



**SHOUTING TO BE HEARD (2):  
Public Service Advertising in a Changing Television World**

**Speaker Biographies and Contact Information  
January 24, 2008**

**JONATHAN S. ADELSTEIN, M.A.**

Commissioner  
445 12<sup>th</sup> Street, SW  
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Jonathan S. Adelstein was sworn in as a member of the Federal Communications Commission on December 3, 2002, and sworn in for a new five-year term on December 6, 2004.

Before joining the FCC, Commissioner Adelstein served for fifteen years as a staff member in the United States Senate. For the last seven years, he was a senior legislative aide to United States Senate Majority Leader Tom Daschle (D-SD), where he advised Senator Daschle on telecommunications, financial services, transportation and other key issues. Previously, he served as Professional Staff Member to Senate Special Committee on Aging Chairman David Pryor (D-AR), including an assignment as a special liaison to Senator Harry Reid (D-NV), and as a Legislative Assistant to Senator Donald W. Riegle, Jr. (D-MI).

Prior to his service in the Senate, Commissioner Adelstein held a number of academic positions, including: Teaching Fellow in the Department of History, Harvard University; Teaching Assistant in the Department of History, Stanford University; and Communications Consultant to the Stanford University Graduate School of Business.

Commissioner Adelstein received a B.A. with Distinction in Political Science from Stanford University, an M.A. in History from Stanford University, studied at the Kennedy School of Government at Harvard University and is a graduate of Phillips Academy in Andover, Massachusetts. He is a member of the National Academy of Social Insurance, the Phi Kappa Phi National Honor Society and the Pi Sigma Alpha Political Science Honor Society.

Commissioner Adelstein was born and raised in Rapid City, South Dakota. He now lives in the Washington, D.C. area with his wife Karen, son Adam and daughter Lexi.

**MICHAEL J. COPPS, PH.D.**

Commissioner  
Federal Communications Commission  
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Michael J. Copps, Ph.D. was sworn in as a member of the Federal Communications Commission on May 31, 2001, and sworn in for a second term on January 3, 2006. His term runs until June 30, 2010.

Commissioner Copps served from 1998 until January 2001 as Assistant Secretary of Commerce for Trade Development at the U.S. Department of Commerce. In that role, he worked to improve market access and market share for nearly every sector of American industry, including information technologies and telecommunications. Commissioner Copps devoted much of his time to building private sector-public sector

partnerships to enhance our nation's success in the global economy. From 1993 to 1998, he served as Deputy Assistant Secretary for Basic Industries, a component of the Trade Development Unit.

Commissioner Copps moved to Washington in 1970, joined the staff of Senator Fritz Hollings (D-SC) and served for over a dozen years as Administrative Assistant and Chief of Staff. From 1985 to 1989, he served as Director of Government Affairs for a Fortune 500 Company. From 1989 to 1993, he was Senior Vice President for Legislative Affairs at a major national trade association.

Commissioner Copps, a native of Milwaukee, Wisconsin, received a B.A. from Wofford College and earned a Ph.D. in United States history from the University of North Carolina at Chapel Hill. He taught U.S. history at Loyola University of the South from 1967 to 1970. He is married to the former Elizabeth Catherine Miller of New Orleans, and they have five children and reside in Alexandria, VA.

### **KATE EMANUEL, M.A.**

Senior Vice President, Nonprofit and Government Affairs  
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As Senior Vice President of Non-Profit and Government Affairs, Kate Emanuel oversees the Ad Council's relationships with the non-profit community, Congress and the Federal Government. Ms. Emanuel also oversees the Ad Council's Advisory Committee on Public Issues, which helps the Ad Council identify pressing social issues for its docket. In addition, she is responsible for several high-profile events in the Washington, DC community.

Prior to joining the Ad Council in January of 2003, Ms. Emanuel was Chief of Staff for Congresswoman Lucille Roybal-Allard (D-CA) and worked in Congress for more than six years.

She has a combined 10 years of experience working for nonprofits, including serving as the Housing Service Coordinator at a non-profit affordable housing developer in California, a Researcher with an environmental nonprofit in Johannesburg, South Africa and a Researcher for the National Wildlife Federation in Washington, DC.

She earned a joint masters degree in Public Health and Urban Planning from the University of California, Berkeley.

### **IVELISSE ESTRADA, M.A.**

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Ivelisse R. Estrada is Senior Vice President of Corporate and Community Relations for Univision Communications Inc. She is responsible for the overall development and coordination of community relations strategies for the Company including Univision and Telefutera Networks, Univision and Telefutera Television Groups, Univision Online and Univision Radio. She coordinates all philanthropic contributions and serves as a liaison between the Univision Companies and community organizations. Ms. Estrada also plans, directs and supervises the execution of the company's national initiatives such as citizenship and voter registration efforts, and health and education projects.

Ms. Estrada developed and coordinated the launch of a Company-wide multi-year, cross-platform health initiative entitled *Salud es Vida... ¡Enterate!* (Lead a Healthy Life: Get the Facts). The mission of this initiative is to promote healthy lifestyles and encourage the early detection and aggressive management of chronic health conditions affecting U.S. Hispanics. In 2004, *¡Enterate!* was honored with a Peabody Award, the first ever for a Spanish-language broadcast company.

Previously, Ms. Estrada was Director of Corporate and Community Relations for Univision Television Group where she supervised the public affairs and community efforts of the company's owned-and-operated stations. Prior to that she served as Director of Communications at KMEX-TV, Channel 34, the flagship station of the Univision Television Group, Inc. in Los Angeles. She was responsible for overseeing the station's communications department and for developing and coordinating all public relations, community outreach and media relations activities. During her tenure at KMEX, Ms. Estrada launched numerous community projects that dealt with health, education issues and the arts.

Prior to joining KMEX-TV, Ms. Estrada served as an account supervisor with a Los Angeles public relations agency. Previously, she served as a Washington-based associate producer and on-air reporter for SIN national news, the predecessor of Univision.

In recognition of her efforts at Univision, Ms. Estrada has received several awards including the 2007 "Latina Leader in Media" from the Congressional Hispanic Caucus Institute, "Spirit of Hope Award" of Hispanas Organized for Political Equality, "2002 Hall of Fame Honoree" of the Los Angeles Chapter of the National Association of Women Business Owners and the "2002 Premio Award in Public Relations/Communications" of the Hispanic Public Relations Association.

A native of Puerto Rico, Ms. Estrada earned her undergraduate degree in liberal arts from Barnard College in New York City and master's degrees from Princeton University and Harvard University. She represents Univision on several non-profit organization boards including the Women's Leadership Board at Harvard's Kennedy School of Government, the Board of Directors of the Partnership for a Drug-Free America, the Congressional Hispanic Caucus Institute, the Smithsonian Latino Center, the National Latino Children's Institute and the Mexican American Solidarity Foundation. She also serves on the *Excelencia in Education* Honorary Board, the American Heart Association "Go Red for Women" Leadership Advisory Group, the National Task Force on Early Childhood Education for Hispanics, the New America Alliance Corporate Alliance Partnership, the League of United Latin American Citizens' Corporate Alliance, the National Puerto Rican Coalition Business Advisory Board, the Corporate Board of Advisors of the Cuban American National Council and is a member of the International Women's Forum where she serves in the Hall of Fame Task Force.

## **MARTIN D. FRANKS**

Executive Vice President, Policy, Planning and Government Relations  
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Martin D. Franks is Executive Vice President, Planning, Policy and Government Relations for the CBS Corporation. In that post, he manages a wide range of activities for the CBS, including oversight of the Corporation's activities in Washington as well as with state and local governments, and CBS's corporate philanthropy. In addition, Mr. Franks handles CBS's relations with multi-channel video providers and retransmission consent negotiations, the company's transition to digital television, and CBS Television's Standards and Practices Department.

Mr. Franks joined CBS in 1988 as Vice President, Washington, responsible for the activities of CBS before Congress, the Federal Communications Commission and other government bodies. He was made Senior Vice President, Washington, in 1994. In 1997, he was named Senior Vice President, CBS Corporation, in charge of its corporate relations functions, including government and investor relations and corporate communications, and served as liaison to the Company's board of directors. In May of 2000, upon the merger of CBS and Viacom, he was named Executive Vice President of CBS Television and Senior Vice President of Viacom.

From 1972 through 1987, Mr. Franks held a number of posts in Washington, serving on the staffs of President Jimmy Carter, Senator Patrick J. Leahy, and Congressman Tony Coelho.

Mr. Franks serves on the boards of the Advertising Council and Maximum Service Television (MSTV) where he also serves as Vice Chair of the Board. He also served on the Executive Committee of the Board of the September 11th Fund. Mr. Franks was born and raised in Long Beach, Indiana, and is a graduate of Princeton University. He divides his time between offices in New York and Washington.

### **WALTER GANTZ, PH.D.**

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Walter Gantz is Professor and Chair of the Department of Telecommunications at Indiana University. His research interests focus on health communication, media use in everyday life, and the role of mediated sports in contemporary society. Professor Gantz has conducted massive content analyses on newscast coverage of health issues, newscast coverage of cancer (sponsored by the National Cancer Institute), public service announcements (PSAs), and children's advertising content. He also has conducted a number of surveys tapping into the uses and effects of the media. Professor Gantz' research has appeared in the *Journal of Communication*, *Journal of Broadcasting & Electronic Media*, *Journalism Quarterly*, *Health Communication*, *European Journal of Communication*, *Journal of Applied Communication Research*, *Journal of Sport and Social Issues*, and the *Sociology of Sport Journal*. He co-edited the book *Desert Storm and the Mass Media* and has contributed chapters to a number of books about media uses and effects. Professor Gantz received his bachelors degree from Brooklyn College, his masters from the University of Michigan, and his doctorate from Michigan State University. Prior to joining the faculty at Indiana in 1979, he was on the faculty at the State University of New York at Buffalo.

### **CHERYL HEALTON, PH.D.**

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Following the creation of the American Legacy Foundation in 1999, Dr. Cheryl Healton joined the staff as the first president and chief executive officer of this groundbreaking public health nonprofit, created by the historic Master Settlement Agreement between 46 state attorneys general, five U.S. territories and the tobacco industry. Dr. Healton was selected for this important post following a nationwide search and has worked tirelessly to further the foundation's ambitious mission: to build a world where young people reject tobacco and anyone can quit. During her tenure with the foundation, she has guided the highly acclaimed, national youth tobacco prevention counter-marketing campaign, *truth*, that has been credited in part with reducing youth smoking prevalence to its current 28-year low.

Although her current focus is aimed at reducing the deadly toll of tobacco on Americans, Dr. Healton's long and dynamic career in the field of public health has earned her national recognition and praise. The recipient of numerous prestigious awards, she has recently been honored with the American Lung Association's Life and Breath Award in 2003; with the 2003 Social Justice Award from the State of Hawaii; and has been named "Star" honoree for the 2004 New York Women's Agenda (NYWA) Star Breakfast - a gala where the NYWA honors outstanding women who represent the spirit of New York, who provide leadership in business and in the community, and who are role models for other women.

Dr. Heaton holds a doctorate from Columbia University's School of Public Health and a master's degree in Public Administration at New York University for health policy and planning. She joined the American Legacy Foundation from Columbia University's Joseph L. Mailman School of Public Health in New York, where she served as Head of the Division of Socio-medical Sciences and Associate Dean for Program Development.

A thought-provoking public speaker, Dr. Heaton has given a multitude of presentations around the world. Considered bold, inspirational and humorous, she is a frequent commentator in national and local broadcast and print news coverage regarding tobacco control issues, which include guest appearances on ABC's *Good Morning America*; CNN's *Larry King Live*; NBC's *Today*, MSNBC's *Hardball with Chris Matthews*, National Public Radio and more.

### **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 content for kaisernetwork.org, the Barbara Jordan Conference Center and for the Foundation's international broadcast partners, managing an international journalism program in the coverage of HIV/AIDS and overseeing the Foundation's video production unit.

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 in 1974 and serves on the Dean's Advisory Committee at A.U.'s School of Communications.

### **CHRISTINA LATOUF, M.B.A.**

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Christina Latouf is executive director of marketing communications for Time Warner Inc. In this position, she heads a team that specializes in integrated communications—using a variety of media to craft and implement Time Warner's corporate voice in support of its global brand, strategy and vision. From brand management, to media relations, to advertising and promotions planning, Ms. Latouf has developed an award-winning marketing communications group that supports the entire company's communications initiatives.

With a B.A. degree from New York University, Ms. Latouf joined HBO in 1989 as a junior writer. Upon the creation of Time Warner a few months later, she joined its corporate team, where she has held a succession of positions with increasing responsibility. While working full time for the company, she earned an M.B.A. degree from Baruch College in 1999.

Ms. Latouf brings her communications and creative energies to several education and philanthropic endeavors. She has designed and taught a course in Corporate Communications at NYU's Management Institute and is the vice president of the Beginning with Children Charter School and chairs its nominating and communications committees.

The 2007 MOD Design Award was given to Time Warner for its Home to the Future consumer exhibit that focused on cable technologies. The 2005 Time Warner video profile was selected from 10,000 entries to receive a Telly Award. In 2003, Ms. Latouf received the Impact Award from the Girl Scouts for producing a series of bi-lingual PSAs aimed at the Hispanic community and, in 2002, was inducted into the YWCA's Academy of Women Achievers. She is also a member of the American Marketing Association.

Originally from Boston, she lives in Williamsburg, Brooklyn with her husband, Thomas Curington.

**MAUREEN O'CONNELL, J.D.**

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Currently, Maureen O'Connell is Senior Vice President of Regulatory and Government Affairs of the Government Relations Office for the News Corporation. She represents the interests of the company before Congress, the Federal Communications Commission and the Administration.

Before joining News Corporation in 1996, Ms. O'Connell was Legal Advisor to Commissioner James Quello of the FCC. Prior to joining Commissioner Quello's office in 1993, she also held positions in the Equal Employment Opportunities and Political Programming Branch of the Mass Media Bureau's Enforcement Division of the FCC. Ms. O'Connell was an associate at the law firm of Leventhal, Senter and Lerman from 1988 to 1991 and was with the law firm of Keller and Heckman from 1986 to 1988.

Ms. O'Connell graduated with honors from the University of Iowa in 1984. She received her law degree from the University of Iowa College of Law in 1986 where she also graduated with honors. Originally from Iowa, Ms. O'Connell currently resides in Kensington, Maryland with her daughter Danielle and husband, Tom.

**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 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: the amount of time children spend with various media; food marketing to children on television and the Internet; sexual content on television; public service advertising on TV; media use among infants and toddlers; the impact of health-related television content on public awareness; and teens' use of the Internet for health information. She has also conducted numerous focus groups among parents, children and teens regarding media.

Ms. Rideout's research has been published in the *Journal of the American Medical Association*, *American Behavioral Scientist*, *Pediatrics*, *Journal of Marketing and Public Policy*, and *Health Affairs*, and has been widely reported on in the popular press. She has testified on health and media in the U.S. Congress, the Institute of Medicine, the Federal Trade Commission, and the Federal Communications Commission, and has appeared as a guest on television and radio programs including *Nightline*, *The Today Show*, *Talk of the Nation*, *Good Morning America*, and *The Early Show*. She graduated with honors from Harvard University and received her master's from Syracuse University.

**NANCY SCHWARTZ, PH.D.**

Visiting Professor, Indiana University  
Research Scientist, The Academic Edge, Inc.  
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Nancy Schwartz, Ph.D. is currently a research scientist and instructional designer with The Academic Edge, Inc., a company that creates innovative and media-rich learning tools for children and adults. Products include a multimedia conflict resolution program for tweens, HIV/STD risk prevention for teens, support for parents and caregivers of children with Fetal Alcohol Spectrum Disorders, and training on HIV/STD risk assessment and counseling for healthcare providers.

Prior to designing instruction, Dr. Schwartz delivered instruction as a teacher in U.S. public schools, the Department of Defense Dependents Schools overseas, and in the back of a bus with the Broadway touring Co. of "Annie." Most recently she was a visiting lecturer in the Department of Telecommunications at Indiana University, teaching courses in Children and Media, Media and Society, and Media Processes and Effects.

Dr. Schwartz' research interests center on media processing and effects and the impact of technology on teaching and learning. Her research has appeared in *Journal of Broadcasting & Electronic Media*, *Journal of Applied Communication Research*, *Media Psychology*, *Journal of Health Communication*, *New Media and Society*, and *Educational Technology Research and Development*. Dr. Schwartz received her bachelors degree from Ball State University, her masters from Arizona State University, and her doctorate from Indiana University.

**DEBORAH TAYLOR TATE, J.D.**

Commissioner  
Federal Communications Commission  
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Deborah Taylor Tate was nominated to the Federal Communications Commission by President George W. Bush on November 9, 2005, and sworn in as FCC Commissioner on January 3, 2006.

At the time of her appointment, Commissioner Tate, an attorney and Rule 31 Mediator, was serving a six-year term as a director of the Tennessee Regulatory Authority. In that position, she had been appointed by the Chairman of the FCC to the Federal-State Joint Board on Advanced Telecommunications Services. As a member of the national utilities association (NARUC), she served as Chairman of the Washington Action Committee, and on both Consumer Affairs and Gas Committees. Other national roles included the Editorial Advisory Board for KMB Video Journal, the American Public Gas Association Security and Integrity Foundation Board of Directors Advisory Board. She has been a frequent panelist on utilities issues.

In addition to being recognized by Tennessee Business as one of Tennessee's "Most Powerful People" in 2004, Commissioner Tate was also inducted as a Fellow by the Nashville Bar Foundation, and elected to International Women of Tennessee. She has been honored by the Academy of Pediatrics, numerous Mental Health

organizations, an Athena award nominee, the Junior League and Philanthropist Volunteer Fundraiser of the Year, and the Mary Harriman Community Leadership Award from the Association of Junior Leagues International.

Commissioner Tate formerly served as an attorney and senior policy advisor to former Governor Lamar Alexander and former Governor Don Sundquist. She specifically served as a senior mental health and juvenile justice policy advisor, was instrumental in the creation and implementation of a statewide plan establishing a Mental Health Revision Commission culminating in the passage of an entire new mental health law for Tennessee. A key component of Title 33 is a separate chapter regarding children and youth.

The Commissioner is the founder and former president of Renewal House, a recovery residence for women addicted to crack cocaine and their children. Her board service has included leadership positions on the boards of the Vanderbilt Children's Hospital, Family and Children's Services, Junior League of Nashville, Martha O'Bryan Center Foundation, Court Appointed Special Advocates (CASA), Tennessee Voices for Children, Tennessee Tomorrow, Inc., League of Women Voters and an Elder at Westminster Presbyterian Church.