



**THE "REALITY" OF HEALTH:
Reality Television and the Public Health**

**Speaker Biographies and Contact Information
October 18, 2006**

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David Bickham, Ph.D. is a Staff Scientist at the Center on Media and Child Health (CMCH) at Children's Hospital Boston and an instructor of pediatrics at Harvard Medical School. He recently co-authored a national youth survey with Harris Interactive titled *Body Image, Health, and Reality Television*. Dr. Bickham received his doctorate from the University of Texas at Austin in Human Development and Family Sciences. His research explores media as an environmental factor that can influence children's physical, psychological, social, and academic well-being. He is the author of numerous research articles and book chapters, including a publication entitled *Time Well Spent? Relating Television Use to Children's Free-Time Activities* that was the featured article in a recent issue of *Pediatrics*. The recent special issue of *Archives of Pediatric and Adolescent Medicine* addressing issues of media use and child health includes an article by Dr. Bickham entitled *Is Television Viewing Associated with Social Isolation?* Recently Dr. Bickham testified before a subcommittee of the Senate Judiciary Committee concerning the effects of violent video games and had his work featured in the *Washington Post*. More information about Dr. Bickham's and other research being conducted at CMCH is available at www.CMCH.tv.

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Peter Christenson, Ph.D., is Professor of Communication at Lewis and Clark College. His primary areas of research are health communication and the impact of media on children and adolescents, and he has published a variety of articles and book chapters on those subjects. He is co-author of *It's Not Only Rock & Roll--Popular Music in the Lives of Adolescents* (1998, with Donald Roberts), *Substance Use in Popular Movies and Music* (1999, with Donald Roberts and Lisa Henriksen), and *Substance Use in Popular Prime Time Television* (2000, also with Roberts and Henriksen). In 2004 Prof. Christenson completed a major report on the world of teen-oriented TV: *Prime Time Teens—Perspectives on the New Youth-Media Environment*. This project was funded by the W.T. Grant Foundation. Dr. Christenson received a B.A. from Dartmouth College and earned his Ph.D. in communication research from Stanford University.

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Lisa Hark, Ph.D., R.D., is a renowned family nutrition expert with over 20 years of experience in nutrition counseling and promoting the benefits of healthy eating in children and adults. As Director of the Nutrition Education and Prevention Program at the University of Pennsylvania School of Medicine in Philadelphia for the past 18 years, she is a leading nutrition educator of medical students and doctors. Recently, she was the host for season one of the new television series "*Honey, We're Killing the Kids*", which airs on TLC.

Dr. Hark graduated from Drexel University with a B.S. in nutrition and biology and completed a dietetic internship at Emory University's School of Medicine. She obtained her M.S. degree from the Institute of Human Nutrition at Columbia College of Physicians and Surgeons and a Ph.D. in education from the University of Pennsylvania.

Dr. Hark is the editor-in-chief of numerous books including *Medical Nutrition and Disease: A Case-Based Approach* (Blackwell Publishing), which is now in its 3rd edition and used in many medical schools, physician assistant, nursing and dietetic programs in the US and around the world. In 2004, she edited *Cardiovascular Nutrition: Disease Management and Prevention* (American Dietetic Association). In 2005 and 2006 she co-authored *Nutrition For Life* and *The Whole Grain Miracle Diet* (DK Publishing). Her current book, *The Complete Guide to Nutrition in Primary Care*, (Blackwell Publishing), will be released in 2007 and is aimed at primary care clinicians, nurses, physician assistants, and nutritionists.

Dr. Hark is a working mother and has first hand knowledge on how to combine a busy lifestyle with ensuring a healthy diet for her family. She currently resides in Philadelphia, Pennsylvania.

JACKIE JUDD

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Jackie Judd, an Emmy award-winning journalist, is a vice president and senior advisor for communications with the Kaiser Family Foundation. 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 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. She received a B.A. from American University in 1974.

EILEEN O'NEILL

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As executive vice president and general manager of Discovery Health Channel and FitTV, Eileen O'Neill oversees the strategic development and execution of programming and production strategies for both networks. She also manages the overall direction of the networks, interfacing with ad sales, marketing and affiliate sales to further develop the brand and create a unique environment for advertisers, operators and viewers. Ms. O'Neill continually reaches out to viewers by bringing to life extraordinary stories, including the Duggar Family's story -- an Arkansas couple who recently welcomed their 16th child into the world. She was responsible in making this international story a Discovery Health Channel exclusive. Also, Ms. O'Neill identified the unique medical examiner, Dr. Jan Garavaglia, and brought her real-life stories to the small screen in *Dr. G: Medical Examiner*, a series that continues to score record ratings.

Prior to her post as executive vice president, Ms. O'Neill served as senior vice president and general manager for Discovery Health Channel, developing and overseeing innovative programming and initiatives to extend the network's brand. Under her leadership, the network saw record ratings in all day-parts, including the strongest delivery ever during August 2005.

Ms. O'Neill's commitment to producing "TV That Matters" -- programming designed to both educate and entertain and make an impact on viewers lives -- is evident in the network's brand-extending annual initiatives, including *National Body Challenge* and *Birth Day Live!* In addition, she made Discovery Health Channel an information resource to raise awareness about the importance of organ donation.

In 2004, Ms. O'Neill brought the first-ever Discovery Health Channel Medical Honors to the nation's capital. This awards ceremony recognized national health and medical pioneers, placing an emphasis on the country's true heroes. Also, she introduced continuing medical education programming to the network, allowing medical professionals the opportunity to further their education through innovative and informative programming.

Previously, Ms. O'Neill was vice president of programming for Discovery Health Channel. In this role, she was responsible for overseeing the network's programming schedule, managing all network program acquisitions and supervising the network's programming budget. She joined Discovery Health Channel in May 1999 as director of programming.

VICTORIA RIDEOUT, M.A.

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Victoria Rideout, M.A., 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: media use by children and youth; the educational claims of media products for young children; the role of media in childhood obesity; the extent and nature of online food marketing to children; the amount, placement, and subject matter of public service advertising on TV; parental opinions of TV and other media; the health content of entertainment television; sexual content on television; parents' use of media ratings and advisories; and teens'

use of the Internet for health information. She has also conducted numerous focus groups among parents, children and teens regarding media, and created award-winning public service campaigns in partnership with television networks MTV, BET and UPN. Ms. Rideout's research has been published in the *Journal of the American Medical Association*, *Health Affairs*, and other peer-reviewed journals. She has also presented testimony at the U.S. Congress, the Institute of Medicine, the Federal Trade Commission, and the Federal Communications Commission. Ms Rideout graduated with honors from Harvard University and received her M.A. from Syracuse University.