



Public Service Advertising in the U.S. and Great Britain

Speaker Biographies and Contact Information February 27, 2007

ALAN BISHOP

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Alan Bishop is the Chief Executive of the Central Office of Information, a government department responsible for getting the best value for the taxpayer from a total marketing expenditure of over £300 million covering consultancy, advertising, direct marketing, broadcast production, publishing, digital media, research, PR and sponsorship, promotions and event management.

After taking a degree in History at Oxford University, Mr. Bishop began a career in advertising at Ted Bates in London in 1974. In 1978, in a spirit of youthful entrepreneurialism, Mr. Bishop left Bates to become a founding partner of a start up agency. In 1981 he was tempted back to the big agency world to work on Cadbury at Foote Cone & Belding. In 1983, he returned to Bates but within two years he could resist Saatchi & Saatchi no longer.

Mr. Bishop became the group director responsible for Saatchi's major packaged goods and retail accounts including Procter & Gamble, Mars and Burger King. He led and won the pitches for Visa and Seiko. In 1991, he was appointed Vice Chairman of the London office and in 1992, became the Regional Director for Procter & Gamble's Health and Beauty Care brands across the whole of Europe, including the new markets in Eastern Europe and the Middle East.

At the beginning of 1994, Mr. Bishop moved to New York as Chief Operating Officer North America and a year later became Chairman and CEO of North America. In three years, he led a major re-staging of the American operation, which resulted in an impressive series of new business wins – Campbell's, Bell Atlantic, Reynolds, Gillette, Kodak and Delta Air Lines – a stronger creative focus and a financial turnaround from loss to healthy profit.

In 1997, Mr. Bishop returned to London as the UK Chairman. The next two years saw strong growth in revenue, profits and new business – including Lloyds TSB, Virgin and Typhoo – plus an extraordinary array of creative accolades. At the end of 1998 he was appointed Chairman International and subsequently returned to New York as a member of the Worldwide Executive Board and the Worldwide Planning Board.

After 17 years at Saatchi & Saatchi, Mr. Bishop returned to London in 2002 and was appointed Chief Executive of the COI in November following an open competition. In 2005 the Government News Network was amalgamated with the COI to create an integrated news and marketing service. Last year Directgov, the main website for citizen contact, and the Media Monitoring Unit were also transferred to COI from the Cabinet Office.

KATHY CROSBY

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Kathy Crosby is a Senior Vice President, Group Campaign Director at the Ad Council. In this position, she directs the development of Ad Council campaigns in the Washington, D.C. office. Ms. Crosby oversees more than 25 national PSA campaigns including the Ad Council's award-winning Smokey Bear and "Friends Don't Let Friends Drive Drunk" campaigns.

Ms Crosby joined the Ad Council in 2002 from Arnold Worldwide where she served as Vice President, Director of Strategic Planning on the Truth Anti-Tobacco account. She has more than 15 years of advertising agency experience in both the account management and strategic planning departments. Her experience includes directing the US Airways and SAP software accounts, and conducting research and planning for McDonald's and Mobil Oil.

Ms Crosby received a B.A. in political science from the University of Colorado, Boulder.

ROBERT W. DENNISTON, M.A.

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Robert W. Denniston serves as the Director, National Youth Anti-Drug Media Campaign, at the White House Office of National Drug Control Policy in Washington, DC. This Campaign – the most visible component of the Nation's effort to reduce youth drug use – involves advertising, media outreach, and partnerships with public and private sector organizations, including public health groups and the entertainment industry. He previously served as director of the HHS Secretary's Initiative on Youth Substance Abuse Prevention, within the Substance Abuse and Mental Health Services Administration, US Department of Health and Human Services.

Mr. Denniston previously held the position of director, Division of Prevention Application and Education, Center for Substance Abuse Prevention (CSAP). At CSAP, he managed a program of media campaigns and materials development, the National Clearinghouse for Alcohol and Drug Information, regional and national conferences, training and technical assistance, as well as development of communications networks with national, state and community organizations. He was a principal contributor to the Surgeon General's Workshop on Drunk Driving.

Mr. Denniston has a master's degree in mass communications and has served as an advisor to the World Health Organization. He serves as chair of the national advisory committee for the Robert Wood Johnson Foundation's Developing Leadership in Reducing Substance Abuse program, and recently received a Lifetime Achievement award from the American Public Health Association's Section on Alcohol, Tobacco, and Drugs.

ROBERT MCKINNON

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Robert McKinnon is the Founder and President of YellowBrick Road. YellowBrick Road is an organization where cause, commerce and communication come together to improve the lives of children and their families. Among the main areas of focus are health and nutrition, children and the media, childhood obesity, education, domestic violence and the environment. In addition, YellowBrick Road produce their own proprietary research and advocacy media, the latest of which is a documentary film, *remote control*, which looks at the issue of children and the media through the lens of total media consumption and what it may be displacing in our children's lives.

Prior to starting YellowBrick Road, Mr. McKinnon was an Executive Vice-President at one of the world's largest advertising agencies, Saatchi & Saatchi, working with some of the world's best marketers such as Procter & Gamble, General Mills, Toyota and the International Olympic Committee. Most relevant is his experience as one of the original architects of the Centers for Disease Control's VERB brand designed to get American children more physically active in order to help combat childhood obesity. VERB is widely considered to be one of the most successful pro-social campaigns of its kind.

Mr. McKinnon has been a very active speaker on the topics of food marketing to kids and public health marketing, appearing before the Institute of Medicine, the National Institute of Health, the Federal Trade Commission and the American Public Health Association.

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*. To help harness the positive power of media, Ms. Rideout established partnerships with the television networks MTV, BET and UPN to conduct high-profile, youth-oriented public education campaigns designed to promote healthy sexual decision-making. The public service ads and full-length programming she helped develop through these partnerships received a National Emmy Award for best public service announcement, a Cine Golden Eagle award, several Aegis Awards for advertising, and a Ribbon of Hope Award from the Academy of Television Arts and Sciences.

Ms. Rideout currently oversees the Foundation's research agenda on media and children's health. She has directed numerous studies on topics such as: the health content of entertainment television; the role of media in childhood obesity; sexual content on television; the amount, placement, and subject matter of public service advertising on TV; media use among infants and toddlers; the educational claims of media products for very young children; the impact of health-related television content on public awareness; parental opinions of TV and other media; families' use of media ratings and parental advisories; the amount and nature of food advertising on television and the Internet; the amount of time children spend

with various media; 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*, *Pediatrics*, *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 MA from Syracuse University.

DEBORAH TAYLOR TATE, J.D.

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Deborah Taylor Tate was nominated to the Federal Communications Commission by President George W. Bush on November 9, 2005, for the remainder of the term expiring June 30, 2007. She was unanimously confirmed by the United States Senate on December 21, 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.