

**KIDS & MEDIA @ THE NEW MILLENNIUM  
NOVEMBER 17, 1999**

**BIOGRAPHIES OF ROUNDTABLE PARTICIPANTS**

**Barrett Alexander**

Barrett Alexander is the Chief Executive Officer of Rogue Entertainment, Inc., a video-gaming company that produces unique and popular computer games. Mr. Alexander has been in the interactive entertainment industry for several years, and prior to joining Rogue Entertainment in June 1999 worked for id Software, Inc. Before that he served as an aircraft electronics technician in the United States Marine Corps, where his work was recognized with the Navy Achievement Medal. He also has a background as an administrative business manager and computer network engineer.

**Drew E. Altman, Ph.D.**

Drew Altman is President and Chief Executive Officer of the Henry J. Kaiser Family Foundation. One of the nation's largest private foundations devoted to health, the Foundation is a leading independent voice and source of research and information on health care in the United States. Since 1988, the Foundation has also operated a major program supporting efforts to develop a more equitable health system in South Africa. In 1991, Dr. Altman directed a complete overhaul of the Foundation's mission and operations, leading to the Foundation's unique standing and operating style today.

Dr. Altman is a former Commissioner of the Department of Human Services for the state of New Jersey (1986-1989). Prior to joining the Foundation in 1990, Dr. Altman was director of the Health and Human Services program at the Pew Charitable Trusts. He was a vice president of the Robert Wood Johnson Foundation from 1981 to 1986, and served in a senior position in the Health Care Financing Administration prior to joining the Johnson Foundation.

Dr. Altman received his Ph.D. in political science from the Massachusetts Institute of Technology, where he taught graduate courses in public policy. He did his post-doctoral work at the Harvard School of Public Health before moving on to public service. Dr. Altman is a leading expert on national health policy and publishes and speaks widely on health issues.

**Ken Auletta**

Ken Auletta has written the "Annals of Communications" column for *The New Yorker* magazine since 1992. His profiles have included Rupert Murdoch, Ted Turner, Michael Eisner and Michael Ovitz. Mr. Auletta is the author of seven books, including two national bestsellers – *Greed and Glory on Wall Street: The Fall of the House of Lehman* (1986), and *Three Blind Mice: How the TV Networks Lost Their Way*. His most recent book, *The Highwaymen: Warriors of the Information Superhighway*, is a collection of *New Yorker* profiles of the media figures who seek to dominate the information and communications revolution. He is a sought-after broadcast commentator on politics and media.

Prior to his staff position at *The New Yorker*, Mr. Auletta was a weekly political columnist at the *New York Daily News* from 1977 to 1993. He has also served as a staff writer and columnist for *The Village Voice*, a contributing editor at *New York* magazine, and as the chief political correspondent for the *New York Post*.

Mr. Auletta received a B.S. degree in education from the State University College at Oswego, New York, and an M.A. degree in political science from the Maxwell School of Citizenship and Public Affairs at Syracuse. In 1990, the State University of New York awarded him a Doctor of Letters.

**Jane Delano Brown, Ph.D.**

Jane Brown is a professor of undergraduate and graduate courses in mass communication theory and effects at the University of North Carolina-Chapel Hill. She received her B.A. in journalism from the University of Kentucky-Lexington and her M.A. and Ph.D. in mass communication research from the University of Wisconsin-Madison. She has been a visiting professor at the University of Michigan and the University of Wisconsin, and was a Fellow at the Gannett Center for Media Studies in New York.

Dr. Brown's research focuses on the mass media's effects on adolescents' health and how the media might be used to reduce unhealthy behaviors. She recently completed a project that evaluated anti-violence public service announcements created by the cable television industry and previously was co-investigator on a National Cancer Institute-funded project that designed and evaluated media campaigns aimed at keeping adolescents non-smokers. She is co-editor of the books *Media, Sex and the Adolescent* and *The Media, Social Science and Social Policy for Children* and the author of numerous articles in academic journals.

**Chuck D**

Chuck D is leader and co-founder of the popular and controversial rap group Public Enemy, a band that shook up the music establishment and earned several gold and platinum recordings. In 1999 the group became the first major act to release a record on the Internet, *There's A Poison Going On*, which was available for fans to download before the album was in the stores.

In addition to working with his band, Chuck D recently launched a Web site for the hip-hop community called Rapstation. It features interviews with some of the genre's most exciting stars as well as pieces on politics, racism and current events. Chuck D is also a commentator for the FOX News Channel and has contributed his time and talent to numerous public service organizations, including "Rock the Vote," the National Urban League, the National Association of African-American Athletes, and the Partnership for a Drug-Free America. He also has authored his first book, *Fight the Power: Chuck D on Rap, Race and Reality*, and is a frequent guest on the TV shows *Politically Incorrect* and *Nightline*.

**Christina Ferrari**

Christina Ferrari was hired by Time Inc. in 1997 to develop a new magazine based on the successful *People* magazine. As managing editor, she launched *Teen People* in February 1998. It quickly became one of the most successful launches in Time's history. By the fourth issue, the magazine sold one million copies on newsstands alone. *Teen People* was named Launch of the Year for 1998 by Media Industry Newsletter, and Ms. Ferrari was named Editor of the Year in 1998 by *Advertising Age*. She was selected as one of "New York's Forty Rising Stars Under Forty" by *Crain's New York Business*.

Ms. Ferrari is sought out as a teen and celebrity expert and has appeared on many national TV shows, including *Dateline*, *Good Morning America* and *Entertainment Tonight*. Before coming to Time, she was editor-in-chief of *YM*, one of the largest magazines for young women in the country. The publication set newsstand sales records under her leadership. Ms. Ferrari has also worked at *Redbook*, *McCall's*, *Self* and *Parenting* magazines. She is a graduate of the University of California at Berkeley.

**Tom Freston**

Tom Freston is Chairman and Chief Executive Officer of MTV Networks. He oversees the management of the company, which owns and operates several television programming networks – MTV: Music Television, MTV2, VH1, Nickelodeon/Nick at Nite and TV Land, as well as The Suite from MTV Networks, a package of music and children's programming services specifically designed for the digital universe. MTV: Music Television can now be found in almost 300 million of the world's television households in 83 territories. Nickelodeon, already the highest rated basic cable network in the United States, can now be seen in over 300 million households around the world.

Under Mr. Freston's leadership, MTV Networks also established MTV Networks Online, a portfolio of leading Internet properties built to address the interests of today's music fan and Internet-savvy kid. The music sites include MTV.com, VH1.com, SonicNet and the soon-to-be-launched "Buggles Project" (working title). In addition, MTV networks now includes movies, a major animation studio, and consumer products including magazines, books, toys and home videos. Mr. Freston earned his B.A. from St. Michael's College and holds an M.B.A. from New York University.

**Jeff Greenfield**

Jeff Greenfield joined CNN in January 1998, and is co-anchor and senior analyst for the network's flagship newscast, *The World Today*, as well as co-anchor of the Sunday evening program *CNN & TIME*. He also serves as a senior analyst for CNN's *Inside Politics* and the network's election coverage.

Prior to joining CNN, Mr. Greenfield was ABC News' political and media analyst for 14 years. He appeared regularly on *Nightline* and served as an essayist on *World News Sunday*. During political seasons, his reports from convention floors and his election night analyses were a regular feature of ABC's campaign coverage. He also has covered media stories ranging from the growth of cable television to the transition to digital television. He has garnered a number of awards, including three Emmys.

In addition to his work on television, Mr. Greenfield writes a column for *Time* magazine, has contributed articles for *The New York Times Magazine*, *Esquire* and *National Lampoon*, and is the author or co-author of nine books, including *Television: The First 50 Years* and *The Real Campaign*. He has a bachelor's degree from the University of Wisconsin and a bachelor of legal letters degree from Yale Law School.

**Alan C. Kay, Ph.D.**

Alan Kay is a Disney Fellow and Vice President of Research and Development with the Walt Disney Company. He is best known for the idea of personal computing, the conception of the laptop computer, and his historic work designing the forerunner to the Internet. His deep interests in children and education were the catalysts for these ideas.

One of the founders of the Xerox Palo Alto Research Center, Dr. Kay led one of the several groups that together developed modern workstations (and the forerunners of the Macintosh), the overlapping window interface, Desktop Publishing and Laser printing. Prior to his work at Xerox, Dr. Kay was a member of the University of Utah ARPA research team that developed 3-D graphics. He earned his doctorate there in 1969 for the development of the first graphical object-oriented personal computer. He also participated in the original design of the ARPANet, which later became the Internet.

Dr. Kay has received numerous honors and has been elected a Fellow of the American Academy of Arts and Sciences, the National Academy of Engineering, and the Royal Society of Arts. A former professional jazz guitarist, composer and theatrical designer, he is now an amateur classical pipe organist.

**Jamie Kellner**

Jamie Kellner is Chief Executive Officer of The WB Television Network. He has built two broadcast television networks (FOX and The WB) and two successful children's programming divisions (FOX Children's network and Kids' WB!), and created the first network-affiliated local cable television station (FOX Net).

Prior to founding The WB, Mr. Kellner served as president and chief operating officer of the FOX Broadcasting Company. For eight years he managed the birth and growth of FOX into a legitimate competitor to the big three networks – the first successful effort in 30 years to establish a new broadcast television network. Mr. Kellner left FOX in 1993 and formed The WB Television Network, a joint venture between Warner Brothers, the Tribune Company and Mr. Kellner. In four years, The WB has established itself as a branded network targeted to young adults and teens with hit programs such as *Felicity*, *Dawson's Creek* and *Buffy the Vampire Slayer*.

**William E. Kennard**

Bill Kennard is the first African-American chairman of the Federal Communications Commission (FCC). His goals as chairman include making sure that all Americans have access to the technologies that are driving our economy and shaping our society, and protecting consumers in the telecommunication marketplace.

Mr. Kennard was sworn in as Chairman of the FCC in November 1997. A native of Los Angeles, he graduated from Stanford University and received his law degree from Yale Law School in 1981. Before becoming chairman, Mr. Kennard was the FCC's General Counsel, the Commission's principal legal advisor and representative in court. Prior to joining the FCC, Mr. Kennard was a partner and member of the board of directors of the Washington, D.C. law firm of Verner, Lipfert, Bernhard, McPherson, and Hand.

**Rebecca Odes**

Rebecca Odes is co-founder and Creative Director of gURL.com, a leading website for teenage girls launched in 1996. According to a report from Media Metrix, gURL.com has 900,000 unique monthly visitors, making it the largest online teen-girl website. Through honest writing, visuals and a liberal dose of humor, gURL seeks to provide its audience with a new way of looking at subjects that are crucial to their lives. gURL deals frankly with issues such as sexuality, emotions and body image.

Ms. Odes has also co-authored and illustrated *DEAL WITH IT! A whole new approach to your body, brain, and life as a gURL*, published in September 1999. A full-color, comprehensive resource for adolescents and beyond, *DEAL WITH IT!* incorporates excerpts from gURL.com's online community and provides options for dealing with a wide range of sensitive issues facing teenage girls today.

Ms. Odes holds a master's degree from New York University and is a graduate of Vassar College. In her pre-gURL life, she was an indie-rock recording artist.

**Neil Postman, Ph.D.**

For the past 35 years Neil Postman has taught at New York University (NYU), where he is the Paulette Goddard Professor of Media Ecology and Chair of the Department of Culture and Communication. Dr. Postman is the author of 20 books including *Teaching as a Subversive Activity* (with Charles Weingartner), *The Disappearance of Childhood*, *How to Watch Television News* (with Steve Powers) and *Amusing Ourselves to Death*. His articles have appeared in *The New York Times Magazine*, *The Atlantic*, *The Saturday Review*, *The Washington Post*, the *Los Angeles Times* and *Le Monde*. He is on the editorial board of *The Nation* magazine.

In 1986, the National Council of Teachers of English gave Dr. Postman the George Orwell Award for Clarity in Language. In the spring of 1991, he was the Lawrence Lombard Visiting Professor of The Press and Public Policy at the John F. Kennedy School of Government at Harvard University. He was appointed a University Professor in 1993, a unique honor held by only 10 professors at NYU. Dr. Postman received his doctoral degree from Columbia University in 1958.

**Vicky Rideout**

Vicky Rideout is the director of the Kaiser Family Foundation's *Program on the Entertainment Media and Public Health*, which works to promote accurate depictions of public health issues in the entertainment media. At the foundation, Ms. Rideout has overseen studies of television content and organized briefings for television writers and producers on public health issues. She directed and is a co-author of the *Kids & Media @ The New Millennium* report. Among other foundation studies she has directed are the biennial report on sex on TV and studies of the V-Chip ratings system. Prior to joining the Foundation, Ms. Rideout was the founding director of the Children & The Media Program at 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.

**Donald F. Roberts, Jr., Ph.D.**

Donald Roberts is a professor of communication at Stanford University and the co-author of the *Kids & Media @ The New Millennium* study with the Kaiser Family Foundation. At Stanford since 1970, Dr. Roberts has published and spoken widely on the impact of media on children and teens. His research has examined a variety of subjects including whether media influences young people's risky behavior, the effect of television advertising on children, and the role of music in teens' lives. His publications include his book, *It's Not Just Rock and Roll: Popular Music in the Lives of Adolescents* (with Peter Christenson), published in 1998. Dr. Roberts also has served as a consultant to numerous government agencies and corporations, including the Federal Trade Commission, the Centers for Disease Control, the Disney Channel and Nickelodeon.

Dr. Roberts received his bachelor's degree from Columbia University, his master's degree from the University of California at Berkeley, and his doctorate from Stanford University.

**Joel Schumacher**

Writer/director Joel Schumacher has become one of America's leading filmmakers. In 1996, he brought moviegoers the biggest domestic box office hit of the year, *Batman Forever*. Prior to that, he directed the critically acclaimed hit version of the John Grisham novel, *The Client*, starring Susan Sarandon and Tommy Lee Jones. In 1996, he directed the highly successful adaptation of another Grisham novel, *A Time To Kill*. His films range from adventure-fantasy to thrillers to comedy.

Mr. Schumacher studied design and display at Parsons School of Design in New York, and began his career in the entertainment industry as an art director for television commercials before becoming costume designer for such notable films as Woody Allen's *Sleeper* and *Interiors* and Paul Mazursky's *Blume In Love*. In addition to directing, he has written the screenplays for several films including *Car Wash* and *St. Elmo's Fire* (with Carl Kurlander). In all, he has directed or written more than 20 films.

**Deborah Tang**

Deborah Tang is Vice President of News, Public Affairs and Sports for Black Entertainment Television. Ms. Tang has been with BET since 1986, and was promoted to Vice President in 1992. At BET, Ms. Tang created *BET News*, the first Black national cable news program, as well as *For Black Men Only*, a male-oriented discussion show, and *BET Tonight with Tavis Smiley*. She also oversees the network's children's programming.

Prior to joining BET, Ms. Tang served as a producer for *The Charlie Rose Show*, and has also held producing positions at the ABC, FOX and PBS affiliates in the Washington, D.C. area. She has received an Emmy Award for the special *The KKK in Washington* at WJLA, and was nominated for an Emmy for her network's interview with O.J. Simpson, his first national interview after his trial. She has won three NAACP Image Awards while at BET for the *BET News* "Ron Brown Special," *Teen Summit's* "It Takes A Village," and *Teen Summit's* "Don't Kid Yourself... Teen Pregnancy Is No Joke." A native of Chicago, Ms. Tang resides in the Washington, D.C. area.

**Malcolm-Jamal Warner**

Malcolm-Jamal Warner is best known for his portrayal of Theo Huxtable, the teenager he played for eight years on *The Cosby Show*, one of television's most successful sitcoms. After that long run, he went on to star in the comedy series *Here & Now*. He currently stars as Malcolm McGee in the UPN comedy series, *Malcolm & Eddie*, where he also is a resident director. Mr. Warner has starred in several high-profile HBO telefilms, including *The Tuskegee Airmen* and *Tyson*, and made his feature film debut in 1994 as Wesley Snipes' brother in *Drop Zone*.

Mr. Warner has been involved in several television efforts looking at problems facing young people today. He has hosted programs such as *Kids Killing Kids* and *Black and White TV: A History of African-Americans in Television*, and directed and produced the AIDS awareness video *Timeout: The Truth about HIV, AIDS and YOU*, with Magic Johnson and Arsenio Hall. The video earned Mr. Warner an NAACP Key of Life Image Award.

Mr. Warner also has directed music videos, formed a jazz funk band called Miles Long and has become a favorite on the fast-growing spoken-word circuit with his performance poetry.