



**THE DIGITAL OPPORTUNITY:
Using New Media for Public Education Campaigns**

An Advertising Council/Kaiser Family Foundation Forum

**Speaker Biographies and Contact Information
July 19, 2007**

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Jeff Berman is Senior Vice President for Public Affairs and General Manager of Video at MySpace.com where he has overseen the launch of the Impact Channel, voter registration in partnership with Declare Yourself, Presidential Town Halls, MyState of the Union, Rock for Darfur, and a host of other programs.

Mr. Berman joined MySpace after running his own strategic, political, and crisis communications consulting firm working with a range of non-profit, political, and private interests. From 2001-2005, he served as Chief Counsel to US Senator Chuck Schumer and Staff Director of the Subcommittee on Administrative Oversight and the Courts. Prior to working on Capitol Hill, Mr. Berman was a public defender specializing in representing children charged in adult criminal courts. While in DC, he also served as an adjunct professor at the Georgetown University Law Center.

A frequent commentator on politics, social issues, and media, he has lectured at dozens of the nation's leading universities and has made frequent appearances on television news outlets.

Mr. Berman received his J.D. from Yale Law School and graduated Connecticut College *summa cum laude*. He lives in Los Angeles with his wife Melissa, a television producer, and their son.

TINA HOFF

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Tina Hoff is a Vice President for the Kaiser Family Foundation and Director of the Foundation's Entertainment Media Partnerships Program. She oversees partnerships with leading media companies in the U.S. and abroad to address pressing public health issues, most notably HIV/AIDS and related topics.

Over the past decade, Ms. Hoff has helped to pioneer a new model of media public education campaigns that seeks to leverage corporate business priorities and assets for social good. Her partnerships take a multi-faceted and multi-platform approach to improving public knowledge and informing public attitudes on critical social issues, including producing targeted public service ads and original long-form programming; integrating messages in to popular television shows; using online and mobile phone technology to providing informational resources to support other components; forging strategic alliances with other corporations, foundations, and non-profits to extend reach; and more.

Her current portfolio includes five major domestic media partnerships, a large-scale media coalition in the Caribbean, and U.N.-supported initiative to promote media leadership on HIV/AIDS. Among the high-profile campaigns Ms. Hoff directs for the Foundation today are: *think: HIV* and *think: sexual health* campaigns with MTV (since 1997); *Rap it Up* with BET (1998); *Enterate* with Univision (2001); *PAUSE* with Fox Networks Group (2006) and MySpace (2007) and *Get Tested* with HBO and the NBA (2007). In 2003, she launched the Foundation's *KNOW HIV/AIDS* initiative with Viacom/CBS Corporation, a cross-property effort to raise awareness about HIV/AIDS in the U.S. and globally. The campaign received the equivalent of hundreds of millions of dollars on Viacom/CBS properties (including television, radio and outdoor) for its advertising alone, including high-profile placements during the Grammys and Super Bowl line up, as well as incorporated HIV-themes into more than two dozen episodes of popular CBS and CW programming, such as *America's Next Top Model*, *CSI: New York*, *Without A Trace* and *Eve*, among others.

The public service content she has produced under these campaigns have reached tens of millions of Americans with critical information about HIV/AIDS and other related issues. These efforts have been lauded by the U.S. Centers for Disease Control and Prevention and the Global Business Coalition on HIV/AIDS, TB and Malaria, among others. Her programs have received numerous awards, including three Emmys for best national public service announcement, two Peabody Awards, and a National Academy of TV Arts & Sciences Governor's Award.

Internationally, Ms. Hoff is working to bring the Foundation's partnership model to other parts of the world hard hit by HIV/AIDS, notably the Caribbean and Africa, where she launched large-scale coordinated media initiatives within the past two years. She also helped build the capacity of non-profits in Russia and India to carry out media partnerships in these regions. Also in her portfolio is the Foundation's long-standing partnership with MTV International, *Staying Alive*. In January 2004, she executed the first-ever meeting of media executives at the United Nations. Hosted by then Secretary General Kofi Annan, this gathering of media elite from around the globe launched the *Global Media AIDS Initiative*, collaboration between the Kaiser Family Foundation and UNAIDS. The Secretary General called the meeting "one of the most important the year would bring."

Over her tenure at the Foundation, Ms. Hoff has also directed several large research projects including *Shouting to be Heard*, a multi-part study looking at the current state of public service advertising in the U.S., and various content analyses and impact studies of popular media.

Ms. Hoff holds a Bachelor of Science in Commerce from the University of Virginia.

JOYCE JOSEPH

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Joyce Joseph was born and raised in the inner city of Denver, Colorado. Her whole demeanor stems from the roots of adversity. She is currently a rising senior at Hampton University, majoring in English with a minor in Print Journalism. Ms. Joseph aspires to write stories and work in the film industry. In 2005, she attended a Leaders in the Fight to Eradicate AIDS (LIFE AIDS) Teach-In. That teach-in inspired Ms. Joseph to put her voice and passion behind the fight against this disease. Along with two of her college friends, Angel Booth and Lindsey King, Ms. Joseph founded a LIFE AIDS Committee through Hampton University's Student Government Association. The committee now has roughly 20 members who dedicate themselves to educating and informing their campus and outside communities about the HIV/AIDS epidemic. She also works with a couple AIDS Service

Organizations in Virginia. She has visited three correctional facilities in Virginia this year to talk to inmates about HIV/AIDS.

Ms. Joseph is the grand prize winner of the *think: HIV* Vlogging contest for the five minute vlog she created entitled "The Face of AIDS". She also won first place short fiction for a literary journal contest on Hampton's campus for "The Bathroom Wall", a story she wrote about the psychological affects of the disease. Ms. Joseph has spoken on a panel for *think: HIV's* film "This is Me" at the United Nations in N.Y., and on a panel at the NASTAD (The National Alliance for State and Territorial AIDS Directors) Annual Conference in D.C. This past June, she was the keynote speaker for the 2007 Kentucky African American and Hispanic Leadership Youth Conference on HIV and AIDS. She has performed a four women poem, "The Face of AIDS", two times on her campus.

Currently Ms. Joseph is writing a screenplay with a friend on the prison system and HIV/AIDS. She believes sex is being exploited and needs to go back into the essence of being beautiful. She will continue to spread awareness about this disease to save at least one person from becoming another statistic.

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, 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.

BARBARA SHIMAITIS

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Barbara Shimaitis joined The Advertising Council in 2003 as Senior Vice President of the newly created Interactive Services department. In this position Ms. Shimaitis is responsible for creating and managing interactive services and strategic relationships for campaign sponsors. This includes expanding the breadth and depth of services offered to sponsors from website development, online promotion, to streaming media strategies and managing all online media opportunities. She also oversees all Internet development operations including Ad Council website development and site management.

As a very early adopter of computer technologies and a passionate believer in the potential of the web, Ms. Shimaitis is an expert at helping clients develop and fine-tune their Internet strategies.

Prior to joining the Ad Council, Ms. Shimaitis served as VP, Business Development Manager for Poppe Tyson (1991-1997). It was in 1995 at Poppe Tyson that she began to focus on enabling businesses to conduct business via the Internet. Ms. Shimaitis played a key role in the development of poppe.com, one of the Internet's most successful development firms.

Ms. Shimaitis then joined CKS New York as a Vice President of Business Development, and later partnered with Fergus O'Daly to co-found the internet consulting firm, Fergus O'Daly Associates. She currently resides with her husband, Tom, in New York City.

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Dan Solomon leads Mindshare in all of its client servicing, marketing and business development activities and sets the firm's general strategic direction. Mr. Solomon speaks to industry groups and non-technical professionals nationwide about integrating Internet techniques into communication strategies. He is currently writing a book "The Media Rules!" to be published by Wiley in 2007.

Mr. Solomon serves on the Board of Directors of the Public Affairs Council, the Mid-Atlantic Council of the American Association of Advertising Agencies, and the Advisory Council to the College of Charleston's Department of Communications. He is also on the board of Four Walls Media, Inc.

Mr. Solomon is also founder of the Politics Online Conference now hosted by George Washington University. He was selected to the 2003 "Mindshare" Class, an exclusive, by invitation only program for CEOs of the most promising, high tech, start-up companies in the Greater Washington Metropolitan region.

Prior to joining Mindshare Interactive Campaigns, Mr. Solomon was publisher of nationaljournal.com, National Journal Group's "members only" Web site and general manager of National Journal's Daily Briefings Group, which includes The Hotline, CongressDaily and National Journal's Technology Daily.

In 1999, he held a political appointment with the U.S. Department of Commerce and for five years worked in senior legislative positions in the United States Senate for Senator Harris Wofford (D-PA) and Senator Daniel Akaka (D-HI). Mr. Solomon has also worked in a variety of capacities on state-wide political campaigns across the country. He also practiced commercial law with the firm of Hale and Dorr and clerked for the U.S. Court of Appeals in St. Louis, Missouri. He is a graduate of the University of Michigan and the University of Minnesota Law School. He and his wife, Laura Dove, daughter Abigail and son Jacob live in Alexandria, Virginia