

# Marquette University: College of Business Administration to host annual Kellstadt Lecture on March 26

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MILWAUKEE — [Dona J. Fraser](#), senior vice president of privacy initiatives and director of the children's advertising review unit for Better Business Bureau National Programs, will deliver the College of Business Administration's annual [Charles H. Kellstadt Lecture](#) from 10:30 a.m. to 11:30 a.m., Friday, March 26, in a virtual format

Fraser will present "Children's Privacy: A Year of Meaningful Change."

The lecture will include information about the Children's Advertising Review Unit, an overview of basic children's privacy principles, updates to the Children's Online Privacy Protection Act as well as high-profile cases and real-world impact.

Fraser will also share tips and best practices for staying out of CARU and Federal Trade Commission crosshairs.

In her role, Fraser oversees the strategic development, implementation and ongoing efforts of the BBB's privacy programs, activities and services. BBB National Programs is a nonprofit organization and the leading self-regulatory body of business and advertising in the United States.

Fraser provides a deep understanding of the complexities of privacy issues and the marketplace challenges facing advertisers and brings extensive experience in the self-regulation space with a track record of helping companies do the right

thing.

The lecture is free, and registration is available [online](#). Registrants will be emailed more information about the event's online format.

The Kellstadt Lecture is an endowed marketing speaker series. Previous lectures have been presented by Michelle Morris, vice president of global marketing solutions for Facebook and Paul DePodesta, chief strategy officer for the Cleveland Browns.

Media wishing to cover the lecture should contact Shelby Williamson in the Office of Marketing and Communication at [shelby.williamson@marquette.edu](mailto:shelby.williamson@marquette.edu) or (262) 441-0516.