



# Zero to Six

ELECTRONIC MEDIA  
IN THE LIVES OF  
INFANTS, TODDLERS,  
AND PRESCHOOLERS

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## **Biographies and Contact Information**

### **DREW ALTMAN, PH.D.**

President and CEO  
Henry J. Kaiser Family Foundation  
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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 1987, 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 operating style, leading to the Foundation's standing today as a leader in health policy and communications.

Dr. Altman is a former Commissioner of the Department of Human Services for the state of New Jersey under Governor Tom Kean (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 in the Carter administration.

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.

### **DEBORAH A. FORTE**

President of Scholastic Entertainment Inc.  
Scholastic Inc.  
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Deborah Forte became head of Scholastic Entertainment in 1995. Scholastic Entertainment is the only full-scale, global media, branding and merchandising division in the children's publishing industry to successfully create, develop, produce, and market children's brands for the global media marketplace. The Scholastic Entertainment division comprises Scholastic

Productions, Scholastic Consumer Products, and Scholastic Brand Management, and represents the Company's worldwide media, feature film, television and consumer products businesses. In addition, Ms. Forte oversees interactive media, which includes software, software clubs and Weston Woods Studios. Ms. Forte is responsible for managing Scholastic Entertainment and serves as SEI's lead creative and business executive.

Ms. Forte is an award-winning producer of children's media, including movies, television programming, CD-ROMs and Internet sites, and a leading marketer of children's brands. She has executive produced over 300 productions, including: the top-rated Clifford The Big Red Dog® on PBS KIDS, and the new spin-off series, Clifford's Puppy Days™, which premiered on PBS KIDS in September 2003; Scholastic's Emmy Award-winning series, The Magic School Bus®; Goosebumps®; and The Baby-sitters Club®. Television shows produced by Ms. Forte have won more than 100 awards, and the CD-ROMs and websites currently managed under her direction have won dozens of awards including the Parent's Choice and the Webby for best kid's site.

Prior to coming to Scholastic, Ms. Forte created and headed the specialty sales and marketing group of The Viking Press and Penguin Books. Ms. Forte serves on the boards of the American Center for Children and Media and the Children's Museum of Manhattan and is a member of the National Academy of Television Arts and Sciences.

#### **JACKIE JUDD**

Senior Visiting Fellow  
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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 is 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.

**GARY KNELL, J.D.**

President and CEO  
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Gary Knell leads the non-profit educational organization Sesame Workshop in its mission to create innovative, engaging content that maximizes the educational power of all media to help children reach their highest potential. In his role, Mr. Knell has been instrumental in focusing the organization on Sesame Street's global mission, including groundbreaking co-productions in South Africa, Russia, China and Egypt. He leads over 300 producers, researchers and other talented professionals in a variety of media applications, including television, print, online and radio.

Previously, Mr. Knell was Managing Director of Manager Media International, a print and multimedia publishing company based in Bangkok, Hong Kong, and Singapore. In this capacity, he oversaw the development of the monthly business magazine *Asia Inc.*, the daily Asian-based newspaper *Asia Times*, and several trade publications. He also has served as Senior Vice President and General Counsel at WNET/Channel 13 in New York, was Counsel to the U.S. Senate Judiciary and Governmental Affairs Committees, and worked in the California State Legislature and Governor's Office. Mr. Knell is a member of the Council on Foreign Relations and a participant in the Aspen Institute Forum on Communications and Society. He also serves on the Board of Governors of the American Center for Children and Media. Mr. Knell holds a Doctorate of Jurisprudence from Loyola University School of Law, and a Bachelor of Arts in Political Science and Journalism from the University of California at Los Angeles.

**MATTHEW MELMED, J.D.**

Executive Director  
Zero to Three  
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Matthew Melmed has served as Executive Director of Zero to Three: National Center for Infants, Toddlers and Families since January 1995. Zero to Three is the nation's leading resource on the first three years of life. Mr. Melmed has significantly expanded the organization's capacity to promote the healthy development of our nation's infants and toddlers by supporting and strengthening families, communities, and those who work on their behalf. He is committed to translating what we *know* into what we *do* for infants, toddlers and families.

During his tenure, Zero to Three has established the Early Head Start National Resource Center to provide training and technical assistance to the over 700 newly established Early Head Start programs nationwide. Zero to Three has also created the Center for Program Excellence to support leaders of programs that work with expectant parents, infants, toddlers and families to ensure they are thoughtfully designed, well managed, and staffed with knowledgeable and dedicated personnel. Under Mr. Melmed's leadership, the organization has initiated a national public awareness campaign for parents, forged strong partnerships with corporate partners and launched two leadership development initiatives: *Leaders for the 21st Century* and the *State Early Childhood Policy Leadership Forum*.

Prior to joining Zero to Three, Mr. Melmed served for 13 years as Executive Director of the Connecticut Association for Human Services. He is a Phi Beta Kappa graduate of Harpur College, S.U.N.Y Binghamton, where he graduated with highest honors. He received his Juris Doctor degree from the Faculty of Law and Jurisprudence at S.U.N.Y. Buffalo. Mr. Melmed serves as Chairman of the Board of the Food Research and Action Center, the nation's leading domestic anti-hunger policy organization, and is on the Board of Directors of the *I Am Your Child Foundation*.

**ALVIN POUSSAINT, M.D.**

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Alvin Poussaint is Director of the Media Center of the Judge Baker Children's Center in Boston. He is also a Professor of Psychiatry and Faculty Associate Dean for Student Affairs at Harvard Medical School. He is co-author, with James Comer, of *Raising Black Children*, 1992 and co-author, with Amy Alexander, of *Lay My Burden Down*, 2000. In 1997, he received a New England Emmy award for Outstanding Children's Special as co-executive producer of *Willoughby's Wonders*.

Dr. Poussaint is an expert on race relations in America, the dynamics of prejudice, and issues of diversity as our society becomes increasingly multicultural. In addition, he is active in consulting to the media on a wide range of social issues. He is concerned with media images and issues regarding the needs of children and the changing family, and has been active in the national TV rating and V-chip discussions. He is a strong proponent of non-violent parenting and parenting education. Dr. Poussaint was a script consultant to NBC's *The Cosby Show* and continues to act as a consultant to the media as an advocate of more responsible programming.

Born in East Harlem, Dr. Poussaint attended Columbia and received his MD from Cornell in 1960. He took postgraduate training at UCLA Neuropsychiatric Institute, where he served as Chief Resident in Psychiatry in 1964-65. From 1965 to 1967, he was Southern Field Director of the Medical Committee for Human Rights in Jackson, Mississippi, providing medical care to civil rights workers and aiding in the desegregation of health facilities throughout the South. In 1967, Dr. Poussaint joined the Tufts Medical School faculty as director of a psychiatry program in a low-income housing development. Joining Harvard in 1969, Dr. Poussaint was Director of Student Affairs at the medical school from 1975-1978. He is a distinguished life fellow of the American Psychiatric Association, a fellow of the American Association for the Advancement of Science, a member of the American Academy of Child & Adolescent Psychiatry, and a fellow of the American Orthopsychiatric Association. He has received numerous awards and is the recipient of many honorary degrees.

**MICHAEL RICH, M.D., MPH**

Pediatrician, Children's Hospital Boston  
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Michael Rich is director of the recently launched Center on Media and Child Health at Harvard University. Dr. Rich is a member of the American Academy of Pediatrics Committee on Public Education, where he helped author the Academy's four policy statements on media and child health. He has presented testimony on media and child health to a variety of legislative bodies including the U.S. Congress. Cognizant of the potency of the image and of the primacy of mass media as a source of information and influence, Dr. Rich has studied the effects of popular entertainment media - television, movies, music, video games - on the physical and mental health of young people. His research has included content analyses of music videos as well as studies on the status of media education in pediatric and child psychiatry residency programs. Dr. Rich has also explored ways that media can be implemented to improve the health of young people. For example, he wrote and co-produced an engaging and humorous video starring Danny DeVito called "Relieve the Squeeze," designed to help children with asthma take control of their disease.

Prior to earning his medical degree, Dr. Rich was a theater director, a Filmmaker-in-Residence at the Robert Flaherty Study Center, a screenwriter, an assistant director to Akira Kurosawa on *Kagemusha* (1980), and director of a PBS documentary on the artist Isamu Noguchi. He is also an avid mountain climber (he spent two months living in a snow cave on Mt. McKinley) and scuba diver. He graduated from Pomona College in 1977 and Harvard Medical School in 1991, and received his Master's in Public Health at Harvard School of Public Health. Currently, Dr. Rich is an Assistant Professor of Pediatrics at Harvard Medical School and an Instructor of Public Health Practice at the Harvard School of Public Health. He sees patients in the Adolescent/Young Adult Clinic at Children's Hospital Boston and at Bentley College in Waltham, Massachusetts. He is board-certified in both Pediatrics and in Adolescent Medicine.

**VICTORIA RIDEOUT, M.A.**

Vice President  
Director, Program for the Study of Entertainment Media and Health  
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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.

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. 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.

**LAURA WENDT, M.A.**

Senior Vice President, Research and Planning  
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Laura Wendt is presently responsible for overseeing research and planning activities for Nickelodeon, Nick-at-Nite, TV Land, Spike TV and Noggin. She oversees all facets of research for the entertainment brands and properties under the Nickelodeon Networks umbrella (magazines, movies, licensing and merchandising, etc.) including market research, ratings research and advertising sales research. Prior to this role, Ms. Wendt spent four years in London, England, with two years spent as Vice President of Research for Nickelodeon International and two years as Managing Director of Research for Frank N. Magid Associates Ltd., a research and consulting company for the entertainment industry. Her international experience began at Turner Broadcasting Sales Inc., supporting the CNN International, Cartoon Network International and TNT International sales divisions with impactful sales research.

Ms. Wendt has also worked at HBO/Cinemax and Comedy Central in various research capacities. She began her career with MTV Networks in 1985 as an intern from New York University. She holds a Masters of Arts from the New School.

**ELIZABETH VANDEWATER, PH.D.**

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Director, Center for Research on Interactive Technology  
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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, the largest and most comprehensive communication college in the country. Under Dean Wartella's leadership, the College has become one of the most sought after UT Colleges among prospective students; the College's endowment has more than doubled; and College faculty, departments and programs have achieved national recognition for excellence. 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 with ties to higher education, the industry and public policy through her research on the effects of media on child development. She 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. Prior to becoming dean Dr. Wartella was a University Scholar and Research Professor at the Institute of Communications Research at the University of Illinois at Urbana-Champaign. She also taught in the Department of Communication at The University of California, Santa Barbara and in the Department of Communication at Ohio State University.