



**RE-POWERING THE PUBLIC INTEREST:  
New Media and the Future of Public Service Advertising**

**Speaker Biographies and Contact Information  
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**JOSEPH JAFFE**

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One of the most sought-after consultants, speakers and thought leaders on new marketing (Wiley/Adweek), Joseph Jaffe is President and Founder of jaffe, LLC ([www.getthejuice.com](http://www.getthejuice.com)). The consulting practice focuses its efforts on helping its clients evaluate, customize and implement alternative approaches to traditional marketing into their existing communications mix, and measuring the impact/ROI of these efforts.

Prior to consulting, Mr. Jaffe was Director of Interactive Media at TBWA/Chiat/Day and OMD USA, where he worked on Kmart, ABSOLUT Vodka, Embassy Suites and Samsonite. Mr. Jaffe's popular blog, "Jaffe Juice", provides straight-shooting commentary on all things new marketing ([www.jaffejuice.com](http://www.jaffejuice.com)). He also hosts a weekly new marketing podcast called "Across the Sound." ([www.acrossthesound.net](http://www.acrossthesound.net)).

His first book, "Life After The 30-Second Spot: Energize Your Brand With A Bold Mix Of Alternatives To Traditional Advertising" (Wiley/Adweek) was released in June 2005 and focuses on how advertising is evolving in a world ruled by an empowered consumer and no longer governed solely by the 30-second spot. Mr. Jaffe's consulting and speaking engagements include presentations for The Coca-Cola Company, Cendant's Ramada Group, Motorola, RPA, BE&P, Starcom, Starwood, Revenue Science, TiVo, Inc., Advertising.com, AOL Media Networks and News Corp's Fox Interactive Media.

Mr. Jaffe is a Senior Fellow at the Center for the Digital Future at the USC Annenberg School and he has also lectured part-time at NYU's Stern School of Business, Cornell's Johnson School of Business and Syracuse University. Hailing from South Africa, he lives with his wife, daughter and son in Westport, CT.

**VICTORIA RIDEOUT, M.A.**

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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 and teens regarding sexual content of 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.

### **KRISTI ROWE**

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Kristi Rowe joined the Partnership for a Drug-Free America in October of 2004, as the Deputy Director of Consumer Marketing, and was promoted to Vice President, Director of Content Development in September 2005.

Ms. Rowe has been a key member of the team developing the strategy and creative for the successful launch of "Above the Influence," the new youth campaign supported by the Office of National Drug Control's Policy's National Youth Media Campaign (NYADMC). She also leads the creative development team that develops pro-bono advertising for other drugs that pose great threats to America's teens, such as Inhalants, Methamphetamine and the abuse of prescription and over-the-counter medicine.

Prior to joining the Partnership, she worked at Calvin Klein Inc for over 6 years, serving as Vice President of Marketing and Advertising for Global Fragrances, Watches, Eyewear and cK Calvin Klein apparel. Her experience there included rebranding for cK Calvin Klein, and the Global launch of several fragrances including Truth Calvin Klein and Crave, which included packaging design, advertising, promotions and collateral development.

Ms. Rowe has extensive experience in advertising, where she held Account Management positions at several top advertising agencies in New York City, including Grey Worldwide (on Proctor & Gamble Fine Fragrances), McCann Erickson (on L'Oreal) and TBWA Chiat/Day (on Nissan). Ms. Rowe graduated with a B.A. in Psychology and B.A. in Advertising 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 she 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. Barbara 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.