



**Re-powering the Public Interest:
New Media and the Future of Public Service Advertising**

Barbara Jordan Conference Center
Washington, DC

Tuesday, March 21, 2006

AGENDA

12:00 **Lunch and registration**

12:15 **Opening Remarks**

Vicky Rideout, M.A., vice president, Kaiser Family Foundation

12:20 **Keynote Presentation**

Joseph Jaffe, author, *Life After the 30-Second Spot: Energize Your Brand with a Bold Mix of Alternatives to Traditional Advertising*

12:45 **Panel Discussion**

Barbara Shimaitis, senior vice president, interactive services, Advertising Council
Kristi Rowe, vice president, director of content development, Partnership for a Drug-Free America
Joseph Jaffe, author, *Life After the 30-Second Spot*, and president and founder of jaffe, LLC

Moderator: Vicky Rideout, M.A., vice president, Kaiser Family Foundation

1:30 **Adjournment**