



Children's Television Veteran Named Executive Director of Fred Rogers Center

Saint Vincent College Public Relations
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Richard Fernandes has been named executive director of the Fred Rogers Center for Early Learning and Children's Media at Saint Vincent College, according to an announcement by Br. Norman W. Hipps, O.S.B., president. The appointment becomes effective Jan. 1.

Fernandes succeeds Rita Catalano, who is retiring at the end of the month after 25 years at Saint Vincent. She has served as an administrator at the Fred Rogers Center for 10 years, including the past 3 1/2 years as executive director.

Fernandes has been involved in children's television for 30 years where he has worked on shows including *Blues Room*, *Between the Lions*, *Out of the Box*, *Bear in the Big Blue House* and *Reading Rainbow*. His achievements include 11 Emmy nominations covering five different children's series for PBS, Disney Channel and Nickelodeon, and one Emmy win for directing Disney Channel's *Bear in the Big Blue House*. He also has experience in general entertainment, working on sitcoms, reality, game shows and music videos.

Fernandes is currently executive director, general entertainment content in Southeast Asia for Turner International Asia Pacific Limited. With Turner since 2009, Fernandes has overseen production and development for all of Turner's channels in Asia Pacific. In the past year, he has been focusing on business development for new channel launches in Southeast Asia.

"I am coming to the Fred Rogers Center because I believe in what Fred believed in," Fernandes commented. "Anything you can do to help children or to educate children is a noble cause. I can't think of anything I would rather do. When this opportunity came up, I looked at it as a way to bridge the community of content creation media with the educational community. I think this is an amazing opportunity and am quite humbled to work under a name like Fred Rogers. The center is already doing great work that follows Fred's vision. What I feel is important for me to do is to make sure the work is known."

"We are excited to welcome Rick to Saint Vincent and the Fred Rogers Center," Br. Norman said. "His extensive experience in children's television coupled with his international experience in business development make him an ideal leader as the center begins its second decade."

Fernandes and his family plan to relocate to the Pittsburgh area in the near future.

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