



**FOOD FOR THOUGHT:
Television Food Advertising to Children in the United States**

**Speaker Biographies and Contact Information
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SAM BROWNBACK, J.D.

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Senator Sam Brownback was born in Parker, Kansas and raised on a farm where his mother and father still live. In high school, he was state president of Future Farmers of America, in college, he was student body president at Kansas State University, and in graduate school he was president of his class at University of Kansas Law School.

Senator Brownback served as a White House Fellow in the first Bush Administration and was the youngest Secretary of Agriculture in Kansas history. When he was 38, he was elected to the House of Representatives with the Republican Revolution in 1994. In 1996, he was elected to the U.S. Senate seat held by Bob Dole.

Senator Brownback serves on the Appropriations, Judiciary, and Joint Economic Committees. He is the Ranking Member on the Joint Economic Committee, the Financial Services and General Government Appropriations Subcommittee, as well as the subcommittee responsible for the Constitution. He also serves on the Helsinki Commission on Security and Cooperation in Europe, co-chairs the Senate Cancer Coalition and the Human Rights Caucus, chairs the Senate Values Action Team, and is a founding member of the Senate Fiscal Watch Team.

Senator Brownback is currently focused on defending and promoting traditional marriage, building market- and consumer-based solutions to health care reform, and meaningful tax reform including an optional flat tax. He has worked hard to ensure that we confirm judges who will interpret the law and not legislate from the bench, to create a BRAC-like commission to review and terminate failed or completed federal programs, to protect and renew our American culture, and to defend human life. He is actively engaged in re-opening the U.S. beef trade in Asia, stopping genocide in Darfur, incentivizing drug companies to find cures to neglected diseases throughout the world, and spreading democracy and human rights in Iran and North Korea.

Over the years, Senator Brownback has been a radio broadcaster, attorney, teacher, administrator, and congressman. Senator Brownback and his wife Mary have five children.

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Walter Gantz is Professor and Chair of the Department of Telecommunications at Indiana University. His research interests focus on health communication, media use in everyday life, and the role of mediated sports in contemporary society. Professor Gantz has conducted massive content analyses on newscast coverage of health issues, newscast coverage of cancer (sponsored by the National Cancer Institute), public service announcements (PSAs), and children's advertising content. He also has conducted a number of surveys tapping into the uses and effects of the media. Professor Gantz's research has appeared in the Journal of Communication, Journal of Broadcasting & Electronic Media, Journalism Quarterly, Health Communication, European Journal of Communication, Journal of Applied Communication Research, Journal of Sport and Social Issues, and the Sociology of Sport Journal. He co-edited the book Desert Storm and the Mass Media and has contributed chapters to a number of books about media uses and effects. Professor Gantz received his bachelor's degree from Brooklyn College, a master's degree from the University of Michigan, and his doctorate from Michigan State University. Prior to joining the faculty at Indiana in 1979, he was on the faculty at the State University of New York at Buffalo.

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Nancy R. Green, Ph.D. is Vice President, Health and Wellness Policy and Nutrition Technology for PepsiCo. She coordinates PepsiCo's cross-divisional nutrition efforts supporting the PepsiCo Health and Wellness program and provides nutrition leadership in Health and Wellness Policy for PepsiCo. Dr. Green joined Tropicana in 1996 as Manager of Nutritional Sciences. In 1998, she became Director of Product Development and Nutritional Sciences and in 2002 she was named Vice President of Nutritional Products. In that role at Tropicana, Dr. Green was responsible for a number of nutritional advances including Pure Premium with Calcium and obtaining the heart health claim for orange juice. In 2004 she was named Vice President, Nutrition Technology for Quaker, Tropicana and Gatorade.

Prior to joining Tropicana, Dr. Green served as the Bruno Professor and Head, Department of Nutrition and Food Science at Auburn University from 1992-1996. Prior to 1996, she was Professor of Nutrition, Florida State University. She received her doctorate in nutrition from the University of Tennessee, Knoxville.

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Jackie Judd is Vice President and Senior Advisor for Communications at the Kaiser Family Foundation. She joined the Foundation in 2003 as a Senior Visiting Fellow. Ms. Judd's current responsibilities include program development for the Barbara Jordan Conference Center and Kaiser Network, international journalism training in the coverage of HIV/AIDS and providing strategic communication advice.

Ms. Judd is a former award-winning journalist. She was with ABC News for 16 years as a correspondent for "World News Tonight with Peter Jennings," "Nightline" and "Good Morning America." She also worked at National Public Radio on "Morning Edition" and "All Things Considered" and is 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 duPont 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. Ms. Judd received a bachelor's degree from American University in 1974.

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Dale Kunkel, Ph.D. is Professor of Communication at the University of Arizona. Dr. Kunkel has studied children and media issues from several perspectives, including television effects research as well as assessments of media industry content and practices, for more than 20 years. He is a former Congressional Science Fellow, and has testified as an expert witness on children's media issues at numerous hearings before the U.S. Senate, the U.S. House of Representatives, and the Federal Communications Commission. In 2005, Dr. Kunkel served on the National Academy of Sciences panel that issued a major report on the issue of food marketing to children and its contribution to childhood obesity. More recently, Dr. Kunkel has published studies on the topic of food marketing to children in leading scientific journals such as Health Communication and Journal of Nutrition Education and Behavior. He received his doctorate degree from the Annenberg School at the University of Southern California in 1984.

J. MICHAEL MCGINNIS, M.D., M.P.P.

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J. Michael McGinnis, M.D., M.P.P. is Senior Scholar at the Institute of Medicine (IOM) of the National Academy of Sciences, leading its initiative on evidence-based medicine. From 1999 to 2005, he served as Senior Vice President and founding Director of the Health Group, and as Counselor to the President, at the Robert Wood Johnson Foundation (RWJF). From 1977 to 1995, Dr. McGinnis held continuous appointments as Assistant Surgeon General, Deputy Assistant Secretary for Health, and founding Director, Disease Prevention and Health Promotion, through the Carter, Reagan, Bush and Clinton Administrations. Initiatives created and launched in his various capacities include: the Healthy People process on national health objectives, now in its 3rd decade; the U.S. Preventive Services Task Force (which produces the Guide to Clinical Preventive Services, now in its 3rd edition); the Dietary Guidelines for Americans (with USDA), now in its 6th edition; the RWJF Health & Society Scholars Program; the RWJF Young Epidemiology Scholars Program; and the RWJF Active Living family of programs.

Dr. McGinnis' international service includes appointments as field epidemiologist and State Coordinator for the World Health Organization's smallpox eradication program in Uttar Pradesh, India (1974-5); U.S.-Japan Leadership Fellow (1988-89); U.S. delegate to the World Health Assembly and to the World Food Program; Chair of the World Bank/European Commission Task Force on post-war reconstruction of the health sector in Bosnia (1995-6); and member of various international scientific panels. He is an elected member of the IOM, Fellow of the American College of Epidemiology, and Fellow of the American College of Preventive Medicine. Current and recent Board memberships include: Nemours Foundation Board of Directors; IOM Committee on Children's Food Marketing (Chair); NIH State-of-the-Science Panel on Multivitamins in Chronic Disease Prevention (Chair); Partnership for Prevention; Health Professionals Roundtable on Preventive Services (Chair); and Board of Directors of the United Way of the National Capital Area (Chair, Resource Development). Dr. McGinnis holds degrees in political science, medicine and public policy from Berkeley, UCLA and Harvard.

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C. Lee Peeler, Esq. is President and CEO of the National Advertising Review Council (NARC) and Executive Vice President, National Advertising Self-Regulation, Council of Better Business Bureaus (CBBB).

Mr. Peeler joined NARC on Sept. 11, 2006, following a distinguished 33-year career at the Federal Trade Commission (FTC), where he held a number of staff and management positions. From 1985 to 2001, he served as Associate Director of the Division of Advertising Practices. In 2001, he was named Deputy Director, Bureau of Consumer Protection.

In addition to his leadership roles at the FTC, Mr. Peeler led the United States' delegation to the consumer policy committee of the Paris-based Organisation for Economic Co-operation and Development and regularly met with

foreign government officials to discuss the United States' advertising regulatory system, including the importance of industry self-regulation.

He has spoken and testified widely on consumer protection issues including truth in advertising, consumer credit, electronic commerce, privacy and data security. Mr. Peeler received his bachelor's and J.D. degrees from Georgetown University.

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Vicky Rideout is a vice president at the Kaiser Family Foundation and director of the Foundation's Program for the Study of Entertainment Media and Health. Ms. Rideout oversees the Foundation's research agenda on media and children's health. She has directed numerous studies on topics such as: the amount of time children spend with various media; online food marketing to children; the role of media in childhood obesity; sexual content on television; the amount, placement, and subject matter of public service advertising on TV; media use among infants and toddlers; the impact of health-related television content on public awareness; parental opinions of TV and other media; families' use of media ratings and parental advisories; and teens' use of the Internet for health information. She has also conducted numerous focus groups among parents, children and teens regarding media.

Ms. Rideout's research has been published in the Journal of the American Medical Association, American Behavioral Scientist, and Health Affairs, and has been widely reported on in the popular press. She has testified on health and media in the U.S. Congress, the Institute of Medicine, the Federal Trade Commission, and the Federal Communications Commission, and has appeared as a guest on television and radio programs including Nightline, The Today Show, Talk of the Nation, Good Morning America, and The Early Show. She graduated with honors from Harvard University and received her master's from Syracuse University.

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Margo Wootan, D.Sc. is the director of nutrition policy at the Center for Science in the Public Interest (CSPI), one of the country's leading health advocacy organizations that specializes in nutrition and obesity. Dr. Wootan received her B.S. in nutrition from Cornell University and her doctorate in nutrition from Harvard University's School of Public Health. Dr. Wootan co-founded and coordinates the activities of the National Alliance for Nutrition and Activity (NANA) and is a member of the Steering Committee and the co-chair of the Policy Subcommittee for the National 5 A Day Partnership. She has coordinated and lead efforts to require trans fat labeling, expand the nutrition and physical activity program at CDC, require calorie labeling at fast-food and other chain restaurants, improve school foods, and reduce junk-food marketing aimed at children. Dr. Wootan has received numerous awards and is quoted regularly in the nation's major media.