



LaToye Adams, Adam Blau, Craig Schatten, and Niloufar Behrouz

FOUR NAMED EARLY CAREER FELLOWS BY FRED ROGERS CENTER

LATROBE, PA – Following a national competition, the Fred Rogers Center for Early Learning and Children’s Media at Saint Vincent College has named four Early Career Fellows for 2010-2011. Selected from among nearly 30 applicants, the team of four Fellows will spend the coming year creating innovative educational media for the Fred Rogers Center.

The four Fellows are LaToye D. Adams, from Paterson, New Jersey, a research analyst at Nickelodeon and a Master of Arts student at Teachers College, Columbia University; Niloufar Behrouz, from Pittsburgh, a freelance animation, web, and graphic designer with experience as an editor for the British Broadcasting Corporation in New York; Adam Blau, from Los Angeles, a music composer and producer; and Craig Schatten, from New York, head kindergarten teacher at The Calhoun School and a musician, puppet designer, and illustrator.

The announcement of the Fellows’ selection was made by Rita Catalano, executive director of the Fred Rogers Center. “In this second year of the Early Career Fellows program, we invited and received applications from across the U.S., and we were struck by the range of incredible talent among the applicants as well as the extent of commitment to carrying forward Fred Rogers’ legacy through their own work.” said Ms. Catalano. “We are very excited about the opportunity to work with this year’s team of Fellows, and we look forward to showcasing their projects as their Fellowships proceed over the next 12 months.”

The Early Career Fellows Program is a national initiative of the Fred Rogers Center to help build the field of children's media by supporting creative new talent. In the first year of the program, 2009-2010, eight Fellows produced a variety of media-based projects. The 2010-2011 team of Fellows will create projects for the Fred Rogers Center Early Learning Environment™. The Early Learning Environment is under development as an online resource in early literacy and media literacy for teachers, home-based caregivers, and families.

The four new Fellows will meet for a weekend-long retreat at the Fred Rogers Center later this month. The retreat and the Fellows' work throughout the year will be guided by Heide Waldbaum, project consultant for the Fred Rogers Center, and Michael Robb, program manager for the Fred Rogers Center Early Learning Environment.

The Fred Rogers Center for Early Learning and Children's Media at Saint Vincent College (www.fredrogerscenter.org) was established in 2003. In addition to curation of the official archive of Fred Rogers' life and work, the Center's national programs include the Fred Rogers Center Early Career Fellows; the Early Learning Environment; the *Fred Forward Conference* series; and media literacy projects that engage children and adults as both users and creators of media.

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