

August 17, 2010



Heide Waldbaum

HOLLYWOOD VETERAN SHARES TALENTS WITH THE FRED ROGERS CENTER

LATROBE, PA – Heide Waldbaum, a Hollywood film production veteran, will be contributing her management talents to the Fred Rogers Center Early Career Fellows program. Waldbaum will serve as a special consultant to the program for the recruitment of Fellows, for creating networks of communication and mentoring among fellows to support their project, and for strengthening the program’s national outreach efforts.

Most recently, Waldbaum was the virtual production manager on *Avatar*, the highest grossing film of all time. She previously worked on the productions of *Stuart Little*, *Harry Potter and the Sorcerer’s Stone*, *Spider-Man 2* and *Spider-Man 3*. Waldbaum’s career includes roles as production and art department coordinator, graphic artist and assistant art director, visual effects and post production coordinator, special effects producer and pre-visualization supervisor. Waldbaum earned a bachelor’s degree in writing and theater from Westminster College and studied film, television and screenwriting at UCLA.

Waldbaum will leverage her talents and experience as a special consultant to the Fred Rogers Center Early Career Fellows. Individuals selected to be Fellows are aspiring professionals who are provided with opportunities to develop creative and interactive media inspired by the legacy of Fred Rogers. The selection process for the 2010-2011 Fellows will begin in September.

The Fred Rogers Center for Early Learning and Children’s Media at Saint Vincent College (www.fredrogerscenter.org) was established in 2003. The Center houses the official archive of Fred Rogers’ work including scripts, videos and set pieces from *Mister Rogers’ Neighborhood*. The Center’s national programs to advance the fields of early learning and children’s media include the Fred Rogers Early Career Fellows; the Early Learning Network for teachers, home-based caregivers, and families; the Fred Forward Conference Series; the Learning Lives documentary project; and media literacy projects that engage children and adults as both users and creators of media.

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