

THE ROLE OF MEDIA IN CHILDHOOD OBESITY

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Biographies and Contact Information

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Kelly D. Brownell, Ph.D. is Professor and Chair of Psychology at Yale University, where he also serves as Professor of Epidemiology and Public Health and as Director of the Yale Center for Eating and Weight Disorders. He is the author of the book *Food Fight: The Inside Story of the Food Industry, America's Obesity Crisis, and What We Can Do About It*. He has served as President of several national organizations, including the Society of Behavioral Medicine, Association for the Advancement of Behavior Therapy, and the Division of Health Psychology of the American Psychological Association. He has received numerous awards and honors for his work, including the James McKeen Cattell Award from the New York Academy of Sciences, the award for Outstanding Contribution to Health Psychology from the American Psychological Association, and Distinguished Alumni Award from Purdue University. He has published 14 books and more than 200 scientific articles and chapters. One book received the Choice Award for Outstanding Academic Book from the American Library Association, and his paper on "Understanding and Preventing Relapse" published in the *American Psychologist* was listed as one of the most frequently cited papers in psychology.

JACKIE JUDD

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Jackie Judd, an Emmy award-winning journalist, is a Senior Visiting Fellow with the Kaiser Family Foundation. During her fellowship, which began in September 2003, Ms. Judd is exploring better ways to communicate health policy information, helping to design a new

initiative to educate journalists from around the world about public health issues including HIV/AIDS, and helping the foundation and other non-profit organizations utilize the Foundation's broadcast and webcast studio and Barbara Jordan Conference Center in its new Washington, DC, building.

Ms. Judd joined ABC News in 1987, and in 1994 was named special assignments correspondent. She provided reports for "World News Tonight with Peter Jennings," "Nightline" and "Good Morning America." She is a former news anchor for National Public Radio's "Morning Edition" and weekend news anchor for "All Things Considered" and a former CBS News Radio correspondent. Her honors include a National Endowment for the Humanities Fellowship in political history at the University of California at Santa Barbara; several Emmy Awards; an Edward R. Murrow Award; the Joan Barone Award; a commendation from Women in Radio and Television for a series on women's health issues; an Emmy for "Nightline's" coverage of Iraq's invasion of Kuwait; and an Overseas Press Club Citation of Excellence for her piece on the Czechoslovakian secret police. She received a bachelor's degree from American University in 1974.

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Dr. Dale Kunkel, Ph.D. is a Professor of Communication at the University of California, Santa Barbara. He is currently serving as Director of the UCSB Washington Center. He studies children and media issues from several diverse perspectives, including research on the effects of television as well as assessments of media industry content and practices. He received a Congressional Science Fellowship from the Society for Research in Child Development in 1984-85. His research emphasizes children's media policy concerns, and he has testified at hearings before the U.S. Senate, the U.S. House of Representatives, and the Federal Communications Commission. From 1994 to 1998, Dr. Kunkel worked as a principal investigator on the *National Television Violence Study*, examining the risks associated with different types of violent portrayals on television. More recently, he has completed research examining the television industry's V-chip program ratings, as well as several studies assessing the nature of sexual socialization messages contained in entertainment television.

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Bill MacLeod served as Director of the Bureau of Consumer Protection of the Federal Trade Commission (FTC) from 1986 to 1990. He currently heads the competition practice in the law firm of Collier Shannon Scott in Washington, D.C., where he represents the Grocery Manufacturers of America, among others. As Bureau Director at the FTC, he was the chief federal prosecutor of deceptive advertising. His tenure at the Bureau was marked by cases involving advertising campaigns for food, drugs, computers, appliances and automobiles. MacLeod began his public service in 1982, as attorney adviser for FTC Chairman James C. Miller, III, who later became Director of the Office of Management and Budget. In 1983, he was named director of the Federal Trade Commission's Chicago Regional Office and was put in charge of antitrust and consumer protection enforcement in seven Midwestern states. A native of Chicago, Illinois, MacLeod is an honors graduate of Ripon College, did graduate work in economics at the University of Virginia and received his J.D. with honors from the University of Miami. He is a member of the American Bar Association where he is a member of the Council of the Antitrust Section.

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Patti Miller is the director of the Children & the Media Program at Children Now, a national research and advocacy organization. She oversees independent research projects on children and the media and monitors public policy development in the communications field as it affects children. Her areas of expertise include: children's media policy, prime time television diversity, children's programming, gender and media, and representations of youth in the news. She has testified before the Federal Communications Commission on media consolidation and children's programming, as well as the potential impacts of digital television on youth.

Prior to joining Children Now, Ms. Miller worked as a project manager at a San Francisco-based research firm, evaluating children's educational programs for PBS. She also spent several years working in research and production for CBS News in Washington D.C. Ms. Miller holds a master's degree in social sciences in education from Stanford University and is a Phi Beta Kappa graduate of the University of California at Berkeley with a degree in mass communications.

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Victoria Rideout is a vice president of the Kaiser Family Foundation and director of the Foundation's Program for the Study of Entertainment Media and Health. At the Foundation, Ms. Rideout developed and launched public education campaigns with several television networks, including MTV, BET and UPN. The public service ads and full-length programming she helped develop have received numerous awards, including a national Emmy Award for best public service announcement, a Cine Golden Eagle award, the Academy of Television Arts and Sciences' Ribbon of Hope Award, and several Telly and Aegis Awards for advertising. Ms. Rideout currently oversees the Foundation's research agenda on the impact of entertainment media on health. She has directed numerous media-related studies on topics such as children's media use, sexual content on television, the V-Chip, teens and the Internet, and the impact on viewers of health information on TV. Ms. Rideout also has fifteen years of experience as a senior policy adviser and speechwriter to numerous government officeholders and political candidates. She graduated with honors from Harvard University and has a Masters Degree in American History from Syracuse University.

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Thomas Robinson, M.D., M.P.H. is an Associate Professor of Pediatrics and of Medicine, in the Division of General Pediatrics and the Stanford Prevention Research Center at Stanford University School of Medicine. Dr. Robinson's research focuses on the development and evaluation of health promotion and disease prevention interventions for children and adolescents. His research is largely experimental, conducting school-, family- and community-based randomized controlled trials to test the efficacy and/or effectiveness of theory-driven behavioral and environmental interventions to prevent obesity, eating disorders, inactivity, diabetes, smoking and aggression, and to demonstrate causal associations between hypothesized risk factors and health outcomes.

Robinson's research is published widely in the peer-reviewed scientific literature. He received both his B.S. and M.D. from Stanford University and his M.P.H. in Maternal and Child Health from the University of California, Berkeley. Robinson joined the faculty at Stanford in 1993, was appointed Assistant Professor in 1996, and promoted to Associate Professor with tenure in

2003. He is currently the recipient of a Robert Wood Johnson Foundation Generalist Physician Faculty Scholar Award, a member of the Institute of Medicine's Committee on Prevention of Obesity in Children and Adolescents, a member of the American Academy of Pediatrics Task Force on Obesity, and is Principal Investigator on numerous prevention studies funded by the National Institutes of Health. Dr. Robinson also practices General Pediatrics and directs the Pediatric Weight Control Program at Lucile Packard Children's Hospital at Stanford.

MARVA SMALLS, M.A.

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Marva Smalls is Executive Vice President of Public Affairs and Chief of Staff for Nickelodeon, Nick at Nite, TV Land, Noggin and Spike TV. As Chief of Staff, Smalls is the chief administrative officer for the networks and their ancillary businesses, coordinating and directing financial resources, personnel and facilities for their New York, Los Angeles, Orlando and international offices. Smalls also manages and oversees meetings of the company's Executive Team, a strategic planning group comprised of the senior executives in charge of each network and line of business.

An established veteran in the public sector, Smalls oversees all of the pro-social and corporate responsibility initiatives for the networks and their relationships with advocates, government officials, educators, non-profit organizations and trade associations. Most recently, she helped launch *Let's Just Play*, a national multi-media campaign and grassroots effort with Boys & Girls Clubs of America to get kids more physically active and encourage more positive, healthy and playful lifestyles. She also spearheaded *The Big Help*, which, for more than nine years, encouraged and empowered more than 40 million kids to pledge more than 380 million hours of volunteer service to their communities.

Smalls has a Master's Degree in Public Administration and a Bachelor's Degree from the University of South Carolina. She serves on numerous boards of directors including the National Council for Families and Television, the Children Affected by AIDS Foundation, and Big Brothers - Big Sisters of America. She is also an active member of the Executive Leadership Council, an organization representing the top African-Americans in corporate America. Smalls is a frequent speaker on the topics of empowerment and mentoring, and she has received numerous awards for her work with and support of community-based projects aimed at improving the quality of life for children.

ELIZABETH VANDEWATER, PH.D.

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Elizabeth Vandewater's research focuses on the family ecology of children's media use and how family contexts and electronic media intersect to influence children's development. She is the Director of the Center for Research on Interactive Technology, Television and Children (CRITC) at the University of Texas. She is a Principal Investigator on a project examining electronic media use and children's well-being in the Panel Study of Income Dynamics (PSID) Child Development Supplement (CDS), a large-scale representative longitudinal survey. She is also the recipient (along with colleagues at Georgetown, Northwestern, UCLA and UT-Austin) of an NSF center grant to found the Children's Digital Media Centers (CDMC). The CDMC unites a national community of scholars, researchers, educators, policy-makers, and industry professionals in a community whose goal is to improve the media environment in which children live and learn.

Dr. Vandewater specializes in survey research methodology and causal modeling with latent variables. Dr. Vandewater is currently an Assistant Professor in Human Development and Family Sciences in the Department of Human Ecology at the University of Texas at Austin, and also serves on the advisory board of the CDS at the University of Michigan's Institute for Social Research. She received her Ph.D. in Psychology from the University of Michigan in 1994.

ELLEN WARTELLA, PH.D.

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Ellen Wartella is the Dean of the College of Communication at the University of Texas at Austin. During her tenure as dean, the College of Communication has established numerous initiatives and programs, including the Telecommunications and Information Policy Institute; the Knight Center for Journalism in the Americas; and the Annette Strauss Institute for Civic Participation.

Dr. Wartella is an active scholar who has written and edited several books on mass media effects on children and is the co-principal investigator on a five-year, multi-site research project titled *Children's Research Initiative: Children's Digital Media Centers*, funded by the National Science Foundation. As a consultant to the Federal Communications Commission, Federal Trade Commission and Congressional investigations of children and television issues, she has been an advocate for better programming for children.

Dr. Wartella earned her Ph.D. from The University of Minnesota in 1977 and completed her post-doctoral research in development psychology in 1981 at the University of Kansas. She serves on numerous boards, including the Board on Children, Youth and Families, part of the National Academies of Sciences; Sesame Workshop (formerly The Children's Television Workshop); the Center for Media Education; and the Children's Advertising Review Unit.