

Message from the Executive Director

As we celebrate the birth of Fred Rogers on March 20, it is very easy to understand why people would remember a beloved television icon, but his birthday is also cause to celebrate his devotion to the well-being of children. He was interested in the inner life of the child long before he realized his dream of creating a television program. While Fred was a [student](#) at the University of Pittsburgh he met and worked under the supervision of child psychologist Dr. Margaret B. McFarland, an Associate Professor in the Department of Psychiatry. Their friendship and collaboration would last until Margaret's death in 1988.

During the production of *Mister Rogers' Neighborhood*, Fred and Margaret would meet every week to discuss various themes to tackle on the series. The Fred Rogers Archive is fortunate to have over seven hundred hours of their conversations recorded on audio tape. The challenge now is how do we take these conversations and put them in context to understand the transition from complex theory to deep and simple practice.

We believe we have found the one person that can truly grasp this project, Hedda Sharapan, L.H.D. Hedda was not only Margaret's student at Pitt, she was also Fred's colleague, having worked with him on the *Neighborhood* series from the very beginning in 1966. It is my distinct pleasure to announce Hedda Sharapan as our PNC Grow Up Great Senior Fellow. We look forward to Hedda's initial work in evaluating a number of episodes of *Mister Rogers' Neighborhood* and reverse engineering them back to the original recorded conversations.

Hedda will present her findings at the 2016 *Fred Forward Conference* as part of our renewed commitment to fostering the social and emotional development of young children.

Please join me in congratulating Hedda, and in remembering Fred's legacy on his birthday.

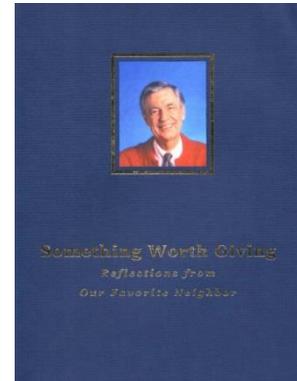
-Rick Fernandes

In the Archive

PHONE MEMO	TO	King Friday	DATE	9/13	TIME	11:20 AM
	FROM	Ana Platypus	AREA CODE		NO.	
	OF		EXT.			
	MESSAGE Congratulations on your natal day					
	SIGNED					<i>[Signature]</i>
	PHONED <input checked="" type="checkbox"/>	CALL BACK <input checked="" type="checkbox"/>	RETURNED CALL <input checked="" type="checkbox"/>	WANTS TO SEE YOU <input type="checkbox"/>	WILL CALL AGAIN <input type="checkbox"/>	WAS IN <input type="checkbox"/> URGENT <input type="checkbox"/>

March 2015 is an interesting month for *Neighborhood* birthdays. King Friday XIII celebrated his birthday on Friday, March 13, one week before Mister Rogers' March 20 birthday. King Friday's birthday falls on every Friday the

Something Worth Giving



In honor of Fred Rogers' birthday, we are pleased to share *Something Worth Giving* on [our blog](#), Fred's final public address. We hope his last and lasting message touches your heart.

Thank you to our friends at Grantmakers for Children, Youth, and Families for sharing this beautiful digital version and our colleagues at The Fred Rogers Company for the privilege to once again share Fred's timeless wisdom.

ECF Update

Recently, we featured Early Career Fellow [Brian Puerling's project](#) on our blog. Although still in development, his app will allow young users to draw on screen and record audio narrations. The children can send their creations and recordings to friends and family on their buddy lists, who can then add to the drawings and return them to co-create art despite distance. The overall goal of the app is to nurture children's

13th, so he may have multiple birthdays each year. Friends and neighbors would call Fred Rogers' office every Friday the 13th, wishing happy birthday to the King. Shown here is a special phone message to King Friday from Ana Platypus, as recorded by Fred's secretary, Elaine Lynch.



Ele's Corner provides tools for parents and educators every month. Here are some of the newest activities and ideas for spring.



- Now that spring is around the corner, go outside and [watch the shadows change](#)! Ask your child to notice his or her shadow. Is it in front of or behind your child? Can he or she run away from it? Then ask why!
- How do you teach your children to persist when things get tough? Watch this cartoon from The Mother Company about [Sally Simon Simmons](#) with your child and talk about how it feels to be frustrated and the importance of practice.

Connect with *Ele*!  

Carrying the Legacy Forward

Just as Fred Rogers understood the importance of community, we know that it takes advocates, collaborators, donors, and so many other friends, to help achieve our mission.

Fred Rogers believed that the world is one large neighborhood and together we are all called to be helpers to one another. The recent "Fred Fest" activities across the Saint Vincent community continue to demonstrate how Fred's legacy is still present. It's wonderful to see college campus groups such as Alpha Lambda Delta, the Fred Rogers Scholars, Incubator 143, the MAD COMM Club, and many other groups and individuals working together to create a week-long celebration of Fred's birthday. There is a special gift that can be found in our community when we realize that each of us has something special to offer in reflecting on Fred's enduring influence. I feel grateful for being part of such a community and hope that you also take time to celebrate with the neighbors in your life.

-Julianne Bartko, Saint Vincent College

ability to connect and develop relationships through the visual arts.

Click, Swipe, Scroll

The Fred Rogers Center, in conjunction with PAEYC, welcomed more than 70 regional educators, childcare providers, and other professionals serving young children on Monday, March 16, for the *Click, Swipe, Scroll: Teaching in the Digital Age* mini-conference.

We sincerely appreciate the many presenters and organizations who helped make this a success: Better Kid Care, Carnegie Library of Pittsburgh, Carnegie Science Center, Children's Museum of Pittsburgh, Common Sense Media, OCDEL, PAEYC, PA Key, PBS Kids, PQAS Instructors, The Sprout Fund, TekStart, and WQED Multimedia.

Words of Wisdom



"We're all on a journey -- each one of us. And if we can be sensitive to the person who happens to be our neighbor, that, to me, is the greatest challenge as well as the greatest pleasure."
-Fred Rogers