



Generation **M**: Media in the Lives of 8-18 Year-olds



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Speaker Biographies and Contact Information March 9, 2005

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Drew Altman is President and Chief Executive Officer of the Henry J. Kaiser Family Foundation. One of the nation's largest private foundations devoted to health, the Foundation is a leading independent voice and source of research and information on health care in the United States. Since 1987, the Foundation has also operated a major program supporting efforts to develop a more equitable health system in South Africa. In 1991, Dr. Altman directed a complete overhaul of the Foundation's mission and operating style, leading to the Foundation's standing today as a leader in health policy and communications.

Dr. Altman is a former Commissioner of the Department of Human Services for the state of New Jersey under Governor Tom Kean (1986-1989). Prior to joining the Foundation in 1990, Dr. Altman was director of the Health and Human Services program at the Pew Charitable Trusts. He was a vice president of the Robert Wood Johnson Foundation from 1981 to 1986, and served in a senior position in the Health Care Financing Administration in the Carter administration.

Dr. Altman received his Ph.D. in political science from the Massachusetts Institute of Technology, where he taught graduate courses in public policy. He did his post-doctoral work at the Harvard School of Public Health before moving on to public service. Dr. Altman is a leading expert on national health policy and publishes and speaks widely on health issues.

COMMON

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Grammy award winning artist Common is often referred to as one of the most thoughtful and gifted lyricists in hip-hop. In 2004, Common lent his talent to advance the message of HIV testing through a new series of public service advertisements entitled "Knowing Is Beautiful", which are a part of the *KNOW HIV/AIDS* campaign, a public education partnership of Viacom and the Kaiser Family Foundation. The TV, radio and outdoor ads reinforce the personal empowerment of knowing one's HIV status through original spoken word poetry written and performed by Common for the campaign, and appear across the nation. Since Common began working with the campaign, there have been more than 7.5 million unique visitors to the campaign's website (www.knowhivaids.org), which is promoted through the advertising.

The Geffen recording artist grew up on the south side of Chicago and has a passion for mentoring children and young adults. Common recently wrote a three part series of children's stories set to rhyme, targeted for young

adults and children. The titles include *The Mirror and Me*, *I Like You but I Love Me* and *M.E (Mixed Emotions)*. Common will self-publish the set of books scheduled for release in spring/summer 2005.

As the president of the Common Ground Foundation, Common works with children in the Chicago public school system, speaking about academic excellence and peer pressure, among other things, providing them with guidance which will enhance their quality of life. Through his foundation, he provides college scholarships for students who are pursuing a career in the arts. Common also takes time out of his hectic schedule to visit colleges around the country. He has lectured on a broad range of topics including the importance of music in education, at Harvard University, Penn State University, and Yale University.

Common's contributions to his community haven't gone unnoticed. In 1998, the Chicago Tribune named Common the Chicagoan of the Year for his contribution to the arts. In 1999, he was chosen by the Chicago Sun-Times as one of the top 30 entertainers under the age of 30. He's also received accolades for his accomplishments in music. In 2002, he received a Grammy for "Love of My Life", his duet with Erykah Badu from the Brown Sugar soundtrack.

Common's impressive music career began twelve years ago with the release of his debut album, *Can I Borrow a Dollar?* That effort was praised for its down-to-earth vibe and intelligent rhymes, but the unapologetic middle-class sensibilities conveyed on Common's second album, 1994's *Resurrection*, which yielded the hip-hop classic "I Used to Love H.E.R.," earned him the respect enjoyed by kindred spirits such as A Tribe Called Quest and De La Soul. Following the release of his deeply introspective third album, 1997's *One Day It'll All Make Sense*, which addressed serious issues like family planning, Common relocated to New York to heighten his visibility and become more involved in the music industry. Common unleashed 2000's noticeably more musical *Like Water for Chocolate*. The album was a versatile mix of gravity, sardonic humor and soulful hip-hop beats that spawned the Grammy-nominated single, "The Light." *Like Water for Chocolate* also signaled Common's emergence as a member of the Soulquarians—a collective of musicians that includes Roots drummer Ahmir "Questlove" Thompson, beat-maker Jay Dee and keyboardist James Poyser, among others—which reconvened to produce the bulk of 2002's *Electric Circus*. *Circus*, Common's fifth album was anchored by an uncommon and refreshing air of open-mindedness, both musically and lyrically. The album included the hit single "Come Close" featuring Mary J. Blige.

Common is currently in the studio working on his new album, *BE*, with producer Kanye West. *BE* is scheduled for a spring release in 2005.

HILLARY RODHAM CLINTON, J.D.

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Hillary Rodham Clinton was elected United States Senator from New York on November 7, 2000. She is the only First Lady ever elected to the United States Senate. Now midway through her six-year term, Senator Clinton has proven to be a strong advocate for New York, working in a bipartisan way to pass legislation, secure millions in appropriations and draw attention to issues that matter to people throughout New York State. Senator Clinton serves on the Senate Committees for Environment and Public Works; Health, Education, Labor and Pensions; and is the first New York Senator to serve on the Senate Armed Services Committee. During the 108th Congress, Senator Clinton made homeland security, economic security, and national security her top priorities.

After the terrorist attacks of 2001, Senator Clinton worked hard to secure \$21.4 billion in funding to assist clean up and recovery, to provide health tracking for first responders and volunteers at Ground Zero and to create grants for redevelopment. This past year she has remained vigilant - issuing two comprehensive studies that examined the disbursement of federal homeland security funds to local communities and first responders. Senator Clinton is committed to making certain that funds are delivered and services provided by the most direct and efficient means possible.

As part of a continuing effort to work on upstate New York economic development, Senator Clinton led a bipartisan effort to bring next-generation broadband access to rural communities; co-sponsored the 21st Century Nanotechnology Research and Development Act; included language in the Energy Bill to provide tax exempt bonding authority for environmentally conscious construction projects, like the mall project in Syracuse; and introduced an amendment to create jobs by repairing, renovating, and modernizing our schools. To help displaced workers, Senator Clinton won an extension of Unemployment Insurance that was passed on the first day of the 108th Congress. She has called for an additional extension to help displaced New York workers weather the weak job market. Senator Clinton has continued to speak out against the tax cuts for wealthiest Americans, which has led to the elimination of a federal budget surplus and a return to irresponsible deficit spending.

This past Thanksgiving, Senator Clinton visited American troops in Afghanistan and Iraq to show her support and to see first hand the challenges they face. She was honored to spend the holiday talking with troops, including many servicemen and women from the 10th Mountain Division from Fort Drum and the 914th Airlift Wing out of Niagara Falls Air Reserve Station. Senator Clinton has emphasized that support for our troops should not end when their tour of duty is over. Throughout the year, she has continued to fight for fair treatment of our veterans by focusing on veterans' health care and other important needs.

Born in Chicago, Illinois on October 26, 1947, Senator Clinton is the daughter of Dorothy Rodham and the late Hugh Rodham. She grew up in Park Ridge, Illinois and attended public school there. She attended Wellesley College and is a 1973 graduate of Yale Law School. Senator Clinton is married to former President William J. Clinton and they have one daughter, Chelsea.

The Senator has been the recipient of numerous awards including the Claude Pepper Award of the National Association for Home Care, the Martin Luther King, Jr. Award of the Progressive National Baptist Convention, the Memorial Sloan-Kettering Cancer Center Medal, the Servant of Justice Award of the New York City Legal Aid Society, the Eleanor Roosevelt Val-Kill Medal, the Public Spirit Award of the American Legion Auxiliary, the Shalom Chaver Award for International Leadership of the Yitzhak Rabin Center for Israel Studies, the Albert Shanker Award of the New York State United Teachers.

Senator Clinton's latest book, *Living History*, was released in June of 2003. *Living History* was an immediate best seller, selling more than 1.5 million copies in the United States and another 1.5 million copies abroad. She is also the author of *It Takes a Village: and Other Lessons Children Teach Us*, *An Invitation to the White House*, and *Dear Socks, Dear Buddy: Kids Letters to the First Pets*.

MICHAEL J. COPPS, PH.D.

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Michael J. Copps was sworn in as a member of the Federal Communications Commission on May 31, 2001. Prior to joining the Commission, Mr. Copps had served 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, telecommunications, aerospace, automotive, environmental technologies, pharmaceuticals, chemicals, textiles, service industries, and tourism. Mr. 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, Mr. Copps served as Deputy Assistant Secretary for Basic Industries, a component of the Trade Development Unit.

Mr. 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 Collins and Aikman Corporation, a Fortune 500 Company. From 1989 to 1993, he was Senior Vice President for Legislative Affairs at a major national trade association, the American Meat Institute.

Mr. 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 US history at Loyola University of the South from 1967 to 1970. Mr. Copps is married to the former Elizabeth Catherine Miller of New Orleans. They have five children and reside in Alexandria, VA.

JEFF GREENFIELD

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Jeff Greenfield is CNN's senior political analyst and a contributor to *Judy Woodruff's Inside Politics*, *American Morning*, *Paula Zahn Now* and *NewsNight with Aaron Brown*. He has been at the forefront of providing his in-depth insight and analysis on the inner workings of the 2004 political campaigns, including the Democratic National Convention in Boston, the Republic National Convention in New York, the presidential and vice-presidential debates and election night coverage.

Previously, he was host of CNN's *Greenfield at Large*, a multi-forum program dedicated to the most relevant issues of the day. He, along with CNN's Judy Woodruff, Bernard Shaw and political analyst Bill Schneider, hosted the network's nightly special election program during the 37 days the 2000 presidential election story and the Florida recount unfolded. From this experience, he also penned *Oh Waiter! One Order of Crow!* (Putnam Publishing Group), chronicling the events of Election Night 2000 and beyond.

Since joining the network in January 1998, he has reported on and provided analysis for a wealth of stories ranging from the impeachment and trial of President Bill Clinton to the public reaction to the death of John F. Kennedy Jr. He has guest hosted for *Larry King Live* and moderated CNN's heralded town hall meetings, such as *Listening after Littleton* and *Investigating the President: Media Madness?* Mr. Greenfield reported live for CNN from the 2000 Republican and Democratic conventions and served as a panelist in the WCBS New York Senate debate between Hillary Rodham Clinton and Rep. Rick Lazio.

In addition to his work on television, Greenfield writes a column for *TIME* magazine. He has contributed articles to *The New York Times Magazine*, *Esquire* and *National Lampoon* and has authored or co-authored nine books, including *Television: The First 50 years* and *The Real Campaign*. His first novel, *The People's Choice*, was published in 1995 and was named one of *The New York Times'* notable books of the year. Director Penny Marshall has purchased the motion picture rights to this political satire.

Before joining CNN, Mr. Greenfield was ABC News' political and media analyst for 14 years. Mr. Greenfield appeared regularly on *Nightline* and served as an essayist on *World News Sunday*. During political seasons, his reports from the convention floors and his election-night analyses were a regular feature of ABC's campaign coverage. In addition to his campaign reporting, Mr. Greenfield has covered media stories ranging from the growth of cable television to the transition to digital television. From the Iran-Contra hearings to the Robert Bork and Clarence Thomas Supreme Court confirmation battles, he has reported on virtually every major domestic political story during his career.

Before ABC News, Mr. Greenfield was a media critic for CBS News' coverage of the 1980 Republican and Democratic national conventions and the 1980 presidential elections. Before joining CBS, he was an analyst for two Public Broadcasting Service programs, *Firing Line*, with William F. Buckley, and *We Interrupt This Week*. From 1968-1970, he served as chief speechwriter for New York Mayor John V. Lindsay, and from 1967-68, he was a senate aide and speechwriter for Senator Robert F. Kennedy.

Mr. Greenfield has garnered a number of awards, including the 2002 Quill Award for Professional Achievement and three Emmy Awards for his contributions to *Nightline's* South Africa specials in 1985 and 1990 and for a 1992 primetime special on Ross Perot. Mr. Greenfield has a bachelor's degree with honors from the University of Wisconsin and graduated with honors from Yale Law School with a bachelor of legal letters degree.

JORDAN LEVIN

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Named the 2004 Television Executive of the Year by The Caucus For Television Producers, Writers and Directors, Jordan Levin has spent the past ten years helping to birth, build and lead The WB television network, the nation's fifth successful broadcast network. At The WB, he rose rapidly through the programming ranks to become President of Entertainment at age 33, and was ultimately appointed the youngest CEO in broadcast television history. Mr. Levin was a key player in establishing The WB's distinct brand and youth appeal through programming such as "Dawson's Creek," "Buffy the Vampire Slayer," "7th Heaven," "Charmed," "Felicity," "Smallville," "Gilmore Girls," "Everwood" and "One Tree Hill."

In ten seasons, The WB has made a lasting impact on the television landscape and American pop culture. The network's ability to program shows about families for families led to a groundbreaking deal with major advertisers to form the Family Friendly Forum's inaugural script development fund. The fund's biggest success story to date is "Gilmore Girls," which was the first to air from the fund.

In 1999, the smash hit "Pokemon" helped *Kids' WB!* surge to the #1 position in children's television. *Kids' WB!* is now the home of many hits, including "Yu-Gi-Oh!," "¡Mucha Lucha!," and "What's New Scooby-Doo?." During Mr. Levin's tenure, *Kids' WB!* was the #1 broadcast and cable network for the core audience of boys 6-11 and tweens 9-14.

Mr. Levin is a member of the DGA, and made his directorial debut in Fall 2004 on the award-winning, dramatic series "Everwood." Mr. Levin also recently completed his term as President of the prestigious Hollywood Radio and Television Society (HRTS). Mr. Levin's programming for a young adult audience has been honored by Girls Inc., a 55-year-old non-profit organization dedicated to the empowerment of girls and young women, and by the Campaign to Prevent Teen Pregnancy. He is a member of the Board of several organizations, including the Los Angeles Free Clinic, Rock the Vote, and the Entertainment Industries Council.

VICTORIA RIDEOUT, M.A.

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Victoria 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 the impact of entertainment media on health. She has directed numerous media-related studies on topics such as: the health content of entertainment television; children's media use; the role of media in childhood obesity; the amount, placement, and subject matter of public service advertising on TV; the nature of sexual content on television; parental opinions of TV and other media; and teens' use of the Internet for health information.

Ms. Rideout's work has been published in the *Journal of the American Medical Association* 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 Federal Trade Commission, the Institute of Medicine, 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.

DONALD ROBERTS, PH.D.

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Donald Roberts is a professor of communication at Stanford University and the co-author of the report *Generation M: Media in the Lives of 8-18 Year-Olds* with the Kaiser Family Foundation. Dr. Roberts was also a co-author of the Foundation's first comprehensive look at young people's media use, *Kids & Media @ The New Millennium*, published in 1999. Dr. Roberts expanded that report into a book published by Oxford University Press, titled *Kids & Media in America*. At Stanford University since 1970, Dr. Roberts has published and spoken widely on the impact of media on children and teens. His research has examined a variety of subjects including whether media influences young people's risky behavior, the effect of television advertising on children, and the role of music in teens' lives. His publications include *The Process and Effects of Mass Communication, Television and Human Behavior* and *It's Not Only Rock and Roll: Popular Music in the Lives of Adolescents*. Dr. Roberts also has served as a consultant to numerous government agencies and corporations, including the Federal Trade Commission, the Centers for Disease Control, the Disney Channel and Nickelodeon. Dr. Roberts received his bachelor's degree from Columbia University, his master's degree from the University of California at Berkeley, and his doctorate from Stanford University.

JULIET SCHOR, PH.D.

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Juliet Schor is Professor of Sociology at Boston College. Before joining Boston College, she taught at Harvard University for 17 years, in the Department of Economics and the Committee on Degrees in Women's Studies. Dr. Schor's latest book is *Born to Buy: The Commercialized Child and the New Consumer Culture*. *Born to Buy* is both an account of marketing to children from inside the agencies and firms and an assessment of how these activities are affecting children.

Dr. Schor is also the author of the national best-seller, *The Overworked American: The Unexpected Decline of Leisure* and *The Overspent American: Why We Want What We Don't Need*. *The Overworked American* appeared on the best seller lists of *The New York Times*, *Publisher's Weekly*, *The Chicago Tribune*, *The Village Voice*, *The Boston Globe* as well as the annual best books list for *The New York Times*, *Business Week* and other publications. The book is widely credited for influencing the national debate on work and family. *The Overspent American* was also made into a video of the same name, by the Media Education Foundation (September 2003). Dr. Schor is also the author of *Do Americans Shop Too Much?*, co-editor of *Consumer Society: A Reader* and *Sustainable Planet: Solutions for the Twenty-first Century*. She is currently working on issues of environmental sustainability and their relation to Americans' lifestyles.

A graduate of Wesleyan University, Dr. Schor went on to receive her Ph.D. at the University of Massachusetts. She holds a chair in the Economics of Leisure Studies at Tilburg University in the Netherlands. Her scholarly articles have appeared in the *Economic Journal*, *The Review of Economics and Statistics*, *World Development*, *Industrial Relations*, *The Journal of Economic Psychology* and other journals. Dr. Schor has served as a consultant to the United Nations, at the World Institute for Development Economics Research, and to the United Nations Development Program. She was a fellow at the John Simon Guggenheim Memorial Foundation in 1995-1996 for a project entitled "New Analyses of Consumer Society." Dr. Schor appears frequently on national and international television and radio, and profiles on her have appeared in scores of magazines and newspapers, including *The New York Times*, *Wall Street Journal*, *Newsweek*, and *People* magazine.

ALAIN TASCAN

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Alain Tascan joined Electronic Arts in July 2003 with the task of establishing a brand new game development studio in Montreal, Canada. French-born and with over 10 years of experience in the game development, production and licensing, Mr. Tascan was the perfect choice to spearhead this major corporate initiative.

Electronic Arts is the world's leading independent developer and publisher of interactive entertainment software for personal computers and advanced entertainment systems such as the PlayStation®2 Computer Entertainment System, the PlayStation®, Xbox™ video game console from Microsoft, the Nintendo GameCube™ and the Game Boy® Advance. Since its inception, Electronic Arts has garnered more than 700 awards for outstanding software in the U.S. and Europe. Titles in its software collection include: *Madden NFL 2005*, *Medal of Honor Frontline*, *Def Jam Fight for NY*, *The Urbz: Sims in the City*, *The Lord of the Rings* series, a *Harry Potter* series, and the *Tiger Woods PGA Tour*.

Mr. Tascan came to Electronic Arts from Bam! Entertainment where he was Vice President of Worldwide Product Development and responsible for 30 titles on all platforms. While at Bam!, he managed all third party relationships with such partners as the Cartoon Network, Warner Bros. and SpyGlass Entertainment.

Before his tenure at Bam!, Mr. Tascan spent seven years with the Ubi Soft Entertainment Group. He touched a number of different business units over the years including GameLoft, where he was Senior Vice President of New Media, and Ubi Soft New York, where he founded the studio with Gerard Guillemot and served as Vice President of Production. While at Ubi Soft, Mr. Tascan also created Ubi Soft Licensing, a strategic business unit where he established key partnerships with Sony Pictures, Disney Interactive, New Line Media, DreamWorks and many others.

Before coming to North America, Mr. Tascan held management positions in Paris with Telerama Magazine and Radio France International. Happily married and a father of two beautiful children, Mr. Tascan also holds a Master of Economics degree from the University of Nice.