

BIOGRAPHIES

GRETCHEN BERLAND, MD

Dr. Gretchen Berland is an internist and is currently a Clinical Instructor at the Yale University School of Medicine. Prior to joining the faculty at Yale, Dr. Berland was a Robert Wood Johnson Clinical Scholar at the UCLA School of Medicine and at RAND, a non-profit think tank that conducts a variety of research projects related to health issues. During that time, she designed and conducted a project that evaluated English and Spanish health information on the Internet. Dr. Berland received her medical degree from Oregon Health Sciences University and completed her Internal Medicine internship and residency at Washington University School of Medicine in St. Louis. Prior to her medical training, Dr. Berland spent 6 years at PBS (WGBH-NOVA and MacNeil/Lehrer Productions), working her way up from intern to producer. Her interest in public access to medical and scientific information dates back to her days as an undergraduate.

ESTHER DRILL

Esther Drill is Co-founder and Editor-in-Chief of gURL.com, the leading website for teenage girls, and a co-author of the best-selling book, *DEAL WITH IT! A Whole New Approach to Your Body, Brain and Life as a gURL*. A member of The International Academy of Digital Arts and Sciences (the organization behind The Webby Awards), she has been invited to speak on teenagers and new media issues at conferences, college campuses, and in a number of national news media outlets, including CNN “Talk Back Live,” NPR’s “Talk of the Nation” and “Loveline.”

TINA HOFF

Tina Hoff is Vice President for the Kaiser Family Foundation and Director of the Program on Public Health Information and Partnerships. She oversees the Foundation's public health education initiatives, including many of the Foundation's direct partnerships with media and other organizations, including *Nickelodeon*, *Univision*, *seventeen*, *Glamour*, *YM*, *Essence* and *Latina* magazines. Ms. Hoff also directs the Emerging Issues in Reproductive Health program, an ongoing series for journalists, and Talking with Kids about Tough Issues, a national effort to support parents. At the Foundation, Ms. Hoff has also worked on several large research projects including a landmark study, *Sex Education in America: A View from Inside the Nation's Classrooms*, a series of national surveys with educators, parents, and students about public secondary school sex education, as well as studies about public health knowledge and behaviors. She has also directed studies of media coverage of health and reproductive health issues, including content analyses of the sexual and reproductive health coverage in women's, men's, teen, and other specialty magazines, and a ten-year study of news coverage of HIV/AIDS.

ROBERT L. JOHNSON, MD, FAAP

Dr. Robert Johnson is Professor of Pediatrics and Psychiatry and Director of the Division of Adolescent and Young Adult Medicine at the New Jersey Medical School of the University of Medicine and Dentistry of New Jersey. His research focuses on adolescent physical and mental health, adolescent HIV, adolescent violence, adolescent fatherhood and risk prevention/reduction programs with specific emphasis on substance and alcohol abuse, sexuality and sexual dysfunction, male sexual abuse, suicide and AIDS. He currently serves on The Council on Graduate Medical Education, The Board of the Violence Institute of New Jersey and The Board of Health Care Services of the National Academy of Sciences. Dr. Johnson is a Fellow of the American Academy of Pediatrics. He has previously been a Member of the National Council of the National Institute of Mental Health, Member of the NIH AIDS Research Council, Member of the Institute of Medicine Committee on Unintended Pregnancy, Chair of the National Commission on Adolescent Sexuality, President of the New Jersey State Board of Medical Examiners and Chair of the Board of Advocates for Youth. Dr. Johnson has become a well-recognized spokesperson for the adolescent and adolescent issues. He yearly addresses many local, state, national and international audiences and frequently appears on television and radio. He has published widely, and conducts an active schedule of teaching, research and clinical practice at the New Jersey Medical School. Dr. Johnson's current book, *The Race Trap*, a Harper Collins Business Book, addresses the pitfalls commonly encountered in communications across the racial divide. His upcoming book *Strength for the Journey*, a guide for parents of African American teens will be published by Doubleday in the summer of 2002.

LEE RAINIE

Lee Rainie is the former managing editor of *U.S. News & World Report*. During his 12 years at the magazine, he edited in several departments including the magazine's online operations, its national news section, and its culture and trends section. Over the years, eight of the stories or special editions of the magazine that he edited were finalists for the National Magazine Award, the magazine industry's equivalent of daily journalism's Pulitzer Prize. Other stories that he has overseen have won the top prizes for education, science, health, environmental, and religious coverage. Mr. Rainie has appeared on numerous television news shows as an analyst and commentator on national affairs, including ABC-TV's "Nightline," CBS-TV's "48 Hours" and "Face the Nation," NBC-TV's "Meet the Press," each of the network's morning shows, and a variety of news and feature programs on cable TV.

VICKY RIDEOUT

Vicky Rideout is 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 launched public education campaigns with several media partners, including MTV, BET and UPN. The public service ads and full-length programming she helped develop have received numerous awards, including a Cine Golden Eagle, the Academy of Television Arts and Sciences' Ribbon of Hope Award, several Aegis Awards for advertising and two national Emmy Award nominations. 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, and the impact of television content on viewers. Prior to joining the Foundation, Ms. Rideout was the founding director of the Children & The Media program at the national children's advocacy group Children Now. A graduate of Harvard University with a master's degree from Syracuse University, Ms. Rideout also has 15 years of experience as a senior policy adviser and speechwriter to numerous government officeholders and political candidates.