University of California, Riverside  
                 Lisa Nakamura, University of Illinois  
                 Jose Tillan, EVP and GM, MTV Tr3s  
                 Vish Viswanath, Harvard University SPH  
                 Craig Watkins, University of Texas at Austin  
                 *Moderator: Kevin Clark, George Mason University*
- 10:30 AM      **Break**

10:45 AM **Panel 2: Lightning Presentations—Impact of Differences in Media Use**  
What do we know about the effects of media use on youth, and what are the implications of those findings for minority youth in particular? How can media be used to help address disparities in health and education?  
*Moderator: David Britt, Sesame Street (retired)*

*Education:*

Academic achievement: Amy Jordan, University of Pennsylvania  
Early childhood literacy: Debra Tica Sanchez, CPB  
Enhancing learning: Michael Thomas, University of Wisconsin

*Health:*

Obesity: Sonya Grier, American University  
Alcohol marketing: David Jernigan, Johns Hopkins Bloomberg SPH  
Health promotion: Sandra Calvert, Georgetown University

*Content:*

Stereotypes: Elizabeth Behm-Morawitz, University of Missouri  
Violence: Ed Donnerstein, University of Arizona

*Final thoughts:*

Media effects research: Monique Ward, University of Michigan

11:45 AM **Audience Discussion with Panel 2 Presenters**  
*Moderator: David Britt, Sesame Street (retired)*

12:30 PM **LUNCH**

1:30 PM **Remarks:** Anna Gomez, Deputy Director, National Telecommunications and Information Administration and Deputy Assistant Secretary for Communications and Information, Department of Commerce

Moderator: Jeff McIntyre, Director of National Policy, Children Now

2:00 PM **Panel 3: Moving Forward**  
How should we respond to the differences in media use among children – as educators, content creators, public health leaders, and parents?

Liany Arroyo, National Council of La Raza  
Kevin Clark, George Mason University  
Felix Gutierrez, University of Southern California  
Deborah Mulligan, American Academy of Pediatrics  
Lesli Rotenberg, PBS Kids  
Alan Simpson, Common Sense Media  
Kaveri Subramanyam, California State University, LA  
Jerome Williams, Rutgers University  
*Moderator: Ellen Wartella, Northwestern University*

3:30 PM **Adjourn**