Building a Framework for Quality in Digital Media for Young Children

June 3-5, 2012

FRED ROGERS CENTER for Early Learning and Children’s Media at Saint Vincent College

FredForward

A national conference series for field building and field bridging
Welcome to the 2012 Fred Forward Conference and the Fred Rogers Center at Saint Vincent College. We are so grateful and honored to host you.

This year’s conference is an important milestone in an initiative that has its roots in the recently announced position statement of the National Association for the Education of Young Children and the Fred Rogers Center, “Technology and Interactive Media as Tools in Early Childhood Programs Serving Children from Birth through Age 8.” In the process of researching, writing, and vetting the position statement, we realized that there is more to do—to take into account the needs and interests of parents and media creators along with those of the early childhood professional community, the primary audience for the position statement. Just as parents and educators are challenged more than ever in their intentions to make thoughtful decisions about the selection and use of digital media with young children, even the most well-intentioned and educationally and socially responsible media professionals increasingly are challenged to demonstrate the value of their products.

So, in 2010, the Fred Rogers Center partnered with colleagues at the Northwestern University Center on Media and Human Development, the Erikson Institute, the American Center for Children and Media, and the Joan Ganz Cooney Center at Sesame Workshop to explore the potential for a common framework to guide decisions about quality by parents, educators, and media creators. Following two roundtable discussions in January and October 2011—with more than 50 early childhood development and early learning experts, media researchers, media creators and producers, media literacy education experts, advocates, and others—and drawing from other important work in the field, we have prepared a draft document proposing three guiding principles of quality in digital media for children birth through age 8, as well as five action areas for promoting the quality principles. The principles and the action areas are organizing themes for the 2012 Fred Forward Conference and for working together to plan next steps.

We hope that you find the conference to be thought-provoking and productive. All of us at the Fred Rogers Center look forward to the continuing and new partnerships that will result.

Rita Catalano
Executive Director, Fred Rogers Center

The 2012 Fred Forward Conference is made possible by support from The Grable Foundation, The Pittsburgh Foundation, PNC Foundation, and Saint Vincent College.
**FRAMEWORK**

Framework for Quality in Digital Media for Young Children: Draft Principles and Action Areas (April 2012)

**Principles of Quality for Consideration By Parents, Educators, and Media Creators**

**Principle 1:** Quality digital media should safeguard the health, well-being, and overall development of young children.

**Principle 2:** Quality in digital media for young children should take into account the child, the content, and the context of use.

- **Child:** The intent of the content should be clear—to educate, introduce new information, develop particular skills, entertain—some or all of these.

- **Content:** The decision to create or use particular affordances (e.g., multi-touch screens, interactivity, feedback) and platforms (e.g., mobile, transmedia, multi-platform) to deliver particular types of content should be intentional.

- **Context:** Especially for children age 5 and younger, the media product should encourage joint engagement (e.g., by parents or teachers with children, by children with their siblings or peers). For older children, interactivity and engagement with the media product, including the engagement of children as creators of content, should be a priority.

- **If relevant, the conduciveness of certain location(s) of use (e.g., homes, classrooms, outdoors, other settings for informal learning) to particular goals for learning, development, communication, and/or entertainment, should be specified.**

- **Context of use should take into account the value-added of product features and affordances.**

**Principle 3:** Determinations of quality should be grounded in an evidence base that can be used by parents, educators, policymakers, and others to make decisions about the selection and use of particular digital media products, and by media creators to improve and develop new products in response to consumer expectations of quality.

**Action Areas for Promoting Quality**

- A research agenda to guide policy and inform practice
- Professional and career development to support field building both for educators and for media creators
- Curation of examples of media products and experiences, including crowdsourcing to engage educators, parents, and media creators at various stages of product development, review, and use
- A broad-based campaign of communication and awareness about quality issues and the quality principles
- Policymaking to encourage innovative development, appropriate use, and equitable access to quality digital media products for early learning and development

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**SUNDAY, JUNE 3**

3:00 – 4:00 pm
Registration

4:00 – 4:30 pm
Conference Opening and Welcome

Rita Catalano, Executive Director, Fred Rogers Center
Br. Norman Hipps, O.S.B., Ph.D., President, Saint Vincent College
Michael Robb, Ph.D., Director of Education and Research, Fred Rogers Center
Alexis Lauricella, Ph.D., Postdoctoral Fellow, Northwestern University Center on Media and Human Development

4:30 – 5:00 pm
Context and Key Issues Surrounding Developmentally Appropriate, Quality Digital Media for Young Children Birth Through Age 8

Rita Catalano
Roberta Schomburg, Ph.D., Associate Dean and Professor of Early Childhood, Carlow University; Fred Rogers Center Senior Fellow

5:05 – 6:05 pm
Framework Action Area 1 – Research Questions, Issues, and Findings to Date

Panel Moderator:
Ellen Wartella, Ph.D., Al-Thani Professor of Communication, Northwestern University; PNC Grow Up Great-Fred Rogers Center Endowed Senior Fellow

Panelists:
Daniel R. Anderson, Ph.D., Professor Emeritus of Psychology, University of Massachusetts at Amherst
Jennifer Kotler Clarke, Ph.D., Vice President of Domestic Research, Sesame Workshop
Shelley Pasnik, Director, Center for Children and Technology at the Education Development Center
Michael Rich, MD, MPH, Associate Professor, Harvard Medical School and Harvard School of Public Health; Director of the Center on Media and Child Health at Children’s Hospital Boston (via skype)

6:05 – 6:45 pm
Reception and Play-to-Learn

2012 Fred Rogers Memorial Scholarship Awards Dinner

Remarks:
Rt. Rev. Douglas R. Nowicki, O.S.B., Ph.D., Chancellor, Saint Vincent College

Dinner
Saint Vincent College Singers, Thomas Octave, Director

Introduction:
Maxwell King, Fred Rogers Center Senior Fellow

Presentation of the 2012 Fred Rogers Memorial Scholarship Awards
Academy of Television Arts & Sciences Foundation

Buses depart for hotels
**MONDAY, JUNE 4**

7:30 am  Buses depart hotels for the Fred Rogers Center

8:00 – 8:30 am  Breakfast

8:30 am  Agenda Review
Rita Catalano

8:35 – 8:45 am  Kids+Creativity: Pittsburgh's Ecosystem for Creativity, Innovation, and Learning
Gregg Behr, Executive Director, The Grable Foundation

8:45 – 9:00 am  Voices of Children: Hear Me, a project of CREATE Lab, Carnegie Mellon University
Jessica Kaminsky and Jessica Pachuta, Hear Me Program Coordinators

9:05 - 9:40 am  Conference Keynote
Introduction:
Eva Tamsky Blum, Senior Vice President and Director Community Affairs, PNC Bank; Chair and President, The PNC Foundation
Speaker:
Jerlean Daniel, Ph.D., Executive Director, National Association for the Education of Young Children

9:50 – 10:50 am  Framework Action Area 2: Professional Development—Innovative Alternatives
Panel Moderator:
Chip Donohue, Ph.D., Director of Distance Learning, Director of the TEC Center, Erikson Institute; Fred Rogers Center Senior Fellow
Panelists:
Pamela Johnson, Ph.D., Executive Director, Ready to Learn, Corporation for Public Broadcasting
Michael Levine, Ph.D., Executive Director, Joan Ganz Cooney Center at Sesame Workshop
Donna Mitroff, Ph.D., President, Mitroff and Associates
Erin Reilly, Managing Director, USC Annenberg Innovation Lab

10:50 – 11:30 am  Break and Play-to-Learn

11:40 am – 12:25 pm  From the Prix Jeunesse: International Perspective on Quality
(via Skype from the 2012 Prix Jeunesse International, Munich)
Panel Moderator:
David Kleeman, President, American Center for Children and Media
Panelists:
Jan-Willem Buît, International Children’s Television Producer
Beth Carmona, President, Midiativa
Hitoshi Furukawa, Senior Producer, NHK Educational Corporation

12:30 – 1:30 pm  Picnic Lunch
“App Dance,” led by Warren Buckleitner, Ph.D., Founding Editor, Children’s Technology Review

**MONDAY, JUNE 4**

1:35 – 2:35 pm  Framework Action Area 3: Curation and Crowdsourcing
Panel Moderator:
Rob Lippincott, Senior Vice President of Education, PBS
Panelists:
Drew Davidson, Ph.D., Director, Entertainment Technology Center, Carnegie Mellon University
Daniel Donahoo, Director, Project Synthesis (via Skype from Australia)
Shira Lee Katz, Ph.D., Director of Digital Media, Common Sense Media
Emily Kirkpatrick, Vice President, National Center for Family Literacy

2:40 – 3:10 pm  Diversity in Children's Digital Media—Content, Access, Use, and Creators
Kevin Clark, Ph.D., Associate Professor, Instructional Design and Development; Director, Center for Digital Media Innovation and Diversity, George Mason University

3:15 – 3:25 pm  Voices of Children
Alice Wilder, Ed.D., Educational Psychologist

3:25 – 3:45 pm  Break and Play-to-Learn

3:50 – 4:50 pm  Framework Action Area 4: Communication and Awareness
Panel Moderator:
Lisa Guernsey, Director of the Early Education Initiative, New America Foundation
Panelists:
Ryan Blitstein, Executive Director, Sce
Alice Cahn, Vice President of Social Responsibility, Cartoon Network
KJ Dell’Antonia, Writer and Editor, Motherlode, The New York Times
Sarah Jackson, Partner, Off-Leash Studio Works

4:55 – 5:45 pm  What’s New at The Fred Rogers Company?
Kevin Morrison, Chief Operating Officer, The Fred Rogers Company
Cathy Cohen Droz, Director of Special Projects, The Fred Rogers Company
Angela C. Santomero, Founding Partner and Chief Creative Officer, Out of the Blue Enterprises LLC
Jesse Schell, Chief Executive Officer, Schell Games

5:45 – 6:20 pm  Reception and Play-to-Learn

Dinner and Featured Speaker
Reflector:
James Ragan, Ph.D., Poet, Professor, Director Emeritus, Master of Professional Writing Program, University of Southern California
Dinner
Introduction:
Grant Oliphant, President & CEO, The Pittsburgh Foundation
Speaker:
Joe D’Ambrosia, Vice President, Original Programming, Disney Junior
**MONDAY, JUNE 4**

8:15 pm  First bus departs for hotels
8:15 – 9:45 pm  Social and The Sky Over Mister Rogers’ Neighborhood Planetarium Show
Sis and Herman Dupré Science Pavilion, Saint Vincent College
9:45 pm  Final bus departs for hotels

**TUESDAY, JUNE 5**

8:00 – 8:30 am  Breakfast
8:30 – 9:15 am  A Quality Point of View
Panel Moderator:
Alice Wilder, Ed.D.
Panelists:
Carla Engelbrecht Fisher, Ed.D., President and Founder, No Crusts Interactive
Dave Schlaifman, Founder, CloudKid
Panel Moderator:
Barbara Minzenberg, Ph.D., Deputy Secretary, Pennsylvania Office of Child Development and Early Learning
Panelists:
Jana Martella, Executive Director, National Association of Early Childhood Specialists in State Departments of Education
The Honorable Barbara O’Brien, Senior Policy Fellow, The Piton Foundation; National Policy Director for The Campaign for Grade-Level Reading
Yasmina Vinci, Executive Director, National Head Start Association
10:30 – 11:15 am  Discussion Groups: Putting the Framework Into Action
11:30 am – 12:00 pm  Discussion Group Reports
12:00 – 12:15 pm  Wrap-up and Next Steps
12:15 – 1:30 pm  Lunch and Buses Depart for Pittsburgh International Airport

**PLAY-TO-LEARN**

2012 Fred Forward Conference
Play-to-Learn Projects and Activities

Alien Assignment, a Project of the Fred Rogers Center Early Career Fellows Program
*Alien Assignment* is an iOS app for children ages 3 to 5 that encourages problem solving and discovery. The premise is simple and fun—the cute and lovable Gloop family has crashed their spaceship on Earth and the user must help teach the ship’s computer to fix itself by locating and taking pictures of everyday items. The scavenger hunt nature of the game gets children up on their feet, searching for the perfect photograph and sharing their results along the way. Adults are included as they review the pictures and discuss the choices made by their children. *Alien Assignment* has been tested at a school in Harlem with 4-to-5 year olds and in the homes of several families with children ages 3 to 7.

Presenter: Craig Schatten, 2010-2011 Fred Rogers Center Early Career Fellow

Apps4Kids, a Spark Project
*Apps4Kids* from Playpower is developing new mobile applications that engage, educate, and empower young children through a portfolio of creative applications designed to support participatory play and learning between parents and children. More available at www.sproutfund.org/sparkpgh/project/apps4kids/.

Presenter: Derek Lomas, Playpower Founder

Big Top Fitness
*Big Top Fitness* is a series of pilot interstitials that use circus arts to promote physical activity. With funding from the Fred Rogers Memorial Scholarship (Academy of Television Arts & Sciences Foundation), the project, based on the New York City Blueprint for the Arts Theatre curriculum, was created, written, produced, and evaluated as part of Christina Zagarino’s Master’s thesis at Tufts University. You’ll want to run...away with the circus!

Presenter: Christina Zagarino, 2010 Academy of Television Arts & Sciences Foundation Fred Rogers Memorial Scholarship Recipient

Character Therapy, a Spark Project
*Character Therapy* from Interbots is a program at the Autism Center of Pittsburgh that uses Popchilla robot devices to engage children living with Autism Spectrum Disorders in emotional and communication therapy. More available at www.sproutfund.org/sparkpgh/project/character-therapy/.

Presenter: Interbots

Digital Toys for Math Literacy, a Spark Project
*Digital Toys for Math Literacy* from Propel Schools is a low cost, kid-friendly object with embedded electronics that enables young children and their parents to imagine, explore, and learn mathematical concepts together. Developed in partnership with Sima Products, the toys can be linked together into multi-player games challenging kids to use fundamental arithmetic and problem solving skills. More available at www.sproutfund.org/sparkpgh/project/digital-toys-for-math-literacy/.

Presenter: Jeremy Resnick, Executive Director, Propel Schools
**PLAY-TO-LEARN**

**Everyday Grooves, a Project of the Fred Rogers Center Early Career Fellows Program**

Everyday Grooves is an iOS app for parents, teachers, and other caregivers of children ages 3 to 5 to encourage routines and structure in the lives of children through songs and music. The app supports children’s social-emotional development, particularly the need for daily routines to help children feel safe and secure, and to help them learn about themselves, their family and friends, and the outside world. Using Everyday Grooves is simple—the app allows users to set up musical prompts throughout the day to help children transition to new activities. Each prompt is an original song in the style of today’s pop music, and lyrically walks families through suggested steps for the routine. Adults who care for young children are encouraged to sing with their children to help ease transitions.

Presenter: Adam Blau, 2010-2011 Fred Rogers Center Early Career Fellow

**Go Nini!, a Project of the Fred Rogers Center Early Career Fellows Program**

Go Nini! is an iOS game for children ages 3 to 5 that helps young children and their caregivers understand the importance of healthy food choices and active play. Children help Nini run, jump, and stay active over the course of a day by choosing from a range of available foods. Children become familiar with different foods in alignment with the National Heart, Lung, and Blood Institute’s We Can! campaign, which promotes food along a Go!-Slow!-Whoa! continuum. GO foods are good to eat anytime, SLOW foods are only good to eat sometimes, and WHOA foods are only good to eat once in a while. The app also encourages conversation between adults and children about healthy food and daily activity.

Presenter: Nikoleta Belhrouz, 2010-2011 Fred Rogers Center Early Career Fellow

**Fred Rogers Center Early Learning Environment™ (Ele)**

Ele, a signature program of the Fred Rogers Center, is an innovative, web-based support system in early language literacy and media literacy for underserved and under-resourced teachers, family child care providers, and families of children birth to age 5. Ele advances early learning and literacy through digital media content and social networking. Just as Fred Rogers pioneered his distinctive approach to tapping the educational potential of television as the breakthrough communications technology of his day, Ele builds on his legacy by demonstrating the unique capability of today’s communications and digital media to enhance learning for adults and young children alike.

Presenter: Michael Robb, Ph.D., Director of Education and Research, Fred Rogers Center

**Hello Robo!, a Spark Project**

Hello Robo! from Carnegie Science Center introduces robotics in 111 Head Start classrooms in Allegheny and Westmoreland counties and at Family Science Events at the Science Center. During classroom visits, Carnegie Science Center staff educators lead hands-on activities to help students build and use simple robotic kits they can then keep and utilize in other lessons throughout the school year. More available at www.sproutfund.org/sparkpgh/project/hello-robo/.

Presenter: Wendy Brenneman, Early Childhood Coordinator, Carnegie Science Center, Pittsburgh

**PLAY-TO-LEARN**

**KabOOM! Imagination Playground, Pittsburgh Association for the Education of Young Children**

Imagination Playground is an interactive, transformable environment that prompts children to manipulate their environment and create a playspace of their own with sand, water, and loose parts. Imagination Playground addresses a broader spectrum of play needs through opportunities for fantasy play and socio-cooperative play, in addition to more traditional running, jumping, and climbing. Kids need to be active on many levels, and they need to exercise their minds as well as their muscles. Research shows that children at the age of 8 who have experienced varied and challenging play are considerably better prepared to benefit from ongoing formal education. Imagination Playground can be used by itself, or in conjunction with traditional playground equipment.

Presenter: Ernie Dettore, Ed.D., Director, P.L.A.Y. Academy, Pittsburgh Association for the Education of Young Children

**MAKESHOP on the Road, Children’s Museum of Pittsburgh**

MAKESHOP is a rich informal learning environment for Museum visitors to engage in authentic making experiences. A partnership of the Children’s Museum of Pittsburgh, the University of Pittsburgh Center for Learning in Out of School Environments (UPCLOSE), and Carnegie Mellon University’s Entertainment Technology Center (ETC), MAKESHOP embodies the Museum’s dedication to nurturing and furthering informal learning opportunities and research-based understanding at the intersection of the digital and the physical. Through extensive prototyping and iterative development, MAKESHOP has become a space that is true to the Museum’s “real stuff” philosophy and conveys the spirit of making in ways uniquely accessible to the Museum’s core audience of children (ages 0 to 12) and families. The design engages all ages, genders, and levels of ability; communicates flexibility and accessibility of thought and use; encourages tinkering, testing, and playful intergenerational collaboration; and provides all makers supportive open access to the materials, tools, and processes of making.

Presenters: Lisa Brahms, Research Fellow/MAKESHOP Project Lead; Adam Nye, MAKESHOP Manager; Rebecca Grahn, MAKESHOP Teaching Artist; Jane Werner, Executive Director; Children’s Museum of Pittsburgh

**Message From Me, a Spark Project**

Message from Me from Carnegie Mellon’s CREATE Lab is a kiosk prototype that interactively combines digital photography and sound to enable young children to better communicate with parents about their daytime activities at child care centers by using custom-built, age-appropriate interfaces to record and share their daily experiences. In a partnership with the Pittsburgh Association for the Education of Young Children, Message From Me is being piloted in centers and family child care homes in the Pittsburgh area. More available at www.sproutfund.org/sparkpgh/project/message-from-me/.

Presenters: Emily Flemming, Senior Research Associate, Carnegie Mellon University CREATE Lab; Michelle Figler, Executive Director, and Robyn Chottiner, Message From Me Project Director, Pittsburgh Association for the Education of Young Children
PLAY-TO-LEARN

Preschoolers’ Learning from Digital Media
How do young children make sense of the world? Research has long documented the processes through which children learn in a live setting. But do these processes also affect the ways young children learn with digital technology? This research explores how preschool-aged children capitalize on the information presented to them via both television and touch-screen platforms.
Presenter: Aubry Alvarez, 2011 Academy of Television Arts & Sciences Foundation Fred Rogers Memorial Scholarship Recipient

Super Home Hero, a Project of the Fred Rogers Center Early Career Fellows Program
Super Home Hero is an iOS app that encourages dialogue between children ages 3 to 5 and their caregivers as the family works together to conquer a household adventure—doing the laundry. Specific activities embedded in Super Home Hero engage children in counting, pattern making, and meaningful conversation with caregivers. Along the way, caregivers are provided with thought-provoking questions to discuss and tips for off-screen activities. In facilitating active participation in family routines, Super Home Hero aims to strengthen a child’s perception of themselves as an important member of the family, increase confidence in their ability to care for themselves and others, and provide opportunities for rich interactions with their caregivers. To date, iterative qualitative research with children has shown high levels of appeal and engagement with the app’s theme, characters, and games. Currently, producers are revising design and story elements in efforts to boost parent-child interactions and comprehension of the educational goals.
Presenter: LaToya Adams, 2010-2011 Fred Rogers Center Early Career Fellow

The Little Square Stage: Playful Problem-Solving through the Arts
As a teaching artist, Christina Farrell utilizes children’s natural love of music, dramatic play, and movement to inspire innovative thinking in the early childhood classroom. Through meaningful interactions with the arts, children embrace experimentation, collaboration, and communication. This exciting connection between the arts and scientific thinking inspired The Little Square Stage, a concept that celebrates creative problem-solving and features performances by a variety of guest artists. The Little Square Stage works as television or web episodes and extends rich experiences to children and their caregivers to make, create, experiment, and explore through interactive technologies.
Presenter: Christina Farrell, 2011 Academy of Television Arts & Sciences Foundation Fred Rogers Memorial Scholarship Recipient

ZooBeats, a Spark Project
ZooBeats from WYEP 91.3FM and Electric Owl Studio enables children to record, play, and loop sounds to compose music. Using this simple, open-ended tool, WYEP partners with music educators and childcare centers to introduce children to the basics of music. More available at www.sproutfund.org/sparkphp/project/zoobeats/.
Presenter: WYEP and Electric Owl Studios

SPEAKERS AND PANELISTS

Daniel R. Anderson, Ph.D.
Professor Emeritus of Psychology, University of Massachusetts at Amherst
Dan has published numerous research articles and monographs concerning children’s attention to and comprehension of television, family television use, and the impact of television on intellectual development and school achievement. His current research, supported by grants from the National Science Foundation, focuses on media impact on infants and toddlers. Dan has worked extensively with television networks and production companies concerning the development of educational television programs. He received his Ph.D. in Psychology from Brown University.

Gregg Behr
Executive Director, The Grable Foundation
Gregg heads a Pittsburgh-based foundation dedicated to improving the lives of children. Prior to his current position, he served as President of the Forbes Fund and prior to that, as a litigation lawyer with the law firm of Buchanan, Ingersoll, & Rooney. Gregg received his B.A. degree, Phi Beta Kappa, from the University of Notre Dame and simultaneously received his law degree and Master of Public Policy degree from Duke University.

Ryan Bilstein
Executive Director, SCI
Ryan works at the intersection of ideas, markets, and social change. He is the founding Executive Director of the social investment organization SCI, where he oversees strategy and grantmaking and led the development and launch of its groundbreaking Digital Learning program. He also serves as board co-chair of Global Press Institute, a nonprofit that trains and employs women in the developing world as investigative reporters, and co-chairs outreach for Human Rights Watch’s Chicago Committee. Ryan holds degrees from Columbia University and Stanford University.

Warren Buckleitner, Ph.D.
Founding Editor, Children’s Technology Review
A substitute trumpet player in a Dixie band, Warren is also a former public school teacher who blogs about children’s technology for The New York Times. He organizes Kids@Play at CES, and created the Dust or Magic Institute and the Mediatech Foundation. He holds a B.A. in Elementary Education, an M.A. in Early Childhood Education, and a Ph.D. in Educational Psychology from Michigan State University.

Jan-Willem Bult
International Children’s Television Producer
Jan-Willem is developing around 600 hours of children’s TV broadcasting a year and co-productions with many countries for the national children’s TV channel Z@PP/Z@ppelin. He has received numerous awards, such as Prix Jeunesse International, Prix Danube Prize, and CINE). He has given workshops and seminars, and has been a jury member and moderator in Europe, Asia, Latin America, and Africa. He is vice-president of the EBU. Jan-Willem also writes formats and stories for children’s films, TV series, and books. In 2007, he started his own JWB Foundation.
SPEAKERS AND PANELISTS

Alice Cahn
Vice President of Social Responsibility, Cartoon Network
Alice directs content and the implementation of pro-social initiatives across Cartoon Network divisions including STOP BULLYING SPEAK UP. Previously, Alice was Vice President of Development and Acquisitions for Cartoon Network’s daytime programming. Prior to joining Cartoon Network, Cahn served as Managing Director of the Markle Foundation’s Interactive Media for Children Program. Alice came to Markle from Sesame Workshop, where she served as President of the Television, Film and Video Group. Alice did her Master’s work in Educational Technology at San Francisco State University; she holds a Bachelor of Science in Education from New York University.

Beth Carmona
President, Mediativa
Beth is one of the most respected professionals in children’s media in Brazil and Latin America. She has worked in Brazil for TV Cultura and TVT, as well as for Discovery and Disney Channel across Latin America. Beth has participated in international juries and competitions such as PRIX JEUNESSE INTERNATIONAL, Banff, and JAPAN PRIZE, as well as important domestic festivals and seminars on media and childhood in Uruguay, Cuba, Chile, Colombia, and Argentina. Currently, Beth is a consultant for Gloob, a new Brazilian TV channel, and she also is Alianza Latin Americana coordinator, General Director of Comkids and Prix Jeunesse Iberoamericano, and President of Mediativa, the Brazilian Center on Media for Children.

Rita Catalano
Executive Director, Fred Rogers Center
Rita has been at Saint Vincent College since 1988 and on the Rogers Center’s senior staff since the Center’s establishment in 2003. As Associate Vice-President for Institutional Advancement, she was part of the planning team for the Rogers Center. Before coming to Saint Vincent, Rita held administrative and program development and coordinating positions at the Center for Research in Human Development and Education at Temple University, the Learning Research and Development Center at the University of Pittsburgh, and Tufts University. She received her B.A. in Political Science from Albertus Magnus College and an M.A. in Political Science from the University of Pittsburgh.

Kevin Clark, Ph.D.
Associate Professor, Instructional Design and Development; Director, Center for Digital Media Innovation and Diversity, George Mason University
In addition to his scholarly work on the design and development of educational interactive media for diverse audiences, Kevin has almost 20 years of experience as a designer, consultant, and researcher in the areas of educational design, online and interactive media, and issues of diversity and inclusion in digital media. He holds both a bachelor’s and master’s degree in Computer Science from North Carolina State University as well as a Ph.D. in Instructional Systems from Pennsylvania State University.

Jennifer Kotler Clarke, Ph.D.
Vice President of Domestic Research at Sesame Workshop
Jennifer oversees research design, methodology, assessment, and data analysis in order to maximize the impact of Sesame Workshop content in the United States. Prior to joining the Workshop, Jennifer worked with numerous prestigious organizations including the National Center for Children in Poverty at Columbia University’s Mailman School of Public Health, The Center for Media Education, the Center for Research on Influences of Television on Children at the University of Texas in Austin, and Georgetown University. Jennifer graduated from Cornell University with a B.S. in Human Development and Family Studies, obtained her Master’s in Human Development from the University of Kansas, and a Ph.D. in Child Development and Family Studies from the University of Texas at Austin.

Joe D’Ambrosia
Vice President, Original Programming, Disney Junior
Joe oversees production and creative development of entertainment and learning-based television properties including the Annie Award-winning “Jake and the Never Land Pirates,” the Emmy-nominated “Mickey Mouse Clubhouse,” the popular short-form series “Mini Mickey Mouse Clubhouse” and the upcoming television movie and series “Sofia the First.” Prior to joining Disney Channel, Joe produced and developed children’s television programming and family films at Murray Hill Productions, which he co-founded with partner Tom Teves. Together, they developed, wrote, and produced “Alvin and the Chipmunks” for Sony Pictures Television. Joe graduated from Catholic University of America with a Bachelor of Fine Arts degree in theater.

Jerlean Daniel, Ph.D.
Executive Director, National Association for the Education of Young Children (NAEYC)
Jerlean heads NAEYC, the nation’s leading organization for promoting high-quality early childhood education for children from birth through age eight. She has served on federal, national, and local committees and task forces, including the U.S. Secretary of Health and Human Services Advisory Committee on Re-Designation of Head Start Grantees, the Advisory Committee on Head Start Research and Evaluation, and the Advisory Committee on Early Head Start. Prior to joining NAEYC, Jerlean served as Chair of Psychology in Education in the School of Social Work at the University of Pittsburgh. She holds a B.S. in Political Science, an M.S. in Child Development, and a Ph.D. in Education from the University of Pittsburgh.

Drew Davidson, Ph.D.
Director, Entertainment Technology Center, Carnegie Mellon University
Drew is a professor, producer, and player of interactive media. His background spans academic, industry, and professional worlds, and he is interested in stories across texts, comics, games, and other media. He helped create the Sandbox Symposium, an ACM SIGGRAPH conference on video games, and served on the ICDA Education SIG. He works with SIGGRAPH on games and interactive media and serves on the ACTLab Steering Committee as well as many advisory boards, program committees, and jury panels. He is the lead on several MacArthur Digital Media and Learning Initiative grants and has written and edited books, journals, articles, and essays on narratives across media, serious games, analyzing gameplay, and cross-media communication.

Kj Dell’Antonia
Writer and Editor, Motherlode, The New York Times
In addition to writing and editing the Motherlode blog, Kj is the co-author of Reading with Babies, Toddlers and Twos, a revised edition of which will be published by Sourcebooks in 2013. Her work has also appeared on Slate’s DoubleX and its XXFactor blog, on Babble, and in Parents, Parenting, Kids, and the still regretted Wonderland (and other publications).

Daniel Donahoo
Director, Project Synthesis
Daniel is an Australian-based early childhood and media researcher and consultant. He is the author of “Idolising Children” and “Adproofing Your Kids.” Daniel writes on education and technology for Wired.com and The Huffington Post.
As Director of the Early Education Initiative, New America Foundation Chip is leading the development of an online Master’s degree for experienced early childhood teachers, Infant Specialist and Bilingual/ESL certificates, and professional development programs. He also is the Director of the SEC’s (Technology in Early Childhood) Center at Erikson, an innovative approach to professional development. He is a Senior Fellow of the Fred Rogers Center, where he has chaired the working group that revised the 2012 National Association for the Education of Young Children-Fred Rogers Center Joint Position Statement, “Technology and Interactive Media as Tools in Early Childhood Programs Serving Children from Birth through Age 8.” For the Rogers Center, Chip also is in the planning group for the Framework for Quality, and he has contributed to the design of the Fred Rogers Center Early Learning Environment (FREEL). Chip is Director of Distance Learning, Director of the SEC Center, Erikson Institute; Fred Rogers Center Senior Fellow.

Cathy Cohen Droz
Director of Special Projects, Fred Rogers Company

Cathy began in 1979 as associate producer of Mister Rogers’ Neighborhood and had the privilege of working closely with Fred Rogers until his death in 2003. In her more than thirty-year career at The Fred Rogers Company, she has directed and coordinated a wide variety of broadcast and non-broadcast projects including multiple Fred Rogers’ publications, audio recordings, a planetarium program, a playspace installation at a mall, two award-winning hands-on museum exhibits, and an interactive amusement-park ride. She served as producer of the Mister Rogers’ Neighborhood website on PBSKids.org as well as accompanying websites for parents and teachers. She is currently working on development of the Daniel Tiger’s Neighborhood website.

Carla Engelbrecht Fisher, Ed.D.
President & Founder, No Crusts Interactive

Carla is a game designer with a research obsession and the founder of No Crusts Interactive. Having spent more than a decade making children’s digital goods, she has designed, produced, researched, and consulted on a wide variety of commercial and educational products. Prior to starting No Crusts Interactive, she worked for Sesame Workshop, PBS KIDS, and Highlights for Children. She holds a doctorate of education from Teachers College, Columbia University, where she studied technology and its relationship with human cognition and development, particularly as it applies to children and games. Additionally, Carla holds a master’s degree in media studies from the New School University.

Hitoshi Furukawa
Senior Producer, NHK Educational Corporation

Hitoshi began at NHK in 1990. As a program director, he was involved in a wide variety of series mainly for young adults and children, including Pythagora Switch (winner at PRX JUNESSE 2004). Since 2006, Hitoshi has been on loan to the affiliated company NHK Educational, which produces educational programs for NHK. He has been a pre-selection nominator for Japan Prize’s early education program division and a nominator at Japan Prize for the screening session of the early education program.

Lisa Guernsey
Director of the Early Education Initiative, New America Foundation

As Director of the Early Education Initiative, Lisa focuses on how to scale up high-quality learning environments for young children, birth through age 8. In her research and writing—including editing the Early Ed Watch blog—she works to elevate dialogue about early childhood education and spotlight new approaches for narrowing the achievement gap. A journalist by training, Lisa has been a technology and education writer at The New York Times and has been a technology and education writer at The Fred Rogers Company, she has directed and coordinated a wide variety of broadcast and non-broadcast projects including multiple Fred Rogers’ publications, audio recordings, a planetarium program, a playspace installation at a mall, two award-winning hands-on museum exhibits, and an interactive amusement-park ride. She served as producer of the Mister Rogers’ Neighborhood website on PBSKids.org as well as accompanying websites for parents and teachers. She is currently working on development of the Daniel Tiger’s Neighborhood website.

Sarah Jackson
Partner, Off-Leash Studio Works

Sarah is a skilled policy writer with a new love for innovative digital platforms. She has worked with MacArthur’s Digital Media and Learning Initiative since its launch in 2006. She is an editor at spotlight on Digital Media and Learning, where she blogs regularly on digital technology and education. Sarah has recently joined forces with Barbara Ray and Christine Cupaisiodo to form Off-Leash Studio Works, designed to support scholars and policy research organizations who want to use new media to gain a broader audience for their work. She holds a degree in journalism from Northwestern University and a joint degree in urban policy & planning and child development from Tufts University.

Pamela Johnson, Ph.D.
Executive Director, Ready To Learn, Corporation for Public Broadcasting

Pam leads and facilitates an innovative early math and literacy program using interactive content and gaming as a catalyst for closing the achievement gap for our country’s highest need children. Prior to her appointment at CPB, Pam was the Vice President for Education and Outreach at one of America’s leading public television stations, WNET/Buffalo-Toronto, where she was the founding director of a groundbreaking digital learning service called ThinkBright. Pam has a B.A. in English Literature Honors and Secondary Education, an M.A. degree in Media Studies and Communication, and a Ph.D. in Educational Organization, Administration and Policy.

Jessica Kaminsky
Program Coordinator, Hear Me

Jessica is a self-proclaimed education enthusiast. She studied English, Spanish, and Early Childhood Education at the College of Wooster, and continued her education at the University of Pittsburgh where she earned an M.A. in Teaching. Her unique experiences interning at the Falk Laboratory School, tutoring, substituting at the middle and high school levels, and as a Museum Educator at the Children’s Museum of Pittsburgh, brought her to the Hear Me Project in the Fall of 2010. At Hear Me, Jessica guides students and their organizations in identifying issues important to them and sharing their stories through the purposeful uses of media and technology.

Shira Lee Katz, Ph.D.
Director of Digital Media, Common Sense Media

Shira is responsible for the strategic direction and operation of Common Sense Media’s app, website, and game channels—including an innovative infrastructure to rate and review consumer media for learning potential. Previously, Shira project managed the research and creation of a K-12 digital literacy and citizenship curriculum and companion online interactive elements. She also has managed research projects on digital learning, school reform, and social emotional development. She holds a doctorate degree from the Harvard Graduate School of Education and a bachelor’s in English from the University of Michigan.

Emily Kirkpatrick
Vice President, National Center for Family Literacy (NCLF)

Over the last 10 years, Emily has been instrumental in NCLF’s advancement, passionately leading new initiatives and shepherding the organization’s evolution to address the learning needs of the 21st century family. She is responsible for establishing and developing the organization’s strategic partnerships, as well as creating innovative programs to maximize resources and provide measurable solutions. Emily holds an MBA from Bellarmine University. Previously, she worked in national politics and held various roles with the Kentucky Secretary of Education, Arts & Humanities and the Commission on Women.
**Speakers and Panelists**

**Barbara Minzenberg, Ph.D.**

Deputy Secretary, Pennsylvania Office of Child Development and Early Learning  
Barbara is a dual-deputate of both the Departments of Education and Public Welfare. She most recently served as the Assistant Executive Director of the Allegheny Intermediate Unit, Division of Early Childhood, Family and Community Education. She also has served as a teacher and administrator of Pittsburgh Public Schools, and an adjunct faculty member of the University of Pittsburgh. Barbara earned her Ph. D., Masters’ Degree, and Superintendents’ Letter of Eligibility at the University of Pittsburgh, her Supervision Certificate at Slippery Rock University, and her undergraduate degree at Indiana University of Pennsylvania.

**Michael Levine, Ph.D.**

Executive Director, Joan Ganz Cooney Center at Sesame Workshop  
Michael oversees an action research and innovation hub devoted to harnessing the potential of digital media to advance young children’s learning and healthy development. He was previously involved in childhood development and education with the Asia Society, the Carnegie Corporation, and as senior advisor to the New York City School Chancellor. Michael often serves as an adviser to government and public media organizations such as the U.S. Department of Education, PBS and the Corporation for Public Broadcasting, and writes for various policy groups. He received his B.S. from Cornell University and his Ph.D. in Social Policy from Brandeis University.

**Jessica Pachula**

Program Coordinator, Hear Me  
Jessica continuously finds herself at the intersection of media and community service, which she explores as part of the Hear Me Project team. After finishing dual degrees in Film & Video Production and Applied French & Marketing at Penn State, Jessica got her professional start in Pittsburgh co-managing youth media literacy programs at Steeltown Entertainment Project. Jessica has worked on independent and studio film productions, enjoys volunteering for local film festivals and working with kids and teens to use media and video responsibly. She manages Hear Me’s outreach events and the pilot of Hear Me 101, a social advocacy video documentary project.

**Jana Martella**

Executive Director, National Association of Early Childhood Specialists in State Departments of Education  
Jana oversees initiatives designed to advance high-quality in early childhood education and in child and adult care in the states. She brings to her work more than 30 years of experience in education, including as a teacher and assistant school administrator, state legislative liaison, and consultant for federal programs. A central part of her focus has been on education system and program improvement through standards-based reform, including her work in promoting improved opportunities in early childhood education. Jana holds a B.A. from Pepperdine University, and M.S. degrees from San Diego State University and Johns Hopkins.

**Kevin Morrison**

Chief Operating Officer, The Fred Rogers Company  
Kevin began his career as a radio journalist with the BBC, and moved to production management in network television in Britain. Since coming to the U.S. in 1986, he has run various companies producing and distributing animation, television movies, mini-series, and family films in New York and Los Angeles. He is a member of the Academy of Television Arts and Sciences, the British Academy of Film and Television Arts, a Fellow of the Royal Society of Arts, and a Churchill Fellow, in public service broadcasting. Kevin is Executive Producer of the new PBS children’s series Daniel Tiger’s Neighborhood, which will premiere in Fall 2012.

**Donna Mitroff, Ph.D.**

President, Mitroff and Associates  
Donna has nearly three decades of executive, production, and consulting experience with production companies, networks, and studios on program development, content design and review, children and family media use, media policy, and media impact. In the late 70’s she worked with Fred Rogers on the early conceptualization of what became the Plan & Play Book. She has taught first through third grades and special education classrooms and currently teaches courses on children and media. Donna holds an M.A. in Special Education and a Ph.D. in Education.

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Erin Reilly
Managing Director, USC Annenberg Innovation Lab
Erin’s research focus is children, youth, and media and the inter disciplinary, creative learning experiences that occur through social and cultural participation with emergent technologies. She was Research Director for Project New Media Literacies at MIT and also has conducted classes as a Visiting Lecturer at MIT’s Comparative Media Studies Department and Harvard University’s Project Zero Summer Institute. She is most notably known for co-creating one of the first social media citizen science programs, Zesty’s Room. Erin is a graduate of Emerson College and has her Master of Fine Arts degree from Rockport College, a subsidiary of the Maine Media Workshops.

Michael Rich, MD, MPH
Associate Professor of Pediatrics, Harvard Medical School; Associate Professor of Society, Human Development, and Health, Harvard School of Public Health
Michael practices adolescent medicine at Children’s Hospital Boston. He is Director of the Center on Media and Child Health (CMCH) at Children’s Hospital Boston, an interdisciplinary center of excellence committed to compiling, conducting, and translating research on the positive and negative effects of media on young people’s physical, mental, and social health. Michael came to medicine after a 12-year career as a filmmaker; his current areas of health research and clinical work bring together his experience and expertise in medicine and media.

Angela C. Santomero
Founder and Chief Creative Officer, Out of the Blue Enterprises LLC
Angela was lead creator, executive officer, and head writer for Nick Jr.’s landmark preschool show Blue’s Clues. She currently is creator, executive producer, and head writer of the Emmy-nominated Super Why!, and she is leading the production and development of Daniel Tiger’s Neighborhood. She oversees the creative development and research of all Out of the Blue Enterprises projects. Angela is a Peabody Award Winner for Outstanding Children’s Programming and a Gold and Silver Parents’ Choice Awards recipient. She received a B.A. from The Catholic University of America and a Master’s degree in Child Developmental Psychology from Columbia University’s Teachers College.

Jesse Schell
Chief Executive Officer, Schell Games
Jesse leads Schell Games, the largest game studio in Pennsylvania. He also is a member of the faculty at the Carnegie Mellon University Entertainment Technology Center. Jesse has worked on a wide variety of innovative game and simulation projects, but he is best known for his award-winning book The Art of Game Design: A Book of Lenses and for Beyond Facebook. He is a former chair of the International Game Developers Association, and in 2004, he was named one of the world’s Top 100 Young Innovators by MIT’s Technology Review. Before starting his own company, Jesse was the Creative Director of the Walt Disney Imageworks Virtual Reality Studio, which helped to develop Toontown Online, the first massive multiplayer game for children.

Dave Schalzman
Founder, CloudKid
Dave is a two-time Emmy-nominated producer, as well as an award-winning animation director, and children’s book illustrator. He has worked in children’s media for clients such as Penguin Publishing, Hasbro Toys, Parker Brothers, UNICEF, PBS Kids, Scholastic, and American Greetings. Dave’s short film, The Sky Is Falling, won Current TV’s 60 Seconds to Save the Earth contest and Al Gore presented it at the TED Conference during his global warming speech. In 2009, Dave founded CloudKid, a transmedia studio dedicated to creating character-driven interactive content for kids and families. CloudKid co-created and produced PBS Kids’ web-only series, Fizzy’s Lunch Lab.

Robert Schomburg, Ph.D.,
Associate Dean, Carlow University; Fred Rogers Center Senior Fellow
Robert Schomburg is a native of Pennsylvania and has been a professor at Carlow University in Pittsburgh for 18 years. He is a Senior Fellow at the Fred Rogers Center and most recently co-authored The Fred Rogers Center Joint position statement, “Technology and Interactive Media as Tools in Early Childhood Programs Serving Children from Birth Through Age 8.” He also is an advisor for the Fred Rogers Center Early Learning Environment(“FREEL”. Robert has been a consultant with The Fred Rogers Company (formerly Family Communications, Inc.), where he wrote the activities for the Mister Rogers’ Plan & Play Book and he currently is an advisor for the new Daniel Tiger’s Neighborhood children’s program to be launched on PBS. Roberta is Vice President of the National Association for the Education of Young Children and a board member of the Children’s Museum of Pittsburgh.

Yasmina Vinci
Executive Director, National Head Start Association
A leader in both executive and policy roles, Yasmina’s professional experiences and capabilities have delivered improvements in the lives of children at the national, state, and local levels. Yasmina came to the National Head Start Association after several years as principal and founder of Edgie Consulting Partners, where she pursued local, national, and global projects to enhance the capacity of organizations to thrive as competent, strategic entities capable of influencing policy. She also was the first Executive Director of the National Association of Child Care Resource and Referral Agencies (NACCRRRA). Currently, Yasmina serves on the Governing Board of the Council for Professional Recognition and numerous other advisory boards. She received her Master in Public Administration degree from Harvard’s Kennedy School of Government.

Ellen Wartella, Ph.D.
AI-Thai Professor of Communication, Northwestern University; PNC Grow Up Great-Fred Rogers Center Endowed Senior Fellow
Ellen is a leading scholar of the role of media in children’s development and serves on a variety of national and international boards and committees on children’s issues. She earned her Ph.D. in Mass Communication from the University of Minnesota and completed her postdoctoral research in developmental psychology at the University of Kansas. Ellen was dean of the College of Communication at the University of Texas and Executive Vice Chancellor and Provost at the University of California-Riverside. She currently serves on the Board of the World Summit Foundation, the Academic Advisory Board of the Children’s Advertising Review Unit of the Council of Better Business Bureaus, and the advisory boards of the Rudd Center on Food Marketing and Childhood Obesity at Yale University and the Center on Media and Child Health at Harvard University.

Alice Wilder, Ed.D.
Educational Psychologist
Alice is Co-Creator and Head of Research and Education for Super Why!, a PBS Kids property that helps preschoolers learn reading fundamentals. Integrating her user testing methodology, educational point of view, and knowledge of children and media, she developed a curriculum, episodes, website, and in-school extensions for Chu-Ching Money Smart Kids airing in Asia on Cartoon Network. Alice is also Chief Content Advisor for Speakaboo, a multi-platform library of interactive digital books. She advises the Kids+Creativity group in Pittsburgh to help support educators, technologists, and makers as “Kidsburgh” creates a model and movement around the integration of the arts, sciences, and technology to inspire children’s creative learning and play.

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**The Legacy of Fred Rogers**

Fred Rogers pioneered the use of television to nurture and educate young children. He set the highest possible standards for his work—standards that were based on the most careful academic rigor regarding child development, combined with the strong universal values he understood—and then, without ever compromising on those standards, he reached and held a mass audience of millions for decades.

Fred’s instinct in the 1950s was to be excited and challenged by the new medium of television, not to be afraid or put off by it. It was the potential of media to play a constructive role in the development and education of young children that inspired him, and he sustained this open-minded and entrepreneurial attitude toward media and technology all his life.

He built great loyalty and complete trust among the families he served. Fred was able to do this because he truly met the real developmental and educational needs of the children who watched the Neighborhood. They knew he was the genuine, authentic article. He had many opportunities to cash in on his fame and success. He never took them; he never allowed his work to be exploited commercially in ways that might be hurtful to children.

This bedrock honesty ran throughout Fred’s life. He treated everyone with the same respect and sensitivity that he knew had helped him as a child. His strong moral code informed every aspect of his life, from how he lived to the community he chose for his family and work.

He was able to integrate all his interests and aptitudes—his music, his writing, his creativity, his faith, his sense of family and community, and his sense of service—all into a coherent whole that gave a special power to his life and his influence. Fred was careful not to use that influence carelessly. He did not often endorse viewpoints or tell others how to live. Instead he led—as the best leaders do—through example.

The legacy of Fred Rogers is of great importance; not just to children, though it surely is to them, but to all of us. And his thoughtful, sensitive, integrated approach can continue to be of great value to many future generations of children, through his programs and through the work of others who follow his example.

**Maxwell King and Rita Catalano**  
Fred Rogers Center  
for Early Learning and Children's Media  
at Saint Vincent College  ©2010

Additional information on Fred Rogers’ life and career can be found in the online Fred Rogers Exhibit, on the Fred Rogers Center website at www.fredrogerscenter.org, and in the 2008 Rogers Center publication, *The Wonder of It All: Fred Rogers and the Story of an Icon*, by Margaret Mary Kimmel, Ph.D., and Mark Collins, also available on the Center website.
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- Pittsburgh Association for the Education of Young Children
- All of our distinguished speakers and panelists

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