

PARENTING IN THE AGE OF DIGITAL TECHNOLOGY: HOW FAMILIES USE MEDIA AND TECHNOLOGY IN THEIR DAILY LIVES

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PARTICIPANT BIOGRAPHIES

George Askew, M.D., serves as the first chief medical officer for the Administration for Children and Families (ACF) at the U.S. Department of Health and Human Services (HHS). In this role he provides expert advice and consultation to the assistant secretary for children and families on the development of plans, programs, policies, and initiatives that address the health needs and strengths of vulnerable children and families. Prior to this appointment, Dr. Askew served as senior policy advisor for Early Childhood Health and Development for ACF, where he led a team working on inter-departmental health-related early childhood initiatives and programs, including the home visiting program, joint Head Start and child care initiatives, and programs or initiatives administered and developed in coordination with other HHS agencies. During a previous stint at HHS, Dr. Askew served as the chief of the Health and Disabilities Services Branch of the Head Start Bureau and medical advisor to the Commissioner for the Administration on Children, Youth, and Families. He provided leadership in developing policies, oversight and support systems to improve the quality of outcomes of medical, dental, nutritional, mental health and disabilities services to Head Start and Early Head Start children and families.

He is former deputy CEO of Voices for America's Children, founder of Docs for Tots, former CEO and president of Jumpstart for Young Children and former Centers for Disease Control and Prevention Epidemic Intelligence Service Officer. As a child and family advocate, because of his initiative, vision, and national impact, Dr. Askew was selected as an Ashoka International Fellow. He was recognized as a national and global leader for his efforts to link health professionals with child advocacy, embodying the ideals of civic engagement and creative solution-building nurtured by the international fellowship program.

Born in Cleveland, Ohio, Dr. Askew was a Head Start graduate and later attended Harvard University and received a BA in Psychology and Social Relations emphasizing child development. He received his medical degree from the Case Western Reserve University School of Medicine.

Leticia Barr is a DC Metro area dwelling mom of two elementary aged children with a background in classroom technology integration and school administration who uses everything she learned from teaching children, teachers, and principals as a professional blogger, social media strategist, and freelance writer. She founded TechSavvyMama.com, a site that assists parents in finding the best technology products, websites, and resources for children of all ages, from personal experience of bringing a computer into her home for her daughter. She uses her experience selecting software and online resources for one of the top 15 largest school systems in the country, knowledge about issues concerning screen time and children, and ability to evaluate educational sites to assess new products and services. Leticia also loves sharing honest feedback with her large community of faithful readers.

Leticia enjoys the distinction of having been selected as Parents Magazine Top Tech Blog: Editors' Choice 2011, Babble's Top 100 Mom Blogs 2011, and Top 50 Twitter Moms by Babble in 2011. Leticia relies on personal experience from blogging and her background in education to branch out to consulting, professional blogging, and freelance writing. She provides social media consulting to companies looking to create blog ambassador programs and campaigns and has worked with companies such as PBS Teachers, Location Labs, The Mother Company, Marble Jar, BipperKids, BitDefender, and Comcast. Leticia is also a freelance writer whose work has

appeared on Parenting.com, PBS Media Infusion, The Washington Post On Parenting, and Real Simple's Simply Stated. She's also the co-founder of a new collaborative technology site called TechMeOver.com and a principal of Splash Creative Media.

Lynn Schofield Clark is Associate Professor and Director of the Estlow International Center for Journalism and New Media at the University of Denver. She currently oversees three research projects: the Teens & The New Media @ Home Project, which explores the introduction of digital and mobile media into U.S. family life; the Young MediaMakers Project, which is studying how the process of media making contributes to citizenship and civic engagement; and the Global Students Online Project, which is studying the possibilities for enhanced intercultural understanding through online interactions. She is interested in sociology of culture and of the media, sociology of the family, and sociology of religion, as well as in issues related to the internationalization of journalism and communication in higher education.

Her most recent book is The Parent App: Understanding Families in the Digital Age (2013). Clark is also the author of From Angels to Aliens: Teenagers, the Media, and the Supernatural, and is co-author of Media, Home, and Family, which explored how families establish media policies and how those policies relate to family identity-construction practices. Her research has been cited in *The New York Times*, *Chicago Tribune*, *LA Times*, *Boston Globe*, and *Hollywood Reporter*, and has been featured on CNN, NPR, BBC-Radio, and PBS.

Clark serves on the editorial boards of the journals *New Media & Society*, *Popular Communication*, *Family Times*, and *Communication & Religion*. She is a member of the Academic Advisory Board for the Pew Internet and American Life Project and was a member of the International Study Commission on Media, Religion, and Culture. Clark is a former advocacy journalist, television producer, and marketing professional. She teaches courses in new media, alternative journalism, media history and critical/cultural studies, and qualitative research methods, and is also a faculty member in the University of Denver/Illiff School of Theology doctoral program.

Richard Culatta is Acting Director, Office of Educational Technology, US Department of Education. Mr. Culatta is a leader in the field of educational innovation. He has experience in K-12, higher education, and workplace learning environments. As the Acting Director of the Office of Educational Technology for the US Department of Education his work focuses on leveraging open data to create personalized learning experiences for all students and promoting increased connectivity to improve access to education and make college more affordable. Prior to joining the Department of Education, he served as an education policy advisor to U.S. Senator Patty Murray.

Culatta's previous work centered around leveraging social media to create effective large-scale distributed learning environments. As Chief Technology Officer at CIA University, Culatta developed an online learning platform to extend learning opportunities to CIA officers worldwide. Prior to joining the federal government, Culatta was the Director of Operations for the Rose Education Foundation and learning technologies advisor at Brigham Young University where he was instrumental in redesigning the teacher preparation program at the McKay School of Education. He began working with educational technology at the University of Rhode Island where he co-taught the university's first technology integration workshops for faculty.

Culatta is passionate about accelerating innovation in education with a particular interest in games for learning, personalized learning, and open education. He recently launched EdStartup 101, a massive open online course (MOOC) to support new educational entrepreneurs in developing the next generations of apps and services for teachers and learners. As a former Spanish teacher, Culatta remains an advocate for bilingual education. He lives in northern Virginia with his wife and three children.

Barbara Fiese is Professor and Director, Family Resiliency Center, and Affiliated Professor of Pediatrics and Psychology, at the University of Illinois at Urbana-Champaign. Her research focuses on family level factors that promote health and well-being in children at risk due to physical illness and/or poor child-raising conditions. She examines how family rituals may promote medical adherence and reduce anxiety in children with chronic illnesses and tracks how changes in child and parent stories about family events are related to child and family adjustment. She is invested in bringing family science to the public to inform decision makers and opinion leaders to better the health and wellbeing of children. Her latest book, Family Routines and Rituals, was published in 2006 by Yale University Press.

Dr. Fiese earned a Ph.D. in Clinical and Developmental Psychology at the University of Illinois at Chicago in 1987. She served as Professor and Chair of the Department of Psychology at Syracuse University, New York from 2000-2008 and held appointments as Professor of Pediatrics and Psychiatry at Upstate Medical University in Syracuse prior to coming to the University of Illinois in 2008. She was placed as a visiting fellow by the Advertising Education Foundation at DraftFCB, one of the largest advertising agencies in Chicago, to study food advertising and marketing to families. Dr. Fiese is a fellow of the American Psychological Association and serves on several national committees and boards. She was named Director of the Family Resiliency Center in August 2008.

Vikki Katz, Ph.D. is an Assistant Professor in the School of Communication and Information at Rutgers University. She specializes in research on Latino immigrant families and how they integrate into U.S. society, with particular interest in the roles that children play in these processes by brokering language, culture, and media content for their parents. She has a forthcoming book on this subject, *Speaking Up* (Rutgers University Press).

Her work has been published in *Hispanic Journal of Behavioral Sciences*, *Journal of Children and Media*, *Journal of Communication* and *Journal of Information Policy*. She has also co-authored a book titled, *Understanding Ethnic Media* (Sage Publications). Dr. Katz holds a B.A. from University of California, Los Angeles and an M.A. and Ph.D. from the Annenberg School for Communication and Journalism at the University of Southern California, where she also held an Annenberg Foundation postdoctoral fellowship for two years.

Emily Kirkpatrick is Vice President, National Center for Family Literacy (NCFL). In her current role, she passionately leads new initiatives and signature efforts and shepherds the organization's continuous growth to address the learning needs of the 21st century family. She also establishes and develops NCFL's strategic and long-term partnerships with individuals, corporations and foundations.

Kirkpatrick is devoted to expanding NCFL's reach and impact. Notable recent achievements include the creation of Wonderopolis®, NCFL's learning website and app for teachers, parents and children that was recently named one of TIME magazine's best sites of 2011 and "Best Kids App" by Parenting magazine. She is frequently interviewed by national media and is a close collaborator with notable journalists, education and nonprofit thought leaders and philanthropists. Emily is an advisor to Ele, an initiative of the Fred Rogers Center, and has chaired the nonprofit section of the Public Relations Society of America. She holds a B.A. from Centre College and an M.B.A. from Bellarmine University. In 2012, she became the proud mother of twin boys.

Michael Levine directs the Joan Ganz Cooney Center, an independent organization based at Sesame Workshop that catalyzes and supports research, innovation, and investment in promising educational media technologies for children. Prior to joining the Center, Michael served as Vice President of New Media and Executive Director of Education for Asia Society, managing the global nonprofit organization's interactive media and educational initiatives to promote knowledge and understanding of Asia and other world regions, languages and cultures. Previously, he oversaw Carnegie Corporation of New York's groundbreaking work in early childhood development, educational media, and primary grades reform and was a senior advisor to the New York City Schools Chancellor, where he directed dropout prevention, afterschool, and early childhood initiatives.

Michael has been a frequent adviser to the U.S. Department of Education and the Corporation for Public Broadcasting, writes for public affairs journals, and appears frequently in the media. He was named by *Working Mother* magazine as one of America's most influential leaders in shaping family and children's policy and serves on numerous nonprofit boards, including the Forum for Youth Investment, We Are Family Foundation, PBS' Next Generation Learning Media, and Journeys in Film. Michael received his Ph.D. in Social Policy from Brandeis University's Florence Heller School and his B.S. from Cornell University.

Elinor Ochs is UCLA Distinguished Professor of Anthropology and Applied Linguistics. Drawing upon fieldwork in Madagascar, Samoa, Italy and the United States, she has analyzed how children learn to become socially and culturally competent actors across different settings in their communities. From 2001-2010 she directed the UCLA Center on Everyday Lives of Families (CELf), funded by the Alfred P. Sloan Foundation. CELf documented how American working parents and their children sustain the family through valued ways of acting, communicating, thinking, and feeling.

Recently, Ochs co-authored *Life at Home in the 21st Century: 32 Families Open Their Doors* (2012) and co-edited *Fast Forward Family: Home, Work, and Relationships in Middle Class America* (2013). Her research on how families reconnect after work and school, the role of food in family life, responsibility in childhood, and the material worlds of middle class homes has been widely reported in the public media, including *The New York Times*, *the Wall Street Journal*, *The Boston Globe*, *The Washington Post*, *The New Yorker*, and *Time Magazine*. Among her honors Ochs has been a MacArthur Fellow, Guggenheim Fellow, and is Member of the American Academy of Arts and Sciences.

Kelly Peña is Senior Vice President, Research, Disney Channels Worldwide. In this role, Ms. Peña is responsible for research to support Disney Channel, Disney Junior, Disney XD and Radio Disney. She leads a cross-functional research team that identifies consumer trends, develops brand strategies, and provides insights to inform content development, programming, marketing and digital media strategies. Peña and her team work closely with multiple divisions across the company including executive and senior management, ad sales, communications, business development and brand and marketing groups to provide information and analyses that help advance respective areas of the business.

Peña joined The Walt Disney Company in May 2000 as Director of Research for The Walt Disney Internet Group. She joined Disney Channels Worldwide in October 2002 and has been instrumental in evolving the vision for Playhouse Disney, which led to the successful rebrand to Disney Junior. Peña and her team contributed significantly to the rebrand of Toon Disney to Disney XD, a boy-focused, girl-inclusive channel. She also shares insights that help shape the brand vision for the 107 Disney channels available in 166 countries around the world. Peña earned a Bachelor's degree in Business Administration with a minor in Mass Media from New Mexico State University and a Master's Degree in Journalism from Louisiana State University. She resides in Los Angeles.

Michael Rich, MD, MPH, FAAP, FSAHM, is Associate Professor at Harvard Medical School and Harvard School of Public Health. Dr. Rich came to medicine after a twelve-year career as a filmmaker (including serving as assistant director to Akira Kurosawa on *Kagemusha*). As Director of the Center on Media and Child Health (www.cmch.tv) at Boston Children's Hospital, Dr. Rich combines his creative experience with rigorous scientific evidence about the powerful positive and negative effects of media to advise pediatricians and parents how to use media in ways that optimize child development at www.askthemediatrician.org. Recipient of the AAP's Holroyd-Sherry Award and the SAHM New Investigator Award, Dr. Rich has developed media-based research methodologies and authored numerous papers and AAP policy statements, testified to the United States Congress, and makes regular national press appearances.

Vicky Rideout is president of VJR Consulting, a media research and social marketing firm focused on children's issues. She is a veteran Foundation executive whose career has run the gamut from winning an Emmy Award with MTV for most effective public service campaign to being published in peer-reviewed journals like *JAMA*, *Pediatrics*, and the *Journal of Marketing and Public Policy*. She spent more than ten years as a vice president of the Kaiser Family Foundation, where she established and directed the Foundation's Program for the Study of Media and Health. Prior to joining the Foundation, she founded the Children and Media program at the children's advocacy group Children Now.

At the Kaiser Foundation, Ms. Rideout negotiated ground-breaking partnerships with the television networks MTV, BET, and UPN to conduct youth-oriented public education campaigns. She has directed numerous studies on children and media, on topics such as the role of media in childhood obesity; the impact of health messages in entertainment television; teens' use of the Internet for health information; and media use among children and teens. Her research has been widely reported on in the popular press, and Ms. Rideout has testified on youth and media at the U.S. Congress, the Institute of Medicine, the Federal Trade Commission, and the Federal Communications Commission. She currently serves as Editor of Reviews and Commentary at the *Journal of Children and Media*, and is a member of the PBS KIDS Advisory Board. She graduated with honors from Harvard University and received her MA from the Maxwell School of Public Affairs at Syracuse University.

Linda Villarosa is a journalist, author, editor, now novelist. For several years, she edited the health pages for the *New York Times*, working on health coverage for *Science Times* and for the newspaper at large. She was also the executive editor of *Essence Magazine* where she wrote or edited a number of award-winning articles. As a contributing reporter, she has written many articles for the *Times*, several of which ran on the newspaper's front page. She has also contributed articles, profiles and reviews to a number of national publications, including *Glamour*, *Health*, *Latina*, the *New York Times Book Review*, *O Magazine*, *Vibe* and *Woman's Day*. She has received awards from numerous organizations including The American Medical Writers' Association, The Arthur Ashe Institute, the New York Association of Black Journalists, the National Women's Political Caucus, and the National Lesbian and Gay Journalists' Association.

Most recently, Ms. Villarosa has provided editorial consulting to a number of companies and organizations. For American Express Publishing, she launched a newsletter for television host Dr. Phil. For the Kaiser Family Foundation, she helped train journalists from around the world to better cover the international HIV/AIDS epidemic and cover the International AIDS conferences in Barcelona, Bangkok and Toronto. She also conceives, writes and edits beauty and lifestyle publications for the Meredith Corporation.

Villarosa is the author or co-author of several books, including *Body & Soul: The Black Women's Guide to Physical Health and Emotional Well-Being*; *Finding Our Way: The Teen Girls' Survival Guide* (with Allison Abner); and *The Black Parenting Book* (with Allison Abner and Dr. Anne Beal). Villarosa's first novel, *Passing for Black*,

was released in 2008 and was nominated for a Lambda Literary Award. A graduate of the University of Colorado, Ms. Villarosa also spent a year at Harvard University as a journalism fellow. She is the program director of the journalism department at the City College of New York where she teaches writing and media studies. Ms. Villarosa lives in Brooklyn with her partner and two children.

Ellen Wartella is Sheikh Hamad bin Khalifa Al-Thani Professor of Communication, Professor of Psychology and Professor of Human Development and Social Policy at Northwestern University. She is also the director of the University's Center on Media and Human Development. Professor Wartella researches the effects of media on children and adolescents, and the impact of food marketing in the childhood obesity crisis. Wartella sits on a number of national boards advising on the influence of media on children's health. Currently she is a co-principal investigator on a five-year multi-site research project looking at the effect of digital media on very young children funded by the National Research Foundation. She was a co-principal investigator on the National TV Violence Study (1995-1998) and a co-principal investigator of the Children's Digital Media Center project funded by the National Science Foundation (2001-2006).