



**IT'S CHILD'S PLAY:  
Advergaming and the Online Marketing of Food to Children**

**Speaker Biographies and Contact Information  
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Nancy J. Daigler is Vice President, Corporate & Government Affairs, North America. In this role, Ms. Daigler and her team provide day-to-day corporate & government affairs support and counsel to Kraft North America. Her responsibilities include oversight for all brand, operations, issues management and health & wellness communications in the United States and Canada.

Ms. Daigler returned to Kraft in September 2003, after having served as Executive Director, Corporate Communications, for Merck & Co., Inc., responsible for their global corporate and internal communications. Prior to that, she was responsible for Merck's product communications, including the launch of several Merck medicines in markets worldwide. From 1990 to 2000, Ms. Daigler had been with Kraft in a number of increasingly responsible positions within the company's Corporate Affairs organization, including management of corporate communications, media relations, employee communications, plant communications and marketing public relations.

Before joining Kraft, Ms. Daigler held several positions in corporate communications within the financial services industry. She began her career as a journalist, covering the then-emerging personal computer industry. Ms. Daigler holds a B.S. in Journalism from Ohio University, Athens, OH.

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William Dietz, M.D., Ph.D., is the Director of the Division of Nutrition and Physical Activity in the Center for Chronic Disease Prevention and Health Promotion at the CDC. Prior to his appointment to the CDC, he was a Professor of Pediatrics at the Tufts University School of Medicine, and Director of Clinical Nutrition at the Floating Hospital of New England Medical Center Hospitals. He received his BA from Wesleyan University in 1966 and his MD from the University of Pennsylvania in 1970. After the completion of his residency at Upstate Medical Center, he received a Ph.D. in Nutritional Biochemistry from Massachusetts Institute of Technology.

Dr. Dietz has been a councilor and past president of the American Society for Clinical Nutrition, and past president of the North American Association for the Study of Obesity. From 2001-2003 he served as a member of the Advisory Board to the Institute of Nutrition, Metabolism, and Diabetes of the Canadian Institutes for Health Research. In 1995 he received the John Stalker award from the American School Food Service Association for his efforts to improve the school lunch. Dr. Dietz served on the 1995 Dietary Guidelines Advisory Committee. In 1997, Dr. Dietz received the Brock Medal of Excellence in Pediatrics from the New York Academy of Medicine. In 1998, Dr. Dietz was elected to the Institute of Medicine of the National Academy of Sciences. In 2000, he received the William G. Anderson Award from the American Alliance for Health, Physical Education, Recreation and Dance, and was recognized for excellence in his work and advocacy by the Association of State and Territorial Public Health Nutrition Directors. In 2002, he was made an honorary member of the American Dietetic Association, and received the Holroyd-Sherry award for his outstanding contributions to the field of children, adolescents and the media. In 2005 he received the George Bray Founders Award from the North American Association for the Study of Obesity. He is the author of over 150 publications in the scientific literature, and the editor of four books, including *A Guide to Your Child's Nutrition*.

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Dale Kunkel (Ph.D., Annenberg School, University of Southern California, 1984) is Professor of communication at the University of Arizona. Kunkel studies children and media issues from several perspectives, including television effects research as well as assessments of media industry content and practices. He is a former Congressional Science Fellow, and has testified as an expert witness on children's media issues at numerous hearings before the U.S. Senate, the U.S. House of Representatives, and the Federal Communications Commission. He served on the National Academy of Sciences panel that examined the issue of food marketing to children and its contribution to childhood obesity, and was senior author of the scientific report for the Task Force on Advertising and Children of the American Psychological Association.

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Dan Jaffe joined the Association of National Advertisers, Inc. in 1985 as Senior Vice President and head of ANA's Washington office. He was promoted to Executive Vice President in 1989.

Previously, Mr. Jaffe spent 11 years on House and Senate staffs and was committee counsel to the Senate Commerce, Science and Transportation Committee. After receiving his master's degree in Public and International Affairs at Princeton, he earned his law degree at the University of California at Berkeley.

Since 1985, Mr. Jaffe has been a principal architect of the advertising industry's strategy of expanding the First Amendment protection of advertising. Mr. Jaffe has worked with leading constitutional scholars and advertising advocates to elevate the legal status of commercial speech. Contemporaneously, Mr. Jaffe has been an energetic advocate of advertising rights on Capitol Hill, before the Federal Trade Commission, and in a wide range of public forums.

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Elizabeth S. Moore, Ph.D. is Associate Professor of Marketing at the University of Notre Dame. Her research interests include marketing and society issues, the effects of advertising and promotion on children as well as consumer decision processes within the household. Her research has appeared in the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Public Policy & Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Business Ethics*, *Journal of Macromarketing* as well as other books and conference proceedings. Professor Moore's research has been recognized with outstanding article awards in the *Journal of Consumer Research*, the *Journal of Public Policy & Marketing*, and at the national conference of the American Marketing Association. She currently serves on the editorial board for the *Journal of Public Policy & Marketing*. Prior to joining Notre Dame, she served on the faculties of Boston College and the University of Illinois. She has received outstanding teacher awards both at Notre Dame and at Illinois. She received her B.A. (Psychology) from Mount Holyoke College and her Ph.D. (Marketing) from the University of Florida. Professor Moore is a member of Phi Beta Kappa and Sigma Xi Scientific Research Society.

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Victoria Rideout, M.A. 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 children, media and health. She has directed numerous studies on topics such as: media use by children and teens; the nature of sexual content on television; the impact of health content embedded in entertainment media; use of media ratings and parental advisories; parental opinions of TV and other media; teens' use of the Internet for health information; and viewers' responses to public service campaigns. She has also conducted numerous focus groups of children, parents and teens regarding media. In addition, Ms. Rideout helped establish several national youth-focused public education campaigns in partnership with popular TV networks such as 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, and several Telly and Aegis Awards for advertising.

Ms. Rideout's research has been published in the *Journal of the American Medical Association*, *Health Affairs*, *American Behavioral Scientist*, and other national peer-reviewed journals. She has testified on children and media before the U.S. Congress, the Federal Trade Commission, the Institute of Medicine, and the Federal Communications Commission. Ms. Rideout graduated with honors from Harvard University and received her M.A. in American history from Syracuse University.

**MARGO WOOTAN, D.Sc.**

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Margo Wootan, D.Sc., is the director of nutrition policy at the Center for Science in the Public Interest (CSPI), one of the country's leading consumer advocacy organizations that specializes in food, nutrition, and public health issues. She received her B.S. in nutrition from Cornell University and her doctorate in nutrition from Harvard University's School of Public Health. She has published scholarly papers in the areas of nutrition education and fatty acid transport and metabolism.

Dr. Wootan co-founded and coordinates the activities of the National Alliance for Nutrition and Activity (NANA), a coalition of more than 310 national, state and local organizations. She is a member of the National 5 A Day Partnership Steering Committee and co-chairs the Policy Subcommittee for the Partnership.

Dr. Wootan led the effort to require *trans* fat labeling. She also is a national leader for improving school foods, requiring calorie labeling in fast-food and other chain restaurants, expanding nutrition and physical activity promotion and funding, and reducing junk-food marketing aimed at children. She is the director of CSPI's award-winning 1% Or Less campaign, a community-based nutrition promotion program.

Dr. Wootan is quoted regularly in the nation's major media and served as an advisor to and appeared in the movie *Super Size Me*. Wootan has testified before Congress and state legislatures and been invited to speak by federal and state agencies including at the National Nutrition Summit, the U.S. Department of Agriculture, and the Surgeon General's Listening Session for the National Action Plan on Overweight and Obesity.

Dr. Wootan has been recognized for her outstanding leadership and dedicated service and won awards from the American Public Health Association, Association of State and Territorial Public Health Nutrition Directors, the Society for Nutrition Education, the Society for Prevention Research, and the National Health Information Awards.