

## BIOGRAPHIES

### **THOMAS J. COATES, PH.D.**

Thomas J. Coates is a Professor of Medicine, Epidemiology, and Biostatistics, and Director of the University of California, San Francisco (UCSF) AIDS Research Institute (ARI) and the Center for AIDS Prevention Studies (CAPS). Dr. Coates was among the first behavioral scientists to conduct research on HIV primary and secondary prevention. During the last 17 years, he has worked to keep the AIDS research agenda abreast of new challenges that emerge as the epidemic unfolds. His advice on AIDS research is sought by the Office of AIDS Research (OAR) at the National Institutes of Health (NIH), Family Health International's (FHI) USAID-sponsored AIDS prevention project, the World Health Organization, Congress, and other important policy making bodies. Throughout his career, Dr. Coates has conducted theory-based research on health-related behavior, with an emphasis on interventions to prevent disease and promote health. His research ranges from studies of individual determinants of behavior to community-based interventions. He most recently directed a randomized controlled investigation of the efficacy of counseling and testing as an HIV preventive intervention in Kenya, Tanzania, and Trinidad. He is co-project leader of Project EXPLORE, a Phase IIB clinical trial of an innovative intervention to reduce HIV incidence among men who have sex with men.

### **TINA HOFF**

Tina Hoff is a Vice President for the Kaiser Family Foundation directing the Program on Public Health Information and Partnerships. She oversees the Foundation's public health education initiatives, including many of the Foundation's direct partnerships with media and other organizations, including Nickelodeon, Univision, and seventeen, Glamour, YM, Essence and Latina magazines. Ms. Hoff also directs the Emerging Issues in Reproductive Health program, an ongoing series for journalists, and Talking with Kids about Tough Issues, a national effort to support parents. At the Foundation, Ms. Hoff has also worked on several large research projects including a landmark study examining Sex Education in America: A View from Inside the Nation's Classrooms, a series of national surveys with educators, parents, and students about public secondary school sex education, as well as studies about public health knowledge and behaviors. She has also directed studies of media coverage of health and reproductive health issues, including content analyses of the sexual and reproductive health coverage in women's, men's, teen, and other specialty magazines, and a ten-year study of news coverage of HIV/AIDS.

### **SUSAN KANNEL**

Susan Kannel is Senior Analyst for The Social Policy Research Institute (SPRI), the public policy arm of Lake Snell Perry & Associates, a national public opinion firm with offices in Washington, DC and Oakland, CA. She designs, conducts, and analyzes public opinion research on a wide range of social and political issues. Ms. Kannel specializes in using innovative qualitative and quantitative research techniques to address complex, sensitive subjects, often with under-studied populations. She works primarily with foundations and non-profit organizations, studying public attitudes about a broad range of public health issues, including: sexual and reproductive health, access to health care for low-income and underserved populations, and death and dying. She specializes in conducting research designed to inform the media, policymakers, healthcare

professionals, educators, and the public itself about the public's priorities on key health and healthcare issues. Ms. Kannel joined SPRI/LSPA in 1997, after several years at Princeton Survey Research Associates. A native of Boston, Ms. Kannel earned a B.A. in Political Science from Union College and has done graduate work in American Politics at Princeton University.

#### **RICHARD D. KLINE**

Richard D. Kline is Vice President of Marketing for Carter Products Division of Carter-Wallace, Inc. Since 1992, he has been responsible for marketing Trojan<sup>®</sup> condoms, the leading condom brand in America as well as the leading condom advertiser. In this position, he has championed the safer sex message through joint programs with organizations such as the National Education Association, articles in leading journals, and responsible condom advertising.

#### **RICK MATER**

Rick Mater is the Senior Vice President of Broadcast Standards at The WB Television Network. He joined the fifth broadcast network in April, 1995, three months after The WB's initial launch, and has been in charge of broadcast standards ever since. Mr. Mater is responsible for overseeing all programming on The WB Network. This programming includes dramas, comedies, Kids' WB!, on-air promotional announcements, commercial clearance, and development projects. Prior to joining The WB Network, Mr. Mater held positions in the area of broadcast standards at ABC, CBS, and NBC, in addition to serving as a broadcast standards consultant for television production companies, producing an array of projects, including fact-based movies and syndicated shows. Mr. Mater began his broadcasting career in the program and news departments at KCBS-TV, a network owned-and-operated affiliate in Los Angeles. During his tenure, he was nominated for a Los Angeles Area Emmy Award as a documentary producer. Mr. Mater holds a Master's Degree in Communications Management from the Annenberg School.

#### **VICKY RIDEOUT**

Vicky Rideout is Vice President of the Kaiser Family Foundation and Director of the Foundation's *Program for the Study of Entertainment Media and Health*. At the Foundation, Ms. Rideout oversees studies of television content, children's use of media, and the impact on viewers of health information on TV. A graduate of Harvard University with a master's degree from Syracuse University, Ms. Rideout also has 15 years of experience as a senior policy adviser and speechwriter to numerous government officeholders and political candidates.

