

## Panelist Biosketches

**Janet M. Turan** is an associate professor in the department of Health Care Organization and Policy at the University of Alabama at Birmingham (UAB) School of Public Health and co-director of the Behavioral and Community Science Core of the UAB Center for AIDS Research (CFAR). Dr. Turan's main research interests are in the area of maternal and child health (MCH) in low-resource settings of both developing and developed countries. Over the course of her research career, she has used both quantitative, qualitative, and mixed methods approaches to examine factors related to the promotion of MCH in diverse settings including Turkey, Jordan, Italy, Eritrea, Kenya, Nigeria, Zambia, Zimbabwe, Egypt, and the United States. She is currently conducting research aiming to reduce the adverse effects of HIV infection on physical and mental health, with a special focus on reducing HIV-related stigma and discrimination. She is the principal investigator on several NIH-funded studies that examine effects, mechanisms of action, and intervention strategies for HIV-related stigma, as it relates to HIV medication adherence and engagement in HIV care. In addition, her current research program includes the study of stigma as it relates to a variety of other reproductive health conditions/services, including unintended pregnancy, obstetric fistula, and gender-based violence.

**Tony Foleno** is senior vice president for Research, Planning & Evaluation at the Ad Council, where he advises the strategic planning of more than 40 public service communications campaigns. Mr. Foleno and the research team are also responsible for campaign evaluation, establishing key performance indicators and the tools through which they are measured. Additionally, he leads cross-campaign analyses designed to identify best practices and to optimize Ad Council initiatives. Mr. Foleno's primary role is to leverage research-based insights into action, helping to ensure that the Ad Council remains a results-driven organization with a single-minded focus on making a measurable impact in people's lives. Mr. Foleno co-chairs the Ad Council Research Committee, a pro-bono advisory body comprised of thought leaders in marketing, market research and academia. Prior to joining the Ad Council in 2002, Mr. Foleno managed projects at Public Agenda, a nonpartisan public opinion research organization. He is a graduate of Swarthmore College and holds a M.A. in sociology from Columbia University.

**Joan K. Austin** is distinguished professor emerita at Indiana University School of Nursing. During her tenure at Indiana University, she directed the research Center for Enhancing Quality of Life in Chronic Illness and a doctoral and postdoctoral training program in health behavior research. She also held appointments in the departments of Neurology and Psychiatry at the Indiana University School of Medicine. Dr. Austin's research focused on children with epilepsy and their families. Her research investigated factors associated with child mental health and academic achievement problems including neurological variables, cognitive functioning, neuroimaging, parent and child attitudes, parenting, and family environment. Her research was recognized with awards from the National Institute of Neurological Disorders and Stroke, the American Epilepsy Society, the International Bureau for Epilepsy/International League Against Epilepsy, and the American Nurses Foundation. Dr. Austin served four terms on the Professional Advisory Board of the Epilepsy Foundation, she served on the Advisory Council of the National Institute of Nursing Research (NINR) and is currently a consultant to the NINR Intramural program. Dr. Austin was inducted into the Institute of Medicine (IOM) in 2000 and was a member of the IOM committee, *Epilepsy across the Spectrum: Promoting Health and Understanding*.

**Annie Lang** is distinguished professor of telecommunications and cognitive science at Indiana University. Her research seeks to explain how people process mediated messages. To date this work has produced a general data-driven model of mediated message processing. This research has resulted in over 100 academic publications and been supported by almost 3 million dollars in grants. She is serving a three-year term as editor of the journal *Media Psychology*, is a Fellow of the International Communication Association, and is recipient of ICA's Steven H. Chaffee career productivity award. Dr. Lang earned her Ph.D. in Mass Communication from the University of Wisconsin, Madison.

**Joseph N. Cappella** is the Gerald R. Miller professor of communication at the Annenberg School for Communication at the University of Pennsylvania. Dr. Cappella's research has resulted in more than 150 articles and book chapters and four co-authored books in areas of health and political communication, social interaction, nonverbal behavior, media effects, and statistical methods. His research has been supported by grants from NIMH, NIDA, NSF, NCI, NHGRI, the FDA, The Twentieth Century Fund, and from the Markel, Ford, Carnegie, Pew, and Robert Wood Johnson foundations. His book with Kathleen Hall Jamieson on the Spiral of Cynicism has won prizes from the American Political Science Association and the ICA. He has served on the editorial boards of 20 different journals. He is a Fellow of the International Communication Association and its past president, a distinguished scholar of the National Communication Association, and recipient of the B. Aubrey Fisher Mentorship Award. Dr. Cappella received his Ph.D. from Michigan State University.

**Kay Cofrancesco** is director of Marketing at the Lung Cancer Alliance; she has been at the LCA since 2004. Ms. Cofrancesco is responsible for formulating and overseeing the execution of a comprehensive marketing and communications strategy with the goal of advancing the brand, mission, programs, events and achievements of the organization to targeted constituencies through effective and measurable communications strategies. Ms. Cofrancesco holds a B.A. in Biology from the University of Delaware.

**Bernice A. Pescosolido** is distinguished professor of sociology at Indiana University and director of the Indiana Consortium for Mental Health Services Research. In the area of stigma research, Dr. Pescosolido has led a team of researchers on a series of national and international stigma studies including the first U.S national study in 40 years, the first national study of children's mental health, and the first global study of 16 countries representing all six inhabited continents. Her research addresses how social networks connect individuals to their communities and to institutional structures, providing the "wires" through which people's attitudes and actions are influenced. Dr. Pescosolido has received numerous career, scientific, and community awards including the Wilbur Lucius Cross Medal from Yale University, the Carl A. Taube Award for Distinguished Contributions to the Field of Mental Health Services Research from the Mental Health Section of the American Public Health Association, and the Leonard I. Pearlin Award for Distinguished Contributions to the Sociological Study of Mental Health from the American Sociological Association. Dr. Pescosolido earned a M.A., M.Phil., and Ph.D. in sociology from Yale University.

**Vicky Rideout** is the president of VJR Consulting, a firm specializing in media research and public information campaigns. She recently helped a coalition of advocacy groups develop and launch the high-profile national public education campaign NO MORE, which seeks to reduce the stigma of domestic violence and sexual assault. Prior to founding VJR Consulting, Ms. Rideout was a vice president of the Kaiser Family Foundation, where she established and directed the Foundation's Program for the Study of Media and Health. Ms. Rideout negotiated ground-breaking partnerships with the television networks MTV, BET and UPN, securing high-profile donations of media time to conduct youth-oriented public education campaigns. The public service ads, original long-form programming, and online content she helped develop through these partnerships received many awards, including a National Emmy Award for best public service campaign. Her research has focused on teenagers' experiences with the socio-emotional impact of social media use, the role of media in childhood obesity, public service advertising on television, teens' use of the Internet for health information, and the impact of health messages on the TV shows Grey's Anatomy and ER. Ms. Rideout's work has been published in peer-reviewed journals, and has also been featured in the New York Times, Washington Post, and USA Today, among others. Ms. Rideout served on the Institute of Medicine's Committee on Accelerating Progress in Obesity Prevention. Ms. Rideout received her M.A. from the Maxwell School of Public Affairs at Syracuse University.

**Rebecca Palpant Shimkets** is associate director for The Rosalynn Carter Fellowships for Mental Health Journalism of the Carter Center Mental Health Program. Ms. Shimkets developed and oversees a journalism fellowship program that each year awards stipends to approximately 10 professional journalists in the United States and Colombia to produce a significant work on mental health or mental illnesses. Within the Carter Center Mental Health Program she also designs new initiatives related to stigma reduction and measurement and advises on programming including the annual national symposium and new initiative development at the Center. Ms. Shimkets is an active participant on advisory boards and within national work groups related to stigma and accurate portrayals of mental illnesses in the media. Ms. Shimkets received a M.S. in community counseling from Georgia State University.

**Donna Vallone** is senior vice president, Evaluation Science & Research at the American Legacy Foundation. Dr. Vallone oversees Legacy's portfolio of internal, contract and grant-funded research and evaluation studies. Her specific research interest focuses on tobacco-related health disparities. She is an active member and a funder of the Tobacco-Related Health Disparities Research Network (TReND), a trans-disciplinary organization with the mission of eliminating tobacco-related disparities by translating scientific knowledge into practice and informing public policy. In 2006, Dr. Vallone served as co-editor of a special issue of the *Journal of Epidemiology and Community Health*, which focused on tobacco control policy and women of low-socioeconomic status. Dr. Vallone serves on numerous expert panels and evaluation advisory committees including the expert panel on the evaluation of the national youth anti-drug media campaign from the Office of National Drug Control Policy (ONDCP) and the Evaluation Task Force for the Tobacco Control Section of the California Department of Health. Dr. Vallone received her Masters' Degree in International Community Health Education from New York University and her Doctoral Degree in Sociomedical Sciences from Columbia University.

**Robin Koval** is president and CEO of the American Legacy Foundation, the nation's largest public health foundation devoted to the issue of tobacco use prevention and cessation. She joined Legacy as its second president and CEO in November 2013. Throughout her career, Ms. Koval developed campaigns and provided counsel to a number of nonprofit, cause-related and healthcare clients and organizations. With the Girl Scouts, she helped lead an award-winning campaign to encourage girls to stay involved in math, science and technology. On the issue of underage drinking, she led a campaign that encouraged parents to speak early to their children and young teens about the risks. Other efforts include projects with the Make-a-Wish Foundation, the Red Cross and work with childhood asthma. Among her many awards, she was the 2011 recipient of the New York Women in Communications Matrix Award and a Women's Venture Fund Highest Leaf Award. She was also recognized in 2011 by Advertising Age as one of its "Most Influential Women in Advertising." Self-Made Magazine has also named Koval one of its Top 50 "Women Entrepreneurs Who Inspire," and she has been honored with the "Working Mother of the Year Trailblazer Award" by Women of New York. Ms. Koval earned her BFA from Syracuse University and an MBA from Baruch College.

**Jay A. Winsten** is an associate dean of the Harvard School of Public Health and the Frank Stanton Director of the School's Center for Health Communication. The Center's best known initiative, The Harvard Alcohol Project, demonstrated how a new social concept – the designated driver — could be rapidly diffused through society via mass communication, promoting a new social norm that the driver does not drink. At the Harvard School of Public Health, he served as co-editor, along with Nobel laureate James D. Watson and Howard Hiatt, of a three-volume *Origins of Human Cancer*; conducted a three-year study examining how news coverage of science and health is shaped by economic, organizational, and professional incentives in journalism; headed the School's Office of Health Policy Information, a resource for journalists and policy makers; and served as the Harvard School of Public Health's director of foundation and government relations. Dr. Winsten received his Ph.D. in molecular biology from The Johns Hopkins University.

**Phill Wilson** is president and chief executive officer of the Black AIDS Institute. Prior to founding the Institute, Mr. Wilson served as the AIDS Coordinator for the City of Los Angeles, the Director of Policy and Planning at AIDS Project Los Angeles. He was co-chair of the Los Angeles County HIV Health Commission, and was an appointee to the HRSA AIDS Advisory Committee. Mr. Wilson was the coordinator of the International Community Treatment and Science Workshop at the International AIDS Conferences in Geneva, Switzerland; Durban, South Africa; Barcelona, Spain; Bangkok, Thailand; and Toronto, Canada. Mr. Wilson was the co-founder of the National Black Lesbian and Gay Leadership Forum and the National Task Force on AIDS Prevention. He has been involved in the founding of a number of other AIDS service organizations and community-based organizations, including the Chris Brownlie Hospice, the AIDS Healthcare Foundation, the National Minority AIDS Council, the Los Angeles County Gay Men of Color Consortium, and the CAEAR Coalition. The Ford Foundation named Wilson one of the 20 award recipients for the Leadership for a Changing World, in 2001. He was a member of the U.S. delegation to the 1994 World AIDS Summit in Paris, and has worked extensively on HIV/AIDS policy, research, prevention, and treatment issues in Russia, Latvia, the Ukraine, the UK, Holland, Germany,

France, Mexico, South Africa, Zimbabwe, Zambia, Tanzania, India, and Botswana. Mr. Wilson holds a B.A. in Fine Arts from Illinois Wesleyan University.

**Joanne Silberner** is an artist-in-residence in the department of communication at the University of Washington, and contributes stories and editing to GlobalPost, NPR and the BBC/PRI show “The World.” For 18 years, she was a health policy correspondent at NPR, covering medicine, health policy, mental health, and global health. Prior to that she spent five years covering consumer health and medical research at U.S. News & World Report. In addition, she has worked at Science News magazine, Science Digest, and has freelanced for various publications, including the Washington Post, Health, USA Today, Practical Horseman, and Kaiser Health News.

Ms. Silberner held a Rosalynn Carter Fellowship for Mental Health Journalism in 2010, a fellowship at the Harvard School of Public Health, and a Kaiser Family Foundation Media Fellowship. She's won various awards, including the National Academies/Keck Award for a five-part series on cancer in the developing world. The same series won her the Best Cancer Reporter Award from European School of Oncology. Additionally, she's won the Victor Cohn Prize for Excellence in Medical Science Reporting, Society of Professional Journalists, American Heart Association, New York State Mental Health Association, March of Dimes, Easter Seals, National Council for Community Behavioral Healthcare. Ms. Silberner holds a B.A. in Biology from Johns Hopkins University and an M.S. in Journalism from Columbia University.