



## GENERATION M<sup>2</sup>: MEDIA IN THE LIVES OF 8- TO 18-YEAR-OLDS

### Event Biographies and Contact Information January 20, 2010

#### **LINDA BURCH**

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Linda Burch is a co-founder and Chief Education and Strategy Officer of Common Sense Media, a nonprofit organization dedicated to improving the media lives of kids and families. She leads Common Sense Media's education efforts, program, and strategy development and has been the architect of the organization's digital media strategy. Previously, she was Senior Vice President of Business Development and Corporate Planning at SyStemix, a biotechnology start-up that she helped build and then sell to Novartis. From 1985 to 1990, Ms. Burch was a strategic management consultant at McKinsey & Company in New York, where she served healthcare and consumer-product companies. Prior to that she spent five years in investment banking at Bear Stearns and Merrill Lynch, where she negotiated joint ventures between U.S. technology companies and the People's Republic of China. Ms. Burch received her M.B.A. from Stanford University and her bachelor's degree from Yale. She has two kids who love media almost as much as they love being out of doors.

#### **STEPHEN FRIEDMAN**

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Stephen Friedman is General Manager of MTV: Music Television, the leading multimedia brand for youth and the #1 rated full-day ad-supported cable network for teens and young adults for the past 18 consecutive years. In this position, he oversees the long-term planning and day-to-day operations, strategy and management of MTV and all its screens including: MTV2, mtvU, MTV Tr3s, MTV.com, MTV Hits and MTV Jams.

Since being named General Manager of MTV in 2008, Mr. Friedman has led the charge to transform MTV into the cultural home of the millennial generation. He is spearheading a reinvention of the brand and a new programming strategy that speaks directly to this generation. Under his leadership, MTV has

premiered a number of hits and critically acclaimed series including, “16 and Pregnant,” “Teen Mom,” and “The Buried Life.” MTV also produced two of television’s biggest moments of 2009 with the highest-rated Video Music Awards in four years seen by nearly 27 million viewers, and the best-rated MTV Movie Awards in five years. Throughout his tenure, Mr. Friedman has continued the network’s strong commitment to pro-social initiatives with the recently launched “A Thin Line” campaign to combat digital abuse among young people.

Previously, Mr. Friedman was the General Manager and Executive Vice President of mtvU, MTV Networks’ channel dedicated to college students and college life on-air, online and on campus. With Mr. Friedman’s leadership, the network’s distribution grew more than 70% and advertisers quintupled. Mr. Friedman also launched mtvU’s Sudan Campaign to fight the genocide in Darfur, which has been honored with two Emmy awards, including the 2006 Governors Award – the highest honor bestowed by the Academy of Television Arts and Sciences. mtvU also created the *Half of Us* campaign under Mr. Friedman’s guidance, to raise awareness about the prevalence of mental health issues on campus and connect students to the appropriate resources. The campaign was honored with a George Foster Peabody Award.

Mr. Friedman joined MTV in 1998 when he was hired by Judy McGrath – now CEO of MTV Networks – to found MTV’s department of Strategic Partnerships and Public Affairs. During his tenure, he created the Emmy Award-winning *Fight For Your Rights (FFYR)* campaigns and managed the *Choose or Lose* campaign.

Before joining MTV, Mr. Friedman served as a Director for the PEN American Center (the international writers’ human rights organization). Mr. Friedman currently serves on the Advisory Board of Hollywood, Health and Society (Partnering Entertainment, Education and the CDC). He holds a B.A. with Honors from Wesleyan University.

## **JULIUS GENACHOWSKI**

Chairman

Federal Communications Commission

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Julius Genachowski was nominated by President Barack Obama as Chairman of the Federal Communications Commission on March 3, 2009, and sworn into office on June 29, 2009.

Chairman Genachowski has two decades of experience in public service and the private sector. Prior to his appointment, he spent more than 10 years working in the technology industry as an executive and entrepreneur. He co-founded LaunchBox Digital and Rock Creek Ventures, where he served as Managing Director, and he was a Special Advisor at General Atlantic. In these capacities, he worked to start, accelerate, and invest in early- and mid-stage technology and other companies. From 1997-2005, he was a senior executive at IAC/InterActiveCorp, a Fortune 500 company, where his positions included Chief of Business Operations and General Counsel.

Chairman Genachowski’s public service spanned broadly across government. His confirmation as FCC Chairman returns him to the agency where, from 1994 until 1997, he served as Chief Counsel to FCC

Chairman Reed Hundt, and, before that, as Special Counsel to then-FCC General Counsel (later Chairman) William Kennard. Previously, he was a law clerk at the U.S. Supreme Court for Justice David Souter and Justice William J. Brennan, Jr. (ret.) and at the U.S. Court of Appeals for the D.C. Circuit for Chief Judge Abner Mikva. Chairman Genachowski also worked in Congress for then-U.S. Representative (now Senator) Charles E. Schumer (D-N.Y.), and on the staff of the House select committee investigating the Iran-Contra Affair.

Chairman Genachowski has been active at the intersection of social responsibility and the marketplace. He was part of the founding group of New Resource Bank, which specializes in serving the needs of green entrepreneurs and sustainable businesses, and has served on the Advisory Board of Environmental Entrepreneurs (E2). He also served as a board member of Common Sense Media, a leading non-partisan, non-profit organization seeking to improve the media lives of children and families.

The Chairman received a J.D. from Harvard Law School (magna cum laude), where he was co-Notes Editor of the Harvard Law Review. He received a B.A. from Columbia College (magna cum laude), where he was Editor of Columbia Spectator's Broadway Magazine, re-established Columbia's oldest newspaper (Acta Columbiana), and was a writer and researcher for Fred Friendly. He was also a certified Emergency Medical Technician who served on the Columbia Area Volunteer Ambulance, and taught cardiopulmonary resuscitation (CPR).

Chairman Genachowski, a son of immigrants, is married to Rachel Goslins and has three children.

### **JACKIE JUDD**

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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 developing multi-media content for Kaiser Health News and the Foundation, overseeing the Foundation's video production unit and the information technology group, and serving as a technical advisor to the Foundation's international broadcast partners in the development of news content.

Ms. Judd is a former long-time broadcast journalist covering a range of issues including politics, health care policy and Congress. She was with ABC News for 16 years as a correspondent for "World News Tonight with Peter Jennings," "Nightline" and "Good Morning America." At National Public Radio, she was a news anchor and co-host on "Morning Edition" and weekend "All Things Considered." Ms. Judd is also a former CBS News Radio correspondent. Her honors include National Emmy awards, an Edward R. Murrow Award, the Joan Barone Award, the David Bloom Award, a duPont Award, a commendation from Women in Radio and Television for a series on women's health issues; and an Overseas Press Club Citation of Excellence. She received a bachelor's degree from American University and serves on the Dean's Advisory Committee at A.U.'s School of Communication and the Board of Rebuilding Together in Washington, D.C.

**MICHAEL RICH, M.D., M.P.H.**

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Dr. Michael Rich, Associate Professor of Pediatrics at Harvard Medical School and Associate Professor of Society, Human Development, and Health at Harvard School of Public Health, came to medicine after a twelve-year career as a filmmaker (including serving as assistant director to Akira Kurosawa on *Kagemusha*).

His current areas of health research and clinical work bring together his experience and expertise in medicine and media, making him the world's first "Mediatrician." In this role, he uses scientific evidence about the powerful positive and negative effects of media to advise children and those who care for them on how to use media in ways that optimize their development.

Graduating from Pomona College where he double majored in English and Film in 1977, he attended Harvard Medical School (M.D., 1991) and Harvard School of Public Health (M.P.H., 1997). Bringing his media expertise to bear on the issue of child health, Dr. Rich developed and directs [Video Intervention/Prevention Assessment \(VIA\)](#), a research methodology in which patients who share a medical diagnosis or health risk factor make video diaries of their lives, visual illness narratives that are studied for factors in their day-to-day activities and environments that contribute to their condition. Based on studies using VIA to research how kids really experience asthma and obesity, Dr. Rich has authored numerous papers, including the first video-illustrated research paper ever published by *Pediatrics*.

Dr. Rich received the New Investigator Award from the Society for Adolescent Medicine for his development of VIA and the research resulting from it. He received five years of funding from the National Institute of Child Health and Human Development (NICHD) to further refine the VIA method in a longitudinal study of young people with disabling conditions as they transition to the adult health care system. In addition, Dr. Rich wrote and co-produced "Relieve the Squeeze," a short film starring Danny DeVito and Nia Long that used humor and drama to educate and empower children and adolescents to take control of asthma.

Dr. Rich has established a reputation for investigating the negative health effects of media exposure, having authored research papers examining the portrayals of interpersonal violence and substance use in music videos, and chapters in key texts. He has been elected a member of the prestigious Society for Pediatric Research, a Fellow of the Society for Adolescent Medicine, and a Fellow of the American Academy of Pediatrics (AAP). He has authored practice policy for the AAP membership on media issues, including policy statements on media violence and a well-publicized 1999 AAP policy statement on media education as a public health intervention. Dr. Rich has served on the Editorial Board of *Pediatrics*, and as a member of the AAP media leadership group, the Committee on Public Education. Dr. Rich has authored and presented testimony to the United States Congress, Illinois and North Carolina State Legislatures, and the Chicago City Council, and was a contributing author of the Children and Media Research Advancement Act (CAMRA) bill, sponsored by Senators Hillary Clinton, Sam Brownback, and Joe Lieberman.

**VICKY RIDEOUT, M.A.**

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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 Media and Health*. She has directed numerous studies on media and health, including topics such as trends in media consumption; media use in early childhood; news coverage of health issues; food advertising on television and the Internet; parents' views of the media; the health content of entertainment television; sexual content on TV; and teens' use of the Internet for health information. Her research has been published in the *Journal of the American Medical Association*, *Health Affairs*, *The Journal of Public Policy and Marketing*, *American Behavioral Scientist*, and *Pediatrics*. She has testified on media and health at the U.S. Congress, the Institute of Medicine, the Federal Trade Commission, and the Federal Communications Commission. Ms. Rideout also created the Kaiser Foundation's media-based public education partnerships with the MTV and BET networks. Ms. Rideout graduated with honors from Harvard University and received her Master of Arts degree from Syracuse University.

**DONALD ROBERTS, PH.D.**

Thomas More Storke Professor Emeritus  
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Dr. Donald Roberts has been on the Stanford faculty since 1968. He served as the Director of the Institute for Communication Research from 1985 – 1990, and as Chairman of the Department from 1990 – 1996. He directed the Ph.D. program in Communication and reassumed the Directorship of the Institute for Communication Research from 2000 - 2002. Dr. Roberts' research examines how children and adolescents use and respond to the mass media, a topic on which he has written extensively (e.g., chapters in the *Handbook of Communication*; the *International Encyclopedia of Communications*; *Learning from Television: Psychological and Education Research*; *Trends in the Well-Being of Children and Youth*; *At the Threshold: The Developing Adolescent*; *The Handbook of Children and the Media*; and *Media Violence and Children*). He has also authored comprehensive reviews of the research literature on the effects of mass communication for the *Annual Review of Psychology*, for the 3rd edition of the *Handbook of Social Psychology*, and for the *Handbook of Adolescent Psychology*. Dr. Roberts' books include *The Process and Effects of Mass Communication*; *Television and Human Behavior*; *Its Not Only Rock and Roll: Popular Music in the Lives of Adolescents*; and *Kids and Media in America*.

Dr. Roberts helped design a parental advisory system for the computer game industry that is currently being adapted by the International Content Rating Association for use on the Internet. He has spoken internationally on the issue of content labeling and content advisories (e.g., Mexico, Korea, Australia, and South Africa). He was a member of the Board of Advisors for Mediascope and was on the Media Advisory Board of Children Now, non-profit organizations that promoted constructive depictions of

social issues in the media. In 1995, he served as a planner and panelist for then Vice President Al Gore's Conference on Families and Media. Dr. Roberts began advising on the development of children's television content in the 1980s and over the years has worked with such companies as Filmmation, Nickelodeon, JP Kids, ABC-Disney, Kids WB!, Fox Family, MGM, Nelvana, and Sunbow Entertainment. He was Chief Educational Consultant for DIC Entertainment for a number of years, working to develop entertaining television programs that meet FCC requirements for educational/informational programming. Children's series on which Dr. Roberts advised include: *All Dogs Go To Heaven*, *The Lionharts*, *Madeline*, *The Weekenders*, *Sabrina: The Animated Series*, *Generation O!*, *Sherlock Holmes in the 22<sup>nd</sup> Century*, *Archie's Weird Mysteries*, *Madeline*, *Mary Kate & Ashley*, *Strawberry Shortcake*, *Stargate Infinity*, *Trollz*, *Horseland*, *Sushi Pack*, *Cake*, and *Dance Revolution*.

### **RICH TAYLOR**

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Rich Taylor serves as a Senior Vice President of Communications & Industry Affairs for the Entertainment Software Association (ESA). The ESA is the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet.

Prior to joining ESA, Mr. Taylor was Senior Vice President of External Affairs & Education for the Motion Picture Association of America (MPAA), the global voice and advocate of the American motion picture, home video and television industries. In his 12 plus years with MPAA, he was the overall head of that organization's communications department under former MPAA President Jack Valenti. In that capacity, he was responsible for overseeing all aspects of the Motion Picture Association of America's press and communication efforts, while serving as the primary spokesman and a senior strategist for the American motion picture industry. Following the retirement of Valenti, MPAA President and CEO, Dan Glickman tapped Mr. Taylor to create and oversee a new department/initiative on behalf of the film industry's trade association. The External Affairs & Education division, established under Mr. Taylor's direction, is responsible for forging partnerships and strategic alliances on behalf of the organization as well as increasing the MPAA's outreach to students, teachers and administrators at schools serving all ages.

Previous to joining MPAA, Mr. Taylor was a Senior Associate with Ogilvy Public Relations Worldwide in Washington, D.C. In that position he spearheaded a number of national campaigns on behalf of agency clients. He has also served as Legislative Assistant to Congressman Jim Chapman (D-TX).