



Tuesday, May 22, 2001
Federal Trade Commission
Room 432
(Overflow seating in rooms 332 and 532)

8:00 **Registration Begins**

9:00 **Introductory Remarks**

Jodie Bernstein
Director, Bureau of Consumer Protection
Federal Trade Commission

James Guthrie
President
National Advertising Review Council

9:30 **Session 1 S *The “Clear and Conspicuous” Standard***

Panelists: Lesley Fair Andrea C. Levine
Federal Trade Commission Director, National Advertising Division

Topic: A review of recent FTC law enforcement actions and NAD self-regulatory efforts involving disclosure issues

10:30 **Break**

10:45 **Session 2 S *What Consumer Research Tells Us About Disclosures***

Moderator: Dr. Michael Mazis
American University

Panelists: Dr. Richard Kolbe
Kent State University

Dr. Keith Murray
Bryant College

Dr. Craig Andrews
Marquette University

Dr. Louis Morris
Louis A. Morris & Associates

Topic: Presentations by marketing experts on how disclosures are used in advertising and what the research reveals about the most effective ways of conveying information to consumers

12:00 **Lunch S On your own** (A list of local restaurants is included in the workshop materials. Attendees who plan to eat at the Top of the Trade, the FTC cafeteria located on the 7th floor of this building, can save time by filling out the sandwich order form included in the workshop materials and returning it to the 4th floor registration desk by 10:45 AM.)

1:30 **Session 3 S *The Network Perspective***

Speaker: Harvey C. Dzodin
Vice President, ABC

Topic: The role of the network clearance process

2:00 **Session 4 S *Counseling Clients on the “Clear and Conspicuous” Standard***

Moderators: Darren Bowie Chrysse Spathas
Federal Trade Commission National Advertising Division

Panelists: Andrew Sacks Sally Davis
Dell Computer Corporation True North Communications

Angela Washelesky Judith Oldham
Sachnoff & Weaver Collier Shannon Scott

Topic: A panel discussion on the practical challenges attorneys face in counseling clients on the “clear and conspicuous” standard

3:00 **Break**

3:15

Session #5 *S Making Disclosures Clear and Conspicuous*

Moderators: Lee Peeler & Randy Satterfield
Federal Trade Commission

Peter Marinello
National Advertising Division

Commenters: Sally Davis
True North Communications

Andrew Sacks
Dell Computer Corporation

Susan Grant
National Consumers League

Bennett Rushkoff
Office of the Corporation Counsel
District of Columbia

Topic: A panel discussion on creative approaches to making disclosures clear and conspicuous. The session will focus on mock “before” print and television ads for a hypothetical product, mock “after” ads produced by three creative teams, and the team members’ perspectives on the challenges faced when disclosing information in various media.

Creative Team 1

Ronald Urbach
Davis & Gilbert

Matthew Seiler
Wieden + Kennedy

Ty Montague
Wieden + Kennedy

Creative Team 2

Linda Goldstein
Hall Dickler Kent Goldstein & Wood

Jeffrey Edelstein
Hall Dickler Kent Goldstein & Wood

Annie Finnegan
Arnold Worldwide

Sue Richmond
Arnold Worldwide

Creative Team 3

Young & Rubicam

4:30

“Open Mike” and Closing Remarks