



**The Media Family:  
Electronic Media in the Lives of Infants, Toddlers, Preschoolers and Their Parents**

**Speaker Biographies and Contact Information  
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**ALICE CAHN, M.A.**

Vice President of Programming and Development  
Cartoon Network  
One Time Warner Center, 19th Floor  
New York, NY 10019-1201  
Ph: 212-275-6000  
alice.cahn@turner.com

Alice Cahn is vice president of programming and development for Cartoon Network's kids businesses, focusing on original entertainment programming preschool aged children. In her role, Ms. Cahn is responsible for discovering and cultivating a variety of new original series and specials to be featured within the network's upcoming preschool block, *Tickle U*, which will appeal to the network's younger viewers. Additionally, she works closely with the company's online, marketing, ad sales and licensing teams in expanding Cartoon Network's youth-targeted business off-air.

Ms. Cahn comes to Cartoon Network from The Markle Foundation in New York City where she served as managing director of Interactive Media for Children. There she was responsible for a multi-million dollar funding program designed to explore and encourage production of market-driven, research-based interactive media for children ages 2-12. Prior to this, Ms. Cahn spent two years as Sesame Workshop (formerly Children's Television Workshop) group president where she oversaw all domestic and international creative development and television production, home video and audio production, and development and production of feature films. Among the properties she helped to create are *Sagwa* (w/Cinegroupe); *Tiny Planets* (w/Pepper's Ghost); *Dragon Tales* (w/Columbia Tri-Star); *CinderElmo* and *Elmo and the Wolf* (w/Sony Wonder); and *Elmo in Grouchland* (w/Columbia Tri-Star).

Ms. Cahn also served five years as Director of Children's Programming for Public Broadcasting Service (PBS) in Alexandria, VA, responsible for the strategic planning and direction of all PBS children's projects and the Ready to Learn Service, created in partnership with the U.S. Department of Education. Original series developed, purchased and/or acquired for PBS under her leadership include *Teletubbies*, *Where in Time is Carmen Sandiego?*, *Kratt's Creatures*, *Zooboomafoo*, *Arthur*, *Wishbone*, *Wimzie's House*, *Tots TV*, *Theodore Tugboat* and *Noddy*. Her other duties included supervising the day-to-day activities with producers of all PBS children's series, including *Sesame Street*, *Barney and Friends*, *Bill Nye the Science Guy*, *In the Mix* and *Lamb Chop's Playalong*.

Ms. Cahn's previous experience also includes positions as director of outreach and education for Sony's Education First Foundation in Los Angeles, program director of children's and instructional television at KQED in San Francisco, and classroom teacher for the 2<sup>nd</sup> and 7<sup>th</sup> grades at Village Community School in New York City.

Ms. Cahn did her master's work in educational technology at San Francisco State University and holds a bachelor's degree in education from New York University. Her professional affiliations include Board membership on the Toy Industry Foundation, participation in the Marshall School PTA, Women in Animation, Women in Film and Video and the World Conference on Children's Media.

### **STANLEY GREENSPAN, M.D.**

Practicing Child and Adult Psychiatrist and Psychoanalyst  
Clinical Professor, Psychiatry and Behavior Sciences and Pediatrics  
George Washington University Medical School  
4938 Hampden Lane, Suite 229  
Bethesda, MD 20814  
Ph: 301-657-2348

Stanley Greenspan, M.D., is clinical professor of psychiatry and pediatrics at George Washington University Medical School, and a practicing psychiatrist and researcher on the prevention and treatment of emotional and developmental disorders in infants and children. He is a founder and past president (1975-84) of ZERO TO THREE: The National Center for Infants, Toddlers, and Families. He is also current Chair of the Interdisciplinary Council on Developmental and Learning Disorders.

Dr. Greenspan has authored many influential books, including *The Irreducible Needs of Children* (co-authored with T. Berry Brazelton, M.D.), *The Secure Child; Building Healthy Minds; The Growth of the Mind; The Child with Special Needs; The Challenging Child; Playground Politics: The Emotional Development of the School-Aged Child; Infancy and Early Childhood: The Practice of Clinical Assessment and Intervention with Emotional and Developmental Challenges; Intelligence and Adaptation: An Integration of Psychoanalytic and Piagetian Developmental Psychology; First Feelings;* and *The Essential Partnership*.

Dr. Greenspan's work served as the basis for a PBS NOVA documentary ("Life's First Feelings") which received the American Psychological Association's award for Best Educational Program, and a video tape for educators and parents entitled "Floor Time," produced by Scholastic, Inc. His work has also been featured in *The Washington Post, Newsweek, Time Magazine, PBS NewsHour, ABC's Nightline* and on the ABC, CBS, NBC, and CNN News.

Dr. Greenspan has received numerous honors including the American Psychiatric Association's Ittleson Prize for outstanding contributions to Child Psychiatry Research, and the American Orthopsychiatric Association's Ittleson Prize for outstanding contributions to American mental health, the only individual to receive both Ittleson awards; The Edward A. Strecker Award for outstanding contributions to American psychiatry; Distinguished Psychiatrist Lecturer Award from the Scientific Program Committee of the American Psychiatric Association; The United States Public Health Service Special Recognition Award; The Heintz Hartmann Prize and the Mary Allen Award for outstanding contributions to American psychoanalysis; Fellow of the American Psychiatric Association; Elected to the American College of Psychiatry and the American College of Psychoanalysis. He received his medical degree from Yale Medical School in 1966.

### **ELINOR OCHS, PH.D.**

Professor of Anthropology  
UCLA  
341 Haines Hall  
Los Angeles, CA 90095-1553  
Ph: 310-825-0984  
eochs@anthro.ucla.edu

Elinor Ochs, Ph.D. is a UCLA Distinguished Professor of Anthropology and Applied Linguistics and is Director of the UCLA Sloan Center on Everyday Lives of Families, which documents how working parents and their children sustain everyday family life across a spectrum of activities that reflect and construct valued ways of acting, communicating, thinking, and feeling. Drawing upon fieldwork in the United States, Samoa, Italy and Madagascar, Dr. Ochs co-pioneered the field of language socialization, which analyzes how novices are apprenticed through and into socio-culturally organized communicative practices. She also has conducted research on the relation between language practices and psychopathology. Selected honors include: Honorary Doctorate, Linköping University (2000); Mac Arthur Fellow (1998-2003); Fellow of the American Academy of Arts and Sciences (1998). Publications include "The Cultural Structuring of Mealtime Socialization," a chapter in the book *Family Mealtime as a Context of Development and Socialization*, a New Directions in Child and Adolescent Development Series. Dr. Ochs received her Ph.D. from the University of Pennsylvania in 1974.

## **VICTORIA RIDEOUT, M.A.**

Vice President  
Director, Program for the Study of Entertainment Media and Health  
Kaiser Family Foundation  
2400 Sand Hill Road  
Menlo Park, CA 94025  
Ph: 650-854-9400  
vrideout@kff.org

Victoria Rideout, M.A. is a Vice President at the Kaiser Family Foundation and director of the Foundation's Program for the Study of Entertainment Media and Health. Ms. Rideout oversees the Foundation's research agenda on children, media and health. She has directed numerous studies on topics such as: media use by children and teens; the nature of sexual content on television; the impact of health content embedded in entertainment media; use of media ratings and parental advisories; parental opinions of TV and other media; teens' use of the Internet for health information; and viewers' responses to public service campaigns. In addition, Ms. Rideout helped establish several national youth-focused public education campaigns in partnership with popular TV networks such as MTV, BET and UPN. The public service ads and full-length programming she helped develop have received numerous awards, including a National Emmy Award for best public service announcement, a Cine Golden Eagle Award, and several Telly and Aegis Awards for advertising. Ms. Rideout's research has been published in the *Journal of the American Medical Association*, *Health Affairs*, *American Behavioral Scientist*, and other national peer-reviewed journals. She has testified on children and media before the U.S. Congress, the Federal Trade Commission, the Institute of Medicine, and the Federal Communications Commission. Ms. Rideout graduated with honors from Harvard University and received her M.A. in American history from Syracuse University.

## **LESLI ROTENBERG**

Senior Vice President, PBS KIDS Next Generation Media  
2100 Crystal Drive  
Arlington, VA 22202  
Ph: 703-739-5000

Leslie Rotenberg leads public broadcasting's PBS KIDS Next Generation Media, a five-year initiative defining the role PBS will play in the changing digital children's media landscape. Most immediately prescribed by this initiative are a new preschool multi-platform destination and a 24-hour multicast service for early elementary school kids launching in fall 2006. Additionally, Ms. Rotenberg continues to oversee the strategic positioning of primetime and children's programming, online content and education services across a growing number of media platforms. She is responsible for building and extending the brand equity of PBS and PBS KIDS, the most trusted media brands in the U.S., and meeting the strategic communications needs of PBS and its 348 member stations. Her responsibilities include national oversight of PBS' creative services including on-air and print production, advertising strategy, media planning, and station professional development. Ms. Rotenberg was named one of the nation's top 15 "Women to Watch" by *Advertising Age* in 2001. She was also named one of the top 30 Brand Builders by *Broadcasting & Cable*, *Multichannel News* and Promax/BDA. In 2004, *Television Week* and Promax/BDA selected the PBS "Be More" campaign as one of the top 10 Campaigns of Distinction. Ms. Rotenberg has received numerous advertising and promotion honors including the 2003 Emmy for Best Commercial, the 2004 CINE Special Jury Award for Best On-Air Promo, 20 CINE Golden Eagle awards, 24 Promax/BDA Awards, four CTAM Awards, and three Telly Awards. Prior to joining PBS in November 2000, Ms. Rotenberg was Vice President, Marketing, at Animal Planet, and a marketing executive at Discovery for 10 years.

**ELLEN WARTELLA, PH.D.**

Executive Vice Chancellor and Provost  
University of California, Riverside  
4148 Hinderaker Hall  
Riverside, CA 92521  
Ph: 951-827-5034  
ellen.wartella@ucr.edu

Ellen Wartella, Ph.D. joined UCR on July 1, 2004 as the Executive Vice Chancellor and Provost after serving as Dean of the College of Communication at The University of Texas at Austin. She also is a distinguished professor of Psychology at UCR.

As the Executive Vice Chancellor and Provost, Dr. Wartella serves as Acting Chancellor in the Chancellor's absence; works closely with the Chancellor in the formulation of the campus vision and implementation of academic and administrative policies; works closely with the Deans in recruitment and retention of faculty; has responsibility for managing the daily operations of the campus; and is principal liaison to the Academic Senate.

Dr. Wartella is a leading scholar of the role of media in children's development. She was a co-principal Investigator on the National TV Violence Study (1995-1998) and is currently co-principal investigator of the Children's Digital Media Center project funded by the National Science Foundation (2001-2006). She serves on the Kraft Food Global Health and Wellness Advisory Council, the Decade of Behavior National Advisory, the Board of Trustees of the Sesame Workshop, and the National Educational Advisory Board of the Children's Advertising Review Unit of the Better Business Bureaus.

Dr. Wartella is a member of the National Academy of Sciences Board on Children Youth and Families and recently served on the Institute of Medicine's Panel Study on Food Marketing and the Diets of Children and Youth (2006). She is a member of the American Psychological Association, the Society for Research in Child Development and is the past President of the International Communication Association. She earned her Ph.D. in Mass Communication from the University of Minnesota in 1977 and completed her postdoctoral research in development psychology in 1981 at the University of Kansas.