

*The Jed Foundation's Seventh Annual Gala*  
INFINITE POSSIBILITIES

Wednesday, June 4, 2008



Dear Friends,

Thank you for joining us tonight and for supporting our work to ensure that more college students enjoy futures full of *Infinite Possibilities*. College and the transition into adulthood should be about opportunity and growth, but for many students struggling with unaddressed mental health problems, those possibilities fade. Tonight we celebrate our power to protect the potential of our college students and the significant accomplishments that have been made through your support.

As the nation's leading organization working to prevent suicide and reduce emotional distress among college students, The Jed Foundation is changing the way students and parents think about mental health, paving the way for more young people to get the treatment they need, and helping colleges create safer, healthier campus communities.

This evening's program highlights a diverse group of leaders who have made a tremendous impact on our work to prevent young lives from being derailed by mental health problems. We are honored to present the 2008 Voice of Mental Health Award to Congressman Patrick Kennedy, the Media Award to Stephen Friedman, and the Corporate Award to Tony Zook. Our honorees and special guests in attendance tonight are remarkable examples of the possibilities that are created when we work together toward a common goal.

The accomplishments we are celebrating tonight would not be possible without your support. Your commitment to America's college students inspires everyone at The Jed Foundation to remain focused on quality, innovation and creating programs that make a powerful difference in the lives of students across the country.

Sincerely,  
The Jed Foundation



The Jed Foundation's Seventh Annual Gala and Awards Dinner

# INFINITE POSSIBILITIES

Under the Central Park Tent at Tavern On The Green

Wednesday, June 4, 2008

## Menu

### First Course

Shaved Artichoke, Avocado, Pepper Cress and Frisee Salad with Chunk Parmesan,  
Balsamic and Polenta Crisps

### Second Course

Grilled Filet Mignon, Port Wine Glaze Served with Wild Mushroom Risotto Cake and  
Roasted Baby Vegetables

### Dessert

Passion Fruit and Chocolate Mousse Bombe

### Wines

*Rose Row Winery*

Chardonnay and Syrah

The original artwork featured in this program and incorporated into tonight's décor was created for The Jed Foundation by Nora Knowles. We would like to thank Nora for using her creativity and talent to capture the spirit of this evening.

## The Jed Foundation's Seventh Annual Gala

Welcome

Phillip M. Satow

*Chairman of the Board, The Jed Foundation*

Host

Claire Shipman

*Senior National Correspondent ABC News, Good Morning America*

Voice of Mental Health Award

Congressman Patrick J. Kennedy (D-RI)

*Presented by Charles O'Byrne – Secretary to Governor David A. Paterson of New York*

Special Remarks

B. Joseph White

*President, University of Illinois*

Dinner Service

The Jerry Greenspan Student Voice of Mental Health Award

The Alive Campaign, Baylor University

*Presented by Carol Ullman*

## *Highlights of Peabody Award-Winning Half of Us Campaign with mtvU*

Media Award

Stephen Friedman

*General Manager, mtvU*

Corporate Award

Tony Zook

*President and Chief Executive Officer, AstraZeneca Pharmaceuticals – US*

*Presented by Jeffrey A. Lieberman, MD, Chairman of Psychiatry at the Columbia University*

*College of Physicians and Surgeons*

Dessert Service

Live Auction

Nicholas D. Lowry

*President and Principal Auctioneer, Swann Auction Galleries*

Entertainment

Duncan Sheik

*Grammy and Tony Award-Winning Composer of Spring Awakening*

*with Special Guest Lauren Pritchard*



Claire Shipman

Claire Shipman joined ABC News' *Good Morning America* as the show's senior national correspondent in May 2001. Shipman also serves as a substitute anchor on *Good Morning America* and *World News Tonight*, and contributes to other ABC News programs. Since joining ABC, Shipman has conducted interviews with President Bush, Vice President Dick Cheney and President Clinton, among others. She was a critical part of ABC's September 11th coverage. She is based out of the network's Washington, D.C., bureau.

Shipman had been White House correspondent for NBC News since 1997. She regularly reported on presidential policy and politics for *NBC Nightly News with Tom Brokaw* and the *Today* show. In addition to her NBC duties, Shipman wrote a popular column for *George* magazine.

Through her on-the-ground reporting during the presidential campaign, Shipman broke many big election stories. On *Today*, she conducted the first televised interview with then Vice President Al Gore in the wake of his campaign finance troubles. She was the first to report that Gore would name Sen. Joseph Lieberman as his running mate and, in December 2000, she was the first to report on the Florida Supreme Court's decision to allow a recount of

contested ballots. Before she worked at NBC, Shipman worked at CNN for a decade. During that time she gained widespread recognition while covering the White House. Shipman previously spent five years at CNN's Moscow bureau, where she won international praise for her coverage of Boris Yeltsin's 1993 assault on the Russian Parliament building.

Shipman's Moscow coverage helped CNN earn a National Headliner Award and her reporting on the aborted Soviet coup and 1991 collapse of the Soviet Union won the network a coveted Peabody Award. She also received a Dupont Award and an Emmy as one of the key contributors to CNN's coverage of the 1989 Tianamen Square student uprising, as well as a Dupont Award for CNN's coverage of the 1995 Oklahoma City bombing.

Shipman began her broadcast career as a production assistant and intern at CNN's bureau in New York. She holds a graduate degree in international affairs from Columbia University and a B.A. in Russian studies from Columbia, where she graduated magna cum laude. Shipman, a Columbus, Ohio, native, now resides in Washington, D.C. with her husband, *Time* magazine White House correspondent Jay Carney.



B. Joseph White

B. Joseph White took office as the 16th president of the University of Illinois in January 2005. White, 61, is familiar with both public higher education and the Midwest. He spent nearly three decades affiliated with the University of Michigan at Ann Arbor, where he received his doctorate in business administration in 1975 and served for a decade as dean of its top-ranked business school. White also has private-sector experience, including six years at Cummins Engine Co., Inc., (1981-87) and a year (2003) helping rebuild a Wall Street firm devastated by 9/11. He is a director or trustee of several companies and has served on the boards of two health care systems.

White has written, taught and lectured extensively on leadership, management, and organizational matters. He is the author of *The Nature of Leadership: Reptiles, Mammals, and the Challenge of Becoming a Great Leader* (AMACOM, 2007).



Charles O'Byrne

Charles J. O'Byrne is Secretary to New York Governor David A. Paterson. Previously he served as Chief of Staff to then Lieutenant Governor Paterson, and as Acting Chief of Staff to then Senate Minority Leader Paterson. O'Byrne also served as Director of Communications, Senior Policy Counsel and Deputy Chief of Staff on the Senate Minority Leader's staff. In 2003, he worked as a speech writer for Howard Dean's presidential campaign. He is an attorney, author and has worked with a variety of private and not for profit organizations. He graduated summa cum laude from Columbia College with a major in history and went on to obtain his JD from Columbia University School of Law.



Dr. Jeffrey A. Lieberman

Jeffrey A. Lieberman, MD currently is the Lawrence E. Kolb Professor and Chairman of Psychiatry at the Columbia University College of Physicians and Surgeons and Director of the New York State Psychiatric Institute. He also holds the Lieber Chair and Directs the Lieber Center for Schizophrenia Research in the Department of Psychiatry at Columbia. Dr. Lieberman received his medical degree from the George Washington School of Medicine in 1975. Following his postgraduate training in psychiatry at St. Vincent's Hospital and Medical Center of New York Medical College, he was on the faculties of the Albert Einstein College of Medicine and Mount Sinai School of Medicine, and served as Director of Research at the Hillside Hospital of Long Island Jewish Medical Center. Prior to moving to Columbia he was the Vice Chairman for Research and Scientific Affairs in the Department of Psychiatry and Director of the Mental Health and Neuroscience Center at the University of North Carolina, School of Medicine in Chapel Hill.

Dr. Lieberman's research has focused on the neurobiology, pharmacology and treatment of schizophrenia and related psychotic disorders. In this context, his work has advanced our understanding of the natural history and pathophysiology of schizophrenia, and the pharmacology and clinical effectiveness of antipsychotic drugs.

Dr. Lieberman has received numerous honors, is a member of the National Academy of Sciences Institute of Medicine, and currently chairs the American Psychiatric Association (APA) Council on Research. He is or has been a member of advisory committees for the FDA, the Surgeon General, APA and the National Institute of Mental Health.



## Voice of Mental Health Award Patrick Kennedy

Asserting that the stigma attached to mental illnesses and the discrimination suffered by those with these diseases are major civil rights issues, Congressman Patrick J. Kennedy has made mental health reform one of the highest priorities of his legislative career.

Congressman Kennedy is the lead Democratic House cosponsor of the Paul Wellstone Mental Health and Addiction Equity Act, which would end insurance discrimination against mental illness. Working with both Democratic and Republican colleagues, he has built a bipartisan majority in favor of the bill four Congresses in a row. He authored numerous other pieces of mental health legislation, including the Child Healthcare Crisis Relief Act to help alleviate the critical shortage of child mental health providers and the Positive Aging Act to improve mental health services for seniors. In 2004, he co-founded the House Addiction Treatment and Recovery Caucus, which he co-chairs.

Since taking his seat on the Appropriations Committee in 2001, Congressman Kennedy has been the leading proponent for mental health funding on the Labor-

Health-Education and Commerce-Justice-Science Subcommittees. From that position, he successfully advocated for funding of mental health programs, including increases in the mental health block grants, creation of a new initiative to promote mental health among seniors, and appropriations for a new jail diversion program. Kennedy has rallied his colleagues to pass a number of amendments to various pieces of legislation strengthening mental health in contexts as diverse as higher education, the military, and programs for older Americans.

Kennedy's awards and honors include: Legislator of the Year (National Mental Health Association, 2001), Outstanding Leadership Award (American Psychological Association, 2003), Legislator of the Year (American Psychiatric Nurses Association, 2003), Wellstone Award for Mental Health Advocacy (Washington Psychiatric Society, 2005), Congressional Leadership Award (Campaign for Mental Health Reform, 2006), and Legislator of the Year Award (American Academy of Child and Adolescent Psychiatry, 2007).



## Student Voice of Mental Health Award Alive Campaign, Baylor University

The Jed Foundation established the annual Jerry Greenspan Student Voice of Mental Health Award in 2008 to recognize students who are using their time, talents and voices to help increase awareness about mental health issues, decrease stigma around these conditions, and encourage help-seeking in the college population. **We are proud to announce that the 2008 award has been presented to a group of students from Baylor University who have started a national awareness program called the Alive Campaign.**

The Alive Campaign was started by five college students from Baylor University after they learned that a friend had attempted suicide. Through their friend's experience, they learned more about the prevalence of suicide and the importance of help-seeking and vowed to share this knowledge with other young people. They started a Facebook group, "*Four Guys, One Destination, One Mission: Suicide Prevention*," and announced a plan to bike from Waco, Texas to Anchorage, Alaska, as a demonstration of solidarity and a way to spread their message across the county. In two weeks, the group obtained over 250,000 supporters on Facebook and they have already received coverage in local and national media, including a special appearance on mtvU's *Dean's List*. Their bicycle journey kicked off on May 15th and will include stops along the route to share their message with local groups and through media coverage.

For their tireless commitment, adventurous spirit, and national impact on college mental health and suicide prevention, we congratulate the Alive Campaign on their efforts and are excited to present them with The Jerry Greenspan Student Voice of Mental Health Award.

The Jerry Greenspan Student Voice of Mental Health Award was established through a generous contribution made by Carol Ullman and the late Joseph Greenspan, in memory of their son, Jerry Greenspan.



## Media Award Stephen Friedman

Stephen K. Friedman is General Manager and Executive Vice President of mtvU, MTV Networks' channel dedicated to college students and college life on-air, online and on campus. In this position, he oversees all aspects of the college-based network, as well as all operations of mtvU's two owned-and-operated divisions: College Media Network, the largest network of online college newspapers in the U.S., and RateMyProfessors.com, the Internet's largest listing of collegiate professor ratings. Taken together, mtvU's platforms make it the largest and most comprehensive media network for college students, broadcasting to more than 750 campuses and via top cable distributors in 700 college communities nationwide – reaching upwards of 9 million U.S. college students. College Media Network reaches over 5.5 million students via nearly 600 online campus papers, and approximately 2.9 million college students log on to RateMyProfessors.com each month. During Mr. Friedman's tenure as head of mtvU, the network's distribution has grown more than 70%, advertisers have quintupled, the College Media Network and RateMyProfessors businesses have been acquired and mtvU's Sudan Campaign to fight the genocide in Darfur has been honored with two Emmy awards, including the 2006 Governors Award – the highest

honor bestowed by the Academy of Television Arts and Sciences. Under his leadership, mtvU also launched *Half of Us* to raise awareness about the prevalence of mental health issues on campus and connect students to the appropriate resources to get help. The campaign was recently honored with a George Foster Peabody Award, a Gracie Award, and three Beacon Awards, cable's highest award for excellence in communications and public affairs.

Mr. Friedman joined MTV in 1998 when he was hired by Judy McGrath – now CEO of MTV Networks – to found MTV's department of Strategic Partnerships and Public Affairs, with the charge of “using MTV's superpowers for good.” The campaigns he pioneered in this role won three Emmy Awards and a Peabody Award, and he served as Vice President of the group until being selected in April 2003 to head up and preside over the launch of mtvU.

Mr. Friedman currently serves on the Advisory Board of Viacom's KNOW HIV/AIDS campaign and the Advisory Board of Hollywood, Health and Society (Partnering Entertainment, Education and the CDC). He holds a B.A. with Honors from Wesleyan University.



## Corporate Award Tony Zook

Tony Zook directs AstraZeneca's US market and heads the company's Global Marketing function. AstraZeneca is one of the world's leading pharmaceutical companies. The United States is the company's largest market, accounting for 12,000 of its 66,000 employees.

Zook began his pharmaceutical career in 1983 at Berlex Laboratories, where he held various positions, including District Sales Manager, Marketing Director, Vice President - National Accounts, and Vice President - Sales. Zook joined Astra USA in 1997 as Vice President - Marketing and Sales. Prior to taking over as President and CEO, Zook was Senior Vice President - Commercial Operations for AstraZeneca LP, US, responsible for leading the company's marketing and sales organizations.

Zook earned a bachelor's degree in biology from Frostburg University, and an associate's degree in chemical engineering from Penn State University. Zook is a member of the Board for the Pennsylvania Division of the American Cancer Society and is Chairman of the Executive Council for the National Pharmaceutical Council.

Previous Honorees:  
*Voice of Mental Health Award*

2002

Andrew Solomon, Author *The Noonday Demon – An Atlas of Depression*, Winner, “National Book Award”

2003

Kay Redfield Jamison, PhD, Professor of Psychiatry, Johns Hopkins School of Medicine, Best-selling author of numerous books including *An Unquiet Mind*

2004

David A. Brent, M.D., Endowed Chair in Suicide Studies, University of Pittsburgh

2005

Martin B. Keller, M.D., Chairman of the Department of Psychiatry & Human Behavior, Brown Medical School

2006

K. Ranga R. Krishnan, MB ChB, Chairman, Department of Psychiatry, Duke University Medical Center

2007

Senator Gordon Smith (R-Oregon) and Mrs. Sharon Smith

*Corporate Leadership Award*

2006

Lynn O'Connor Vos, Chief Executive Officer, Grey Healthcare Group

2007

Philip Burguières, Vice Chairman of the Houston Texans and Chairman and CEO of EMC Holdings



Duncan Sheik

In addition to writing the music for the Tony Award-winning Broadway musical hit *Spring Awakening*, Grammy-winning singer-songwriter Duncan Sheik is collaborating with Playwright Steven Sater on *The Nightingale*, a musical based on the Hans Christian Andersen classic which premiered during the 26th annual O'Neill Music Theater Conference. Sheik has composed original music for the Public Theatre's Shakespeare in the Park production of *Twelfth Night* and for *The Golden Rooms of Nero*, which opened at the Magic Theater in San Francisco earlier this year. His self-titled debut album on Atlantic Records, was an enormous popular and critical success and spent 30 weeks on the Billboard 200. Other albums include *Humming*, *Daylight*, *Phantom Moon* (Nonesuch Records) with lyrics by Steven Sater and his latest, *White Limousine* (Rounder Records). Duncan's songs have appeared in many Film Soundtracks including *Great Expectations*, *The Saint*, *Teaching Mrs. Tingle*, *Three to Tango*, *What a Girl Wants*, *Transamerica* and *Amazing Grace* (a documentary about the late Jeff Buckley). Sheik also composed and produced the original score for the feature film *A Home at the End of the World*, directed by Michael Mayer and starring Colin Farrell, and recently finished scoring Mary Stuart Masterson's directorial debut, *The Cake Eaters*.



Lauren Pritchard

A 20-year-old singer-songwriter and Tennessee native, Lauren Pritchard boasts talent well beyond her years. She began playing piano at age 9, has performed in a funk band in LA, and enjoyed a 2 year run playing the role of Ilse in the 8-time Tony Award-winning Broadway musical "Spring Awakening." Her biggest influences include Billy Joel, Aretha Franklin, David Gray, and CSNY. She is currently working on her debut album under Steve Ferrera for RCA/J records.



**Guided by leading experts, The Jed Foundation's programs target all the audiences who can impact college mental health, including students, colleges and parents.**

## **STUDENTS**

**We work to reduce the stigma students feel about having, or seeking treatment for, emotional problems, and provide safe, accessible resources for students to help themselves or a friend. These programs include:**

### **Half of Us**

The Jed Foundation and mtvU, MTV's college network broadcast on over 750 campuses, launched the Half of Us campaign to decrease the stigma around mental health and encourage help-seeking among college students. Built on the results of original research, the campaign includes groundbreaking on-air, online ([www.halfofus.com](http://www.halfofus.com)) and on campus elements. To date, the campaign has aired more than 1,200 public service announcements; launched a Facebook application that encourages students to express their emotions; been featured on three major mtvU tours; recruited high-profile spokespersons like Mary J. Blige, Pete Wentz and Billy Corgan; and received a prestigious Peabody Award.

### **ULifeline™**

ULifeline ([www.ulifeline.org](http://www.ulifeline.org)) is a confidential online resource center where college students can learn more about their emotional health and reach out for help if they are struggling. Through technology and dedicated staffing, ULifeline helps colleges create and promote a website tailored specifically for their students and featuring campus-specific resources, a screening tool developed by Duke University Medical Center, and information students need to help themselves or a friend. Over 1250 colleges and universities are currently utilizing ULifeline, and over 15,000 students have used the online screening tool during the past year.

## **COLLEGES**

**We provide policy guidance, access to research, and tools and training to help campus professionals effectively promote mental health and protect at-risk students. These programs include:**

### **Framework**

Colleges lack consensus about what constitutes a comprehensive, campus-wide approach to managing the acutely distressed or suicidal student. Given the lack of available research and evidence-based guidance on this issue, The Jed Foundation, in conjunction with a panel of experts, developed the Framework ([www.jedfoundation.org/framework.php](http://www.jedfoundation.org/framework.php)) to provide colleges and universities – regardless of size, culture, and resources – with a list of issues to consider when drafting or revising protocols relating to the at-risk student. To date, the document has been downloaded over 9,000 times, recommended as a resource in one of Virginia Tech's internal review reports, and included in the Suicide Prevention Resource Center's (SPRC) Best Practices Registry.

### **Virginia Tech Study**

In the aftermath of the tragedy at Virginia Tech, The Jed Foundation provided the initial funding for a study of the mental health needs of the school's students and faculty/staff. Researchers at Virginia Tech worked with Dr. Ron Kessler, Professor of Health Care Policy at Harvard Medical School, and colleagues at UCLA and Duke University, to carry out initial needs assessment surveys of both groups in 2007 as well as follow-up surveys in 2008. The study results will shed light on how schools can best protect their students and provide support in the aftermath of tragedies.

### **CampusCare**

An initiative of The Jed Foundation, the Education Development Center, Inc., and the SPRC, CampusCare will provide college and university administrators and clinical staff with the knowledge and skills needed to better understand the mental health problems affecting their community and determine appropriate ways to respond. The program will feature four live, Web-based events for multi-disciplinary campus teams that will be archived along with relevant tools and resources for ongoing use.

## Legal Resource

The Jed Foundation worked with leaders in higher education law, administration, and mental health to develop a comprehensive resource that provides clarity and good practices around legal issues faced by colleges. Topics covered include confidentiality, liability and disability law.

## Clinical Skills Workshop

The Jed Foundation worked with the American Association of Suicidology and the SPRC to tailor their one-day course, *Assessing and Managing Suicide Risk*, to the college counselor audience. This course is currently undergoing a formal evaluation. Over the next year, The Jed Foundation will work to make this training, as well as a more in-depth two-day training program, available to hundreds of campus mental health professionals.

## PARENTS

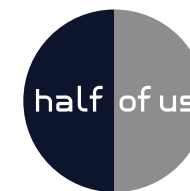
**We provide information and advice to help parents protect the emotional health and well-being of their college-age children.**

## The Transition Year Project

The Jed Foundation has partnered with the American Psychiatric Foundation on a parent and student outreach project that will help teenagers and their families navigate the transition from high school to college with a focus on emotional health and well-being. A national survey of parents has been completed and the results are being used to develop guides for both parents and students.

## Parent Resource Center

The Jed Foundation has added a Parent Resource Center to the organization's website ([www.jedfoundation.org](http://www.jedfoundation.org)) that helps parents understand the frequency and impact of mental health issues among college students. This online resource also provides tools and advice to help parents talk to their children about emotional issues, understand the resources available on campus, and identify warning signs of mental illness and/or suicide.



## An Amazing Year for a Groundbreaking Campaign

The Jed Foundation would like to thank mtvU for partnering with us on the *Half of Us* campaign and congratulate everyone involved in the campaign on the incredible recognition it has received:

### George Foster Peabody Award

**3 Beacon Awards**  
*Association of Cable Communicators*

**Gracie Award**  
*American Women in Radio and Television*

### Emmy Nomination

**2 Prism Award Nominations**  
*Entertainment Industries Council*

A special thank you to AstraZeneca for the generous charitable contributions to The Jed Foundation that make *Half of Us* possible.

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We also want to thank mtvU for producing the video on the Half of Us Campaign and express our appreciation to tonight's entertainers: Duncan Sheik and Lauren Pritchard.

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