



Geena Davis Institute on Gender in Media

**2009 CONFERENCE:  
CHILDREN AND GENDER IN  
TRADITIONAL AND NEW MEDIA**

**Feature Events:**

Executives & Producers Luncheon  
Children and Gender in Traditional and New Media  
January 28, 2009

Open Forum  
Children and Gender in Traditional and New Media  
January 29, 2009

**Workshops:**

International Roundtable  
Children and Gender in Traditional and New Media  
January 26 & 27, 2009

Los Angeles, California  
[www.TheGeenaDavisInstitute.org](http://www.TheGeenaDavisInstitute.org)

# **THE SECOND CONFERENCE ON GENDER IN CHILDREN'S ENTERTAINMENT**

## **INTRODUCTION**

The Geena Davis Institute on Gender in Media Conference brings together the top executives and producers of children's entertainment domestically and internationally with celebrities, top national and international researchers, critics, film educators, toy company executives, child educators, and the public for an examination of gender in traditional and new entertainment media for children.

The first event of the 2009 GDIGM Conference on Children and Gender in Traditional and New Media includes

**The Geena Davis Institute on Gender in Media Executives & Producers Luncheon**, an exclusive invite-only forum and luncheon for the top 200 executives and producers of film, TV, and new media content aimed at children.

2008's speakers on children and gender in film and TV included: Sony's Amy Pascal, Brown Johnson of Nickelodeon, ABC's Stephen McPherson, Founder of Oxygen, Gerry Laybourne, Tom Lynch of Tom Lynch Co, actress Aisha Tyler, philanthropist Wallis Annenberg, and Geena Davis.

A sample of 2008 Company attendees includes: \*ABC Entertainment \*ABC Family \*CBS Feature Films \*CBS Paramount Network TV Entertainment Group \*Chorion Silver Lining, Inc. \*DreamWorks Animation \*Disney \*BET \*Fox Animation \*Martin-Chase Productions \*Carsey-Werner \*NBCUNI \*Nickelodeon and MTVN Kids and Family Group \*The Noggin/ Nick Jr. \*On Screen Entertainment \*Paramount Pictures \*PBS \*Pixar \*Porchlight Entertainment \*Rough Draft/SPAFF Productions \*Sesame Workshop \*Sony Pictures Entertainment \*Soup2Nuts \*Starz Film Roman LLC \*WNET/ Thirteen \*Mr. Mudd \*Cookie Jar \*DiC \*Cartoon Network \*Warner Brothers \*Tom Lynch Co \*Jim Henson Company

**The second event of the 2009 Conference includes The Geena Davis Institute Open Forum** with panels featuring producers of children's content, researchers, business executives, and critics.

A sample of 2008's Open Forum panelists includes:

\* Geena Davis \* Stacy Smith, Ph.D. \* Linda Simensky of PBS \* Kaaren Lee Brown of DiC \* Jeanne Wolf of Parade \* Brian Lowry of Variety \* Heather Kenyon of Cartoon Network \* Tara Sorensen of National Geographic TV & Film Kids \* Cort Lane of Mattel \* Gordon Berry, Ed.D. of UCLA \* Ella Taylor of The LA Weekly \* Craig Miller of WGA \* Betsy Groban of Houghton Mifflin \* Sara Voorhees of Broadcast Film Critics Association \* Doreen Spicer of "Jump In" \* Judy Patrick of the Women's Foundation of CA \* Dr. Ellen Seiter of USC \* Dean Aimee Dorr of UCLA \* David Kleeman of the American Center for Children and Media \* Dr. Maya Götz and Other International Researchers \* Allison Deegan of WriteGirl \* Young Women from Teen Voices \* Young Women from WriteGirl

This highly dynamic and information packed four day conference is designed to increase awareness of gender imbalance in traditional and new entertainment media for kids and strategize toward more varied gender portrayal in entertainment media aimed at our youngest children.

**The first two days of the 2009 Conference include GDIGM's International Roundtable**, bringing together international researchers, executives, producers, and journalists for discussion and workshops about media, children, and gender with Hollywood executives and producers. In addition to research exchange, dialogue, and problem-solving around gender and children's media, the International Roundtable expands a global discussion about media, children, and gender.

In 2008, more than 30 researchers from around the world (including Australia, Belgium, Brazil, Chile, South Africa, Israel, China, and India) came to Los Angeles to participate in the International Roundtable and to attend the GDIGM conference.

# EVENTS

The Geena Davis Institute on Gender in Media Conference is where children's entertainment industry leaders, emerging content-creators, and top researchers will engage in action-oriented discussion about new possibilities in the entertainment industry and about creative and innovative approaches to gender imbalance and portrayal in content and what is best for kids.

## OPPORTUNITIES CREATED / OPPORTUNITIES SEIZED

- A highly dynamic and information packed two-day conference
- Presentations and panel discussions
- Networking events
- Workshops for International & Hollywood Content Creators and Researchers

# PARTICIPANTS

*Attendance at The Geena Davis Institute on Gender in Media Conference is free and made possible by its sponsors*

The Geena Davis Institute Executives and Producers Luncheon is open to executives and producers **by invitation only**, and is free of charge. Seating is limited to 200. The Geena Davis Institute Open Forum will seat 600, 200 of which are reserved for VIPs. VIP passes for the Open Forum include a reserved seat, a special conference goody bag, breakfast and lunch, and an invitation to the Conference Closing Reception. 400 seats are open to the public.

# **BENEFACTORS AND SPONSORS**

The Geena Davis Institute on Gender in Media Conference presents numerous opportunities, locations and levels of sponsorship and advertising, to ensure your brand the exposure it seeks.

Contact The Geena Davis Institute on Gender in Media for a costs and benefits list of the various sponsorship levels available.

Phone: (213) 627 - 3559

Fax: (213) 622-1028

E-Mail: [sponsorship@TheGeenaDavisInstitute.org](mailto:sponsorship@TheGeenaDavisInstitute.org)

[www.TheGeenaDavisInstitute.org](http://www.TheGeenaDavisInstitute.org)

## **TREASURED BENEFACTOR**

**ENSURE THE SUCCESS OF THE 2009 GEENA DAVIS INSTITUTE ON GENDER IN MEDIA CONFERENCE – BECOME A TREASURED BENEFACTOR!**

**PLEASE CONTACT EXECUTIVE DIRECTOR CRYSTAL ALLENE COOK FOR DETAILS.**

**CCOOK@THEGEENADAVISINSTITUTE.ORG**

## **BENEFACTORS**

**SUPPORT THE GEENA DAVIS INSTITUTE ON GENDER IN MEDIA CONFERENCE 2009! BECOME A BENEFACTOR!**

**PLEASE CONTACT EXECUTIVE DIRECTOR CRYSTAL ALLENE COOK FOR DETAILS.**

**CCOOK@THEGEENADAVISINSTITUTE.ORG**

## **SPONSORS:**

## **PLATINUM SPONSOR**

### **CO-SPONSORING ALL OF THE GEENA DAVIS INSTITUTE ON GENDER IN MEDIA CONFERENCE**

Four Available:

- High profile recognition sponsor of the Open Forum “keynote” sessions with an opportunity to introduce the sessions (1 possibility per Forum)
- Prominently placed sponsor signage through-out The Geena Davis Institute on Gender in Media Conference with sponsor logo
- Sponsor logo on all marketing materials
- Full-page ad in Conference Guide
- Sponsor listing with 100 word description in Conference Guide
- Rotating banner ad on The Geena Davis Institute on Gender in Media Conference website
- One insert into the Conference Bag
- Post-event access to Open Forum attendees list
- Four (2) invitations to the Executives and Producers Forum
- 10 VIP passes to the Open Forum

## **GOLD SPONSOR**

Four Available:

- Recognition as Gold Sponsor, opportunity to introduce a panel at the Open Forum
- Prominently placed signage with sponsor logo
- Sponsor logo on all marketing materials
- Full-page ad in Conference Guide

## **GOLD SPONSOR, CONTINUED**

- Sponsor listing with 75 word description in Conference Guide
- Rotating banner ad on The Geena Davis Institute on Gender in Media Conference website
- One insert into the Conference Bag
- Post-event access to Open Forum attendees list
- Two (2) invitations to the Executives and Producers Forum
- Five (5) VIP passes to the Open Forum

## **SILVER SPONSOR**

Eight Available:

- Recognition as Silver Sponsor
- Prominently placed signage with sponsor logo
- Sponsor logo on all marketing materials
- Half-page ad in the Conference Guide
- Sponsor listing with 50 word description in Conference Guide
- Hot button link on The Geena Davis Institute on Gender in Media Conference website
- One insert into the Conference Bag
- Post-event access to Open Forum attendees list
- One (1) invitation to the Executives and Producers Forum
- Three (3) VIP passes to the Open Forum

## **BRONZE SPONSOR**

Ten Available:

- Sponsorship of significant event item (i.e. t-shirt, conference bag, etc.)
- Prominently placed signage with sponsor logo
- One insert into the Conference Bag
- Sponsor logo on all marketing materials
- Quarter-page ad in Conference Guide
- Sponsor listing with 50 word description in Conference Guide
- Hot button link on The Geena Davis Institute on Gender in Media Conference website
- Post-event access to Open Forum attendees list
- Three (3) VIP passes to the Open Forum

## **PRESS AND TRADE MEDIA SPONSORS**

Unlimited Availability:

The Geena Davis Institute on Gender in Media Conference also gladly seeks corporate donations, in kind and for trade opportunities, and donated ad space in relevant publications.

## **ADDITIONAL OPPORTUNITIES AND MARKETING**

For those additional companies or individuals seeking to support The Geena Davis Institute on Gender in Media Conference.

# **FRIENDS OF THE GEENA DAVIS INSTITUTE ON GENDER IN MEDIA CONFERENCE**

Unlimited Availability:

- Quarter-page ad in Conference Guide
- Logo on The Geena Davis Institute on Gender in Media Conference website
- One (1) VIP pass to the Open Forum (limited to first 20 Friends of The Geena Davis Institute on Gender in Media Conference)

Contact The Geena Davis Institute on Gender in Media today for a costs and benefits list of the sponsorship levels available!

Phone: (213) 627 - 3559

Fax: (310) 453 - 5258

E-Mail: [sponsorship@TheGeenaDavisInstitute.org](mailto:sponsorship@TheGeenaDavisInstitute.org)

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