

Victoria Rideout, M.A.

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 media and children's health. She has directed numerous studies on topics such as: media use by infants and toddlers; the educational claims of media products for young children; the role of media in childhood obesity; parental opinions of TV and other media; use of media ratings and parental advisories; and teens' use of the Internet for health information. She has also conducted numerous focus groups among parents, children and teens regarding media, and created award-winning public service campaigns in partnership with television networks MTV, BET, and UPN. Ms. Rideout's research 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 graduated with honors from Harvard University and received her MA from Syracuse University.