

CODE OF RESPONSIBLE PRACTICES ADVISORY BOARD



Joan Z. Bernstein

Former Director of Federal Trade Commission's Bureau of Consumer Protection

Ms. Joan "Jodie" Bernstein, currently with the Washington, DC law firm Bryan Cave, has a distinguished history of government service. Ms. Bernstein most recently served as Director of the Federal Trade Commission's Bureau of Consumer Protection from 1995 to 2001, where she was involved in every facet of advertising for the goods and services sold in the United States. During her tenure, Ms. Bernstein oversaw the FTC's 1999 Report to Congress on alcohol advertising and self-regulation.

Ms. Bernstein was the leading force in creating the National Advertising Review Council of the Better Business Bureaus, established in 1971 to review advertising copy to ensure that it is truthful and accurate.

Ms. Bernstein's government career also included serving as General Counsel of the Environmental Protection Agency and as General Counsel of the Department of Health and Human Services.



Dr. Constantine W. Curriss

President, American Association of State Colleges and Universities

A leader among academic administrators, Dr. Constantine "Deno" Curriss currently serves as the President of the American Association of State Colleges and Universities, a national association of over 400 public colleges and universities. AASCU, founded in 1965, is governed by an elected board of 15 university presidents and chancellors.

Dr. Curriss has 38 years of service in higher education, including serving as President of Clemson University for over four years, University of Northern Iowa for 12 years and Murray State University in Kentucky for 10 years.

Dr. Curriss is a strong advocate for public higher education and its students and a proponent of the qualitative strengthening of higher education institutions in order to meet public needs and expectations in the 21st century. He has been actively engaged in addressing problems of alcohol abuse among college students.



Richard Gitter

Former NBC Vice President, Advertising Standards and Program Compliance

Richard Gitter is a former network executive with over 34 years in the broadcast industry including 25 years overseeing network advertising standards and compliance.

Most recently, Mr. Gitter served as Vice President, Advertising Standards and Program Compliance for NBC where he reviewed commercials and programming to ensure compliance with Federal regulations and network policies. He served in a similar capacity at ABC as the Vice President, Department of Broadcast Standards and Practices.

Mr. Gitter is a former member of the Board of Directors of the Council of Better Business Bureaus and the Radio Code Board of the National Association of Broadcasters.