

Message from the Executive Director

For many, March 20 will be celebrated as the first day of spring. For us at the Fred Rogers Center, we honor another milestone on that date, Fred Rogers' birthday. It is impossible to put into words the positive impact this unique individual's life had on countless children and families. The Fred Rogers Center strives every day to stay true to his legacy of helping children grow as confident, competent, and caring human beings.

In honor of Fred's birthday, the Center is announcing the national competition for the [2014 Early Career Fellows](#) program. This program provides a unique career development opportunity for new and aspiring professionals in children's media and related fields who demonstrate a commitment to the same principles that guided Fred Rogers in his work. We invite qualified candidates to submit [applications](#) to the 2014 Early Career Fellows program.

-Rick Fernandes

Incubator 143 - What Would Mister Rogers Do?



Saint Vincent College Fred Rogers Scholars are growing into scholars of Fred Rogers. As part of our new initiative to vitalize the Archive, Incubator students Adam, Alaina, and

Maura are combing through Fred's speeches, letters, and articles to ask the question, "What Would Mister Rogers Do?" Each student is pursuing that question in a topic of personal passion - how to be a public advocate, how to communicate about disability, and how to talk about technology in the lives of children. Using a simplified version of the qualitative method "content analysis", they identify key "Fred" concepts and themes, combine and prune them, and aim to produce something accessible and useful to practitioners in each of these areas.

In the Archive...



King Friday XIII, Fred Rogers' most pompous puppet character, celebrated his birthday every Friday the 13th. For his January 1966 birthday, children joined him at the Horne's department store in Pittsburgh and honored him with a "king-sized birthday card." In return for their kindness, Mister

Rogers and some of the other puppet neighbors entertained the children with skits, songs, and a special breakfast. It was a royal event appropriate for the ruler of the Neighborhood of Make-Believe. Fred Rogers may have celebrated his own birthdays more simply. How do you celebrate Mister Rogers' birthday?

Carrying the Legacy Forward- In My Own Words

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 was an inspiration and serves as a model for all of us. His legacy addresses a fundamental need in our fast paced digital world to balance the importance of family, family interactions, and technology. I enjoy being part of the community and supporting so many incredible causes that make our home a better place . . . but why not start with early learning? In today's mobile society, connecting at home can be a challenge. At the end of the day, nothing is more important than interacting with our children and understanding how technology can help us connect."

-Lee Baierl
Pittsburgh, PA

Join the Conversation



In the Center's recent blog post, "[Contrary to Claims, Not All Media Is Bad for Kids Under 12](#)," Scott Traylor, founder and CEO of 360KID, responds to the call to ban hand-held devices for young kids, and offers advice on how to make smart choices.

Ele's Corner



Ele has some great new activities this month! Explore Native American cultures, music styles, and instruments in [Rhythms of the Land](#), talk about the weather in [Outside My Window](#), and use music to explore feelings in [How Do You Feel?](#)

Connect with *Ele*



Baierl Subaru 'Shares the Love'



Our friends at Baierl Subaru and Subaru of America recently presented a check for more than \$6,603 to the Fred Rogers Center, which represents the proceeds of the "Share the Love" event. Anyone purchasing a new Subaru at Baierl from November 21, 2013 to January 2, 2014, had an opportunity to donate \$250 to support the work of the Center to help sustain signature programs and resources in service to young children and their caregivers.

Thank you! Thank you!
Thank you!

Words of Wisdom



"The greatest gift you ever give is your honest self."

-Fred Rogers