

# HOWARD BLUMENTHAL

[hblumenthal@me.com](mailto:hblumenthal@me.com) - 267-475-1289

Extensive experience in media and learning projects and ventures, some well-known.

## CAREER HISTORY

### **MEDIA FOR LEARNING** (2017-Present)

*Nonprofit with a fresh approach to global education and self-directed learning*

#### **Reinventing School - Host, Co-Executive Producer**

International Zoom series about learning in the 2020s. Hour-long interview format featuring distinguished professionals in education, public health, family issues, economics, often in conversation with students. Topics include evolving role of schools and teachers, curriculum design, alternative schooling, social justice, distance learning, play, more. Joint start-up project with Learning Revolution.

#### **Kids on Earth - Founder, Executive Producer**

One-on-one interviews about school, learning, community, and the future with hundreds of children and teenagers throughout the world. Distributed free for use at home and in school; seen in 80+ countries.

Most interviews recorded on-site in participating schools in Uganda, Hong Kong, Bulgaria, Slovenia, Ghana, Brazil, Uruguay, Chile, Cambodia, Kosovo, Afghanistan, Paraguay, U.S., India.

#### **Our Whole World in Their Hands: 21st Century School & Our Global Future - Author, Speaker**

Multi-disciplinary view of 21st century learning through student empowerment, individual learning, public health, global collaboration, thinking clearly, legal and digital rights, physical activity, emotional well-being, as well as reinvention of roles, facilities and community engagement.

### **THE UNIVERSITY OF PENNSYLVANIA** (2017-Present; Philadelphia)

*One of the world's leading universities*

#### **Senior Scholar**

Cross-disciplinary study of human progress through the eyes of 21st-century children and teenagers: formal and informal learning, well-being, fairness, future-mindedness, literacy, population studies, migration, geography, technology, ethnic studies, economics, curiosity, family and community studies. Activities: speeches and workshops throughout the world, articles, video series. Began as Visiting Scholar, The Annenberg School for Communication; now Senior Scholar, Positive Psychology Center.

### **SHORT-TERM STRATEGIC ASSIGNMENTS** (2017-2018; various international and education projects):

- **President, Kids Insights U.S.** - U.K. research startup for children's and family marketplace
- **Media Fellow, Peripheral Vision** - Uganda NGO focused on technology, media, health, learning
- **Consultant, Lehigh Valley Public Media** - Expansion of public service and community engagement

### **INDEPENDENCE MEDIA; MiND** (2005-2017; Philadelphia)

*Innovative public media workshop; FCC noncommercial educational television broadcast licensee*

#### **CEO & Board Secretary**

Phase 1: Reinvented operation through novel business deal with NBC, built first hybrid TV-internet public media channel. Many partnerships with universities and nonprofits. Through workshops and internships, trained 2,500 community members to tell over 1,000 original video stories about race, equity, learning, music, visual art, veterans' issues, environment, gender, urban poverty, more. Phase 2: significant recurring revenue deals with international broadcasters NHK World (Japan) and France 24. Phase 3: Collaboration between scholars and creative professionals to present big issues (cultural

tradition, extreme poverty, future of higher education in a digital age) through music, animation, comedy, puppetry, storytelling on the internet. Phase 4: Sold broadcast license for \$131 million, establishing a new charitable foundation.

**NEW JERSEY NETWORK / NJPBA** (2009-2010) [*concurrent with Independence Media, NJN Foundation*]  
*One of the largest public broadcasters in the U.S.*

**Executive Director & Board Secretary**

Working for the Governor, devised new operating plan to modernize \$28 million state authority. Plan based upon extensive market research and collaboration, responsible stewardship of nearly \$100 million in public assets. Significant news, public affairs presence. 100+ employees, 5 studios.

**NJN FOUNDATION** (2009-2010) [*concurrent with Independence Media and NJPBA*]  
*Independent nonprofit organization with revenue responsibilities for NJN*

**President & Board Secretary**

Separate staff of 20+ employees responsible for \$7 million in NJN revenues from individual donors, membership, underwriting, sponsorship, and annual gala. Led Board effort for transfer of broadcast license to an independent 501(c)(3).

**NEW CENTURY TELEVISION** (2002-2004; Philadelphia)

*Development, marketing and distribution of broadband video-on-demand channels for niche audiences*

**CEO & Co-Founder**

Early-stage company focused on new concept: internet as video distribution system. Pioneering approach to internet subscription services. Client-based channels for country of Denmark (tourism), La Salle University (continuing education), Rutgers University (undergraduate admissions), Balanced Audio Technology (consumer products), Swedenborg Foundation (religious history).

**BERTELSMANN e-COMMERCE GROUP** (2001; NYC)

*Evolving approaches to consumer music distribution: Napster, CDNOW, BMG Direct, myplay*

**Senior Vice President, Marketing & Brand Development, Interactive Media**

Devised cross-platform approaches to promote music discovery as key differentiator for (then-new) web-based global music retailing. Worked across newly-merged companies to align emerging strategies; integrate operations; manage cultural issues; build international relationships.

**CDNOW** (1999-2001; Philadelphia, NYC, San Francisco, Nashville, London)

*World's largest music web site; \$140 million public company*

**Senior Vice President, Media & Marketing**

Steered corporate strategy, led executive team to first operating plan, reworked revenue models; rebuilt online ad sales (\$8M); reworked public relations, design and online user experience. Built relationships within the music industry. Early leader in internet radio, use of customer data to recommend products. Directly supervised staff of 150; senior leadership for ~400. Acquired by Bertelsmann (above).

**GLOW IN THE DARK PRODUCTIONS** (1997-1999; NYC)

*Program producer for domestic cable television networks*

**President & Co-Founder**

Identified market opportunity, built organization, managed program supplier for HBO Family (1 series), History Channel (7 high-rated specials with 100+ celebrities; extensive classroom distribution), Food Network (2 original series), Cinemax (pilot), Noggin, TV Land, Nickelodeon, syndication.

**LOGICAL EXTENSION, LTD.** (1996-1998; 1985-1989; various client locations)

*Media-related product development, strategic and consumer marketing, management consulting*

**President**

Clients & partners: Cartoon Network, WGBH, Merriam-Webster, HarperCollins, MTV, Scholastic, Digitas, Hearst, TCI, WILEY, Toshiba, RCA, LEGO, Parker Brothers, Smith-Kline, Atari, GE, American Express, more.

**KIDSOFT / Hearst** (1995-1996; San Francisco and Los Gatos, CA)

**Senior Vice President**

*Innovative Silicon Valley children's software brand*

Published magazine (150,000 subscribers; national advertisers: Nestle, Apple, etc.), mail order print and CD-ROM catalog; one of AOL's first retail stores. Led market research, editorial, design, media relations, product development, budgeting, investor roadshow. Approximately 50 employees. Acquired by Hearst.

**PBS / *Where in the World Is Carmen Sandiego?*** (1990-1994; NYC)

**Senior Producer, Show Runner, Co-creator**

*Popular, award-winning children's TV series based upon educational computer game*

Series combined comedy, music, fantasy, and gameplay to teach children about the world. Peabody Award, Emmy Awards (19 nominations), additional awards for excellence in children's programming. Built entire operation; supervised all creative aspects, including casting, writing, research, talent, animation, design, staging, and music for 200+ episodes (4 seasons). Staff of 150.

**VCA PROGRAMS**, Unit of Video Corp. of America (1982-1985; NYC)

**Director, New Media; General Manager**

*New home video ventures group within public company*

Built video and software development group for public company; managed program development, licensing, production, promotion for an emerging multi-screen (TV, video, computer, videogame) market. Joint ventures, strategic alliances with EMI, JVC, Minolta. Award-winning output included *The Boys of Summer* (based upon best selling book about Jackie Robinson and the Brooklyn Dodgers).

**QM PRODUCTIONS EAST**, Unit of Taft Broadcasting (1979-1981; NYC)

**Director, Production & Business Affairs; Executive in Charge of Production**

*Television production company specializing in theater and international co-productions*

Showtime's first original movie; Broadway musicals; variety shows in Canada, Scandinavia, London with headliners Victor Borge, ABBA, etc. Responsible for production, and international relationships.

**QUBE / WARNER COMMUNICATIONS** (1976-1979; NYC, Columbus, OH)

**Manager, Programming & Production; Executive Producer; R&D Team**

*The first interactive cable service; birthplace of MTV, Nickelodeon*

Managed 6 hours of original daily live production in 4 studios with a staff of 250. Developed, produced, supervised many children's, educational, public service, experiments with interactive media and games. Wrote MTV's first business plan; produced MTV's first pilot. Head of production for Nickelodeon launch.

## COMMITTEES, BOARDS, MEMBERSHIPS, ASSOCIATIONS

- “Thinker-in-Residence;” Operational Working Group, #Learning Planet (for 2022 Festival), Paris, France
- Steering Committee, The JENA Declaration, a project of the UNESCO Chair on Global Understanding for Sustainability, Friedrich Schiller University, Jena, Germany (2020-present)
- Core Advisory Group, Civic Imagination Project, Annenberg School for Communication and Journalism, University of Southern California (2020 - present)
- The RSA (Royal Society for encouragement of Arts, Manufactures & Commerce) - Fellow (2017-2020)
- Public Television Beta Station Group - Vice-Chair (2010-2015)
- Boards: Independence Media, NJPBA, NJN Foundation, Organization of State Broadcasting Executives, Tzedek v'Shalom, several start-ups
- Numerous advisory roles within public education and public media

## AWARDS, NOMINATIONS

- Daytime Emmy Awards (3 awards, 4 nominations): *Where in the World is Carmen Sandiego?*
- Prix Jeunesse Finalist (2 awards): *Where in the World is Carmen Sandiego?*, *Watermelon Magic*
- Peabody Award, 1993: *Where in the World is Carmen Sandiego?*
- Television Critics Association (3 nominations): *Where in the World is Carmen Sandiego?*
- Mid-Atlantic Emmy Award: *On the Other Side of the Fence*
- New York International Film Festivals (Gold Award for Documentary), *On the Other Side of the Fence*
- United Nations UNDPI Award for Public Service, *On the Other Side of the Fence*
- ViRA Award (Best Sports Documentary): *The Boys of Summer*
- CableACE Award (Best Drama Special): *The Passion of Dracula*
- Benjamin Franklin Small Press Award: *When Words Hurt*
- (Plus several Telly Awards, CINE Golden Eagle, other awards)

## BOOKS

- **Sweet Victory.** Work-in-progress.  
Co-written with Wendy Pogozelski, SUNY Distinguished Teaching Professor of Chemistry. An easy-to-understand guide to Type 2 Diabetes for self-motivated patients to overcome the disease. Combines biochemistry, nutrition, lifestyle, psychology, public health, motivation.
- **The Whole World in Their Hands.** Work-in-progress.  
Inspired by Kids on Earth fieldwork, an analytical view of the world facing 21st-century children and teenagers and the adults who care for them. An integrated approach across multiple disciplines moves from identity, family and community to school, media and learning to global citizenship and clear thinking.
- **Making MiND Programs.** First, Second Editions: MiND Books, Philadelphia, 2008, 2011.  
Written with Chelsea O'Rourke, illustrated by Kristy Graybill. How to tell short-form stories with now-widely-available consumer video equipment.
- **The Creative Professional.** Second Edition (eBook): MoxyBooks, Philadelphia, 2012. First Edition: Emmis Books, Cincinnati, OH, 2006.  
A business book for the 1 in 25 Americans who work in creative professions. Analysis of global creative marketplace and skills; cognitive review of creative people and the ways they work, overcoming obstacles, inspiration and callings, managing a creative career over a lifetime.
- **Branded for Life.** Emmis Books, Cincinnati, OH, 2006.

- A book about the impact of marketing upon beliefs and knowledge including extensive inquiries about the role of government, media, and school on decisions related to personal health, food and nutrition, transportation, leadership, religion, prejudice, and myths of U.S. history.
- ***This Business of Television***. Third Edition: Billboard Books / Random House, New York, 2006. Second Edition and First Edition, Billboard Books / Watson-Guptill, New York 1998 and 1991.  
Written with Vermont Law School Professor Oliver Goodenough. Leading guide to domestic and international television industry, including explanations of program development, audience measurement, program production and distribution, impact of new technologies. *Goodreads*: "Broad in scope and rich in detail, *This Business of Television* has been the essential sourcebook for producers, writers, broadcasters, network executives, and other television professionals since the first edition was published in 1991."
  - ***Great American History Quiz Book (5 titles)***. History Channel / Warner Publishing, New York, 2001: *Modern Marvels, Americana, America at War, Heroes & Villains, Presidents*.  
Written with Charles Nordlander and Dana Calderwood. Provocative, often entertaining, questions and stories written to encourage public interest in U.S. History. Companion to 7 highly-rated specials produced for History Channel by the authors.
  - ***Billboard Music Listener's Guides (4 titles)***. Billboard Books / Watson-Guptill, New York, 1998-1999:.  
Biographical approach to most influential composers and musicians / musical groups in four genres: World Music, Classical Music, Jazz, Blues. Each book included 100 artists and approximately 500 detailed album/CD recommendations. Also published in China.
  - ***You Can Do It! (2 titles)***. Little, Brown & Co., New York, 1991.  
Book series introduced high school students to the wide range of jobs and careers in high-visibility industries (*Careers in Television, Careers in Baseball*). Direct storytelling from successful people in each field: a major league baseball umpire, a White House videographer, an MTV set designer, two dozen more. *Kirkus*: "Good, current career information for the serious teen."
  - ***The Complete Time Traveler: A Tourist's Guide to the Fourth Dimension***. Ten Speed Press, Berkeley, CA, 1989.  
Written with Dorothy Curley, Brad Williams. Fanciful intersection of science, science fiction, and history. A guidebook for those who wish to travel through time: best places to take the kids, recommended time machines, what to wear, etc. Also published in China, Germany.
  - ***The Electronic Home Advisor***. Andrews & McMeel / Universal Media, Kansas City, MO, 1988.  
Based upon Hi-Tech Home newspaper column (see below), supported by 40-city tour in association with by Eveready/Energizer, Toshiba, Philips/Magnavox and other sponsors.
  - ***Television: Producing & Directing***. Harper & Row / HarperCollins, New York, 1987.  
In response to fast-growing field, a guide to the art and craft of making television programs.
  - ***Everyone's Guide to Personal Computers***. Ballantine / Random House, New York, 1983.  
Prior to the deluge, one of the first books about the coming boom in personal computers. Promoted in association with Atari.
  - ***The Media Room***. Viking Books / Penguin, New York, NY, 1983.  
Ahead of the trend, rethinking your home as an entertainment and information center. National tour funded by General Electric.
  - ***The Complete Guide to Electronic Games***. New American Library, New York, 1981; all-new UK version, Sphere Books, London, 1982.  
Comprehensive reviews on all available digital, electronic, videogames. Multi-year national tour with Parker Brothers.

## ARTICLES, COLUMNS, PUBLISHED WORKS

- "Social Studies...and the End of the World As We Know It" - article for [Getting Smart](#), 2021
- "A Bit about School & Augury" - themed essay to launch Creative Commitments, a multi-media, multi-lingual digital publication from Lehigh University's Center for Global Citizenship Education through the Arts and Technology, 2021.
- "The Best Place in the World: Modeling the Neighborhood" - chapter for UNESCO book, *From Smart Cities to MIL Cities: Metrics for Urban Centers of the Future*, edited by Felipe Chibas Ortiz and Mitsuru Yanaza, University of São Paulo, Brazil, 2020.
- "Global understanding - An Education Paradigm to Harness Globalization and Cultivate Sustainability" *Perspectives from UNESCO Chairs on the Futures of Education*, chapter co-authored with Dr. Benno Werlen, Friedrich Schiller University of Jena, Germany, 2020.
- "How the Next Generation of Global Kids Will Learn from One Another" - *Knowledge@Wharton*, Philadelphia, PA, March 16, 2018. <https://knowledge.wharton.upenn.edu/article/how-the-next-generation-of-global-kids-will-learn-from-one-another/>
- "Kids on Earth: A Unique Learning Tool for the 21st Century" - *Childhood Education Innovations*, May/June 2019, Washington, DC.
- "Kids on Earth: Travelling the world to understand the 21st century" - *Parenting for a Digital Future*, London School of Economics, June, 2019. (<https://blogs.lse.ac.uk/parenting4digitalfuture/2019/06/05/kids-on-earth-traveling-the-world-to-understand-the-21st-century/>)
- "Kids on Earth: The Next Normal" - *Children's Media Yearbook*, 2018, Sheffield, England.
- "Screenscreen: Towards the Future of TV" - ACM International Conference on Interactive Experiences for Television and Online Video, with founder Thomas Willomitzer. Chicago, Illinois, 2016.
- *NJN's 2020 Vision: Moving into the Next Decade, and NJN / Public Television: Strategic Analysis* Spring, 2010, Trenton, New Jersey. Widely-distributed 300-page report on public television in the U.S. and its local future. Prepared for the NJ Governor's office, and legislators.
- **Hi-Tech Home.** The New York Times Syndicate 1983-1990; United Feature Syndicate 1990-1997: Weekly column published by 100 client newspapers including *Chicago Sun-Times*, *Cleveland Plain-Dealer*, *Cincinnati Enquirer*, *St. Louis Post-Dispatch*, *San Jose Mercury*, *San Juan El Nuevo Día*, Gannett papers. Over 750 weekly articles covered the shift to digital culture.
- **Digital Insider** (<http://diginsider.com>) Web blog established 2011. Over 400 feature-length articles (to date) about clear thinking, creativity, travel, music, public policy, books, trends, technology.
- **Club KidSoft** - Newsstand and subscription magazine about computers for kids (essentially, a junior version of *WIRED*). Early cross-media effort combining editorial content and direct to consumer marketing; involved CD-ROMs, early online retailing, print catalog. SF Bay Area, 1995-1996.
- **Living with Video.** RCA Consumer Electronics, Indiana, 1982. Published by U.S.'s largest TV manufacturer; 1 million+ copies. Introduction to home entertainment's future for general consumers.
- More than 100 feature articles on topics on media, creativity, music, technology, social change and popular culture for national magazines including *American Film*, *TV Guide*, *Visio*, *Stereophile*, *Video*, *Video Review*, *Family Circle*, *Rock*, *Circus*, *Crawdaddy*, *High Times*, more.

## SPEECHES, PANELS, LECTURES, COURSES, MEDIA APPEARANCES

- Representative single-guest hour-long podcasts, 2020-2021: *The Future of Education Daily Show with Steve Hargadon*; *Cookies for Breakfast with Danny LaBrecque*, first guest to launch series; *Televisionation: Children's Media for 21st-Century Learning* with Tracy Swedlow; *Trending in*

Education with Michael Palmer; Reinventing School and Learning from Kids on Earth - Impact Learning with Maria Xenidou.

- *Global Education Forum 3rd Act*, Universidad Camilo José Cela, Madrid Spain. October, 2021.
- *Our Whole World in Their Hands: Kids on Earth in the 21st Century* - EdPalooza education conference speech, Foundation for Excellence in Education, December 2020.
- *Global Citizenship & Storytelling* - Master Class for Lehigh University, October-November 2020.
- *UNESCO - Information-Driven Social Dialogue; Cultural Spaces for Educators and Students* - MIL Cities for Everybody, UNITWIN Cooperative Program, Paris (Virtual) October 2020. Panel.
- *Kids on Earth in the 21st Century* - Speech for Humanities and Social Sciences for Sustainability conference, UNESCO affiliate, Germany (Virtual), October 2020.
- October 2020.
- Interview about children, media and learning - *Purple Roads*, October 2020.
- *Ed 3.0 & The Internet of Education* with Michael Horn - Virtual conference, September 2020.
- "Discovering Personal Identity as the Core of Global Education" - *Global Education Conference*, online, 2019. <https://vimeo.com/376833830>
- UNESCO Global Media and Information Literacy Week - Gothenburg, Sweden, September 2019.
- "Global Education and World Peace" - Pax et Bellum - Dept of Peace & Conflict Resolution, Uppsala Universitet, Uppsala, Sweden, September 2019.
- *Salto Para o Futuro (Jump to the Future)* - TV Escola educational broadcaster, Rio de Janeiro, Brazil, July 2019. <https://vimeo.com/363945458>
- Global Learning and Media Responsibility - Roquette Pinto / TV Escola educational broadcaster, Rio de Janeiro, Brazil, July 2019.
- *Global Learning and Global Citizenship* - Eliezer Max school, Rio de Janeiro, Brazil, July 2019.
- ComKIDS / Prix Jeunesse Latin America - São Paulo, Brazil, July 2019.
- English Language College, Universidad Nacional de Asunción, Paraguay, July 2019.
- Positive Education Summit with Eisenhower Fellows, Univ. of Pennsylvania - Philadelphia, June, 2019.
- Global Film Theory lecture, University of Pennsylvania, April, 2019 - Philadelphia, April, 2019.
- "From Carmen Sandiego to Kids on Earth," Universidad ORT Uruguay, Montevideo - March 2019. <https://vimeo.com/363946052>
- ECA Lecture - Escola de Comunicações e Artes (School of Communications and Arts), São Paulo, Brazil, March 2019. <https://vimeo.com/363945540>
- "21st Century Kids on Earth" - SUNY Geneseo alumni lecture, Geneseo, NY, March 2019. <https://vimeo.com/322447180>
- Featured Speaker - Children's Media Assoc., NYC, February 2019. <https://vimeo.com/318929980>
- "Kids on Earth: The Next Normal" - Children's Media Conference, Sheffield, England, July 2018.
- Global Citizenship Workshop - Univ. of Maryland School of Public Health, College Park, April 2018.
- Keynote: Global EdCon2018 - District of Columbia Public Schools, Washington, DC, October 2018.
- "From *Where in the World Is Carmen Sandiego?* to *Kids on Earth*" - *Global Education Conference*, online, 2017. <https://vimeo.com/243560773>
- *Revolutionary Learning Conference* - NYC, Summer 2016.
- *Beyond the Blackboard*, TEDx, SUNY Geneseo - Geneseo, NY, 2016.
- *Keynote: Philly New Tech Meetup* - Speech about the convergence of imagination and instant information available through new technologies. Philadelphia, 2016
- *Serious Play Conference* - Use of games to open discussions about serious public issues. USC, Los Angeles, California, 2016
- *RIAA Grammy Lecture* - Music as part of the television production process. Philadelphia, 2016

- *MIT Media Lab Civic Media Workshop* - Joint project with Center's leader Ethan Zuckerman to consider global potential for internet video storytelling and meta-commentary to enhance contextual understanding. Cambridge, Massachusetts, 2012.
- *Keynote: GPSEG Innovation and Education* - Greater Philadelphia Senior Executive Group. Innovation and project-based education challenges traditional K-12 curriculum and structure, enables divergent thinking and active learning. Philadelphia, PA, 2012
- *MiND, Community and Leadership* - Leadership Philadelphia, new graduates, 2008. Encouraging new leaders to participate at a grassroots level in their communities, and to share the stories of their success. Philadelphia, 2008.
- *GPSEG New Jersey, Media and Learning* - Inspirational speech about the use of media as a primary source of learning, understanding, and public good. New Jersey, 2008.
- *Community Standards Symposium*. Annenberg School of Communication, University of Pennsylvania. As part of MiND's development, an inquiry into legal and societal rules for television broadcasting. Many decisions are left to local communities so this discussion focused on what should and should not be seen on TV. Philadelphia, 2007.
- *This Business of Television* - Annenberg School of Communication (undergraduate course), University of Pennsylvania. Introduction to practical business of project development and moving creative ideas into the marketplace. Philadelphia, 2007.
- *Digital Hollywood: Media and Democracy* - Exploration of the role of media in developing institutional beliefs that define citizenship, choice of leaders, and the national agenda. NYC, 2004.
- *MIT Children's Culture and New Media* - MIT Communications Forum. How and what children learn by watching television, playing with digital toys. How learning experiences should be constructed in a technologically advanced future. With my son, Steve Blumenthal, then fourteen years old. Cambridge, Massachusetts, 2004.
- *Digital Hollywood: Entertainment and e-Commerce* - Exploring connections between music discovery, consumer purchase patterns, and advertiser support. Los Angeles, California, 2000.
- *Consumer Advertising and e-Commerce* - Digital e-commerce industry conference exploring the potential connections and conflicts between revenue sources in new internet economy. NYC, 2000.
- *Changes in the Music Industry*. Wharton School at University of Pennsylvania. Focus on shifting patterns of music discovery and purchase patterns. Philadelphia, 2000.
- *Television Producing & Directing*. Undergraduate and continuing education courses on program development, production, marketing, distribution. Guests from emerging cable networks including Nickelodeon, MTV, CNN, more. New School for Social Research, NYC, 1985-1990.
- *Television Programming*. Popular course featuring programs made in NYC; guests featured Hugh Downs (ABC News), MTV leadership, *The Cosby Show* creative team, NBC's TODAY Show, etc. New School for Social Research, NYC, 1987-1989.
- Additional lectures at Temple University (creativity, careers in media); Drexel LeBow College of Business (shifting consumer behaviors and new business models); Drexel University (ethics); New York University (media as primary learning tool).
- Over 500 guest appearances on TV and radio news and talk shows, and newspaper interviews: mostly 1980s and 1990s, focus: technology in daily life. National appearances on *CNN*, *Early Today*, *Hour Magazine*, *Fresh Air*, *Computer Chronicles*, *Good Morning America*. Local appearances on WCBS, KCBS, WGN, WOR, KDKA, hundreds more.



## SELECTED PROJECTS

- ***The National Game Show Archives at The Strong National Museum of Play*** - Co-founded with long-time game executive and producer Bob Boden, a definitive history of a century-old form of entertainment. The project began by archiving materials from producers, performers, and others behind-the-scenes, now includes long-form video interviews with TV Academy Foundation. Significant press coverage at launch: *NY Times*, *Variety*, *AP*, *Times of London*, *NPR*, etc. Begun in 2021.
- ***MiNDWORKS*** - Seven pilot programs exploring the potential of public media on the internet. We created a dozen original characters (8 puppets, 4 humans) based upon MBTI characteristics, then explored challenging topics through comedy sketches, musical numbers, short documentaries, podcasts, and other media. An academic/creative collaboration exploring many points of view, topics included 21st-century friendship, higher education in a digital age, eradication of extreme poverty (related to UN MDGs), more. Independence Media, 2012-2017.
- ***On the Other Side of the Fence*** - Television documentary about friendship between students at the HMS School for Cerebral Palsy and The Germantown Friends School, and the musical they performed together. Winner, New York International Film Festivals Gold Award for Documentary, Emmy Award, and special United Nations Award for Public Service. Independence Media, 2015.
- ***The 'A' Game*** - Interactive game for middle schoolers intended to subsequently reduce high school drop-out rates. Included cartoons, original character, economic impact explained in terms that teenagers understood, role model videos, unique game format and scoring system to encourage classroom discussion. Partner organizations included United Way, City Year, Big Brothers Big Sisters, Philadelphia Education Fund, Mayor's Office of Education, Rising Sons, Phila. Youth Network, Wyncote Foundation, School District of Philadelphia, more. Independence Media, PBS Learning Media, 2013.
- ***Newark Peace Education Summit*** - A series of 30+ interviews with leaders and influencers devoted to nonviolence and world peace. Included former convicts now running community projects, former child soldier Ishmael Beah, anti-nukes activist Jonathan Granoff, authors Deepak Chopra and Marianne Williamson, activist Martin Luther King III, religious leaders, politicians. Independence Media, 2011.
- ***MiND*** - New 24/7 learning channel, seen on television and on the internet. Five-minute programs about pro-social issues, history, authors, city life, peace, geography, music, politics, government, public health, tolerance, water supply, prejudice, mental health, affordable housing, Africa, more. Over 1,000 original short-form programs, produced by the public and by students, with government, nonprofits. Independence Media, 2007-2017.
- ***Denmark Channel*** - New use of the internet: video on demand channel produced within a distinctive brand framework. Visit Denmark (Denmark Tourist Board), 2003.
- ***The Great American History Quiz*** - Seven primetime specials featuring 200+ celebrities (Bill Clinton, Hank Aaron, B.B. King, Maya Angelou, Brian Wilson, Mike Wallace, Miss Piggy...). Hosted by Richard Dreyfuss, Chevy Chase. At the time, the network's highest-rated programs. Distributed for 2 decades through Cable in the Classroom. Also, a book series. Glow in the Dark Productions, 1997-1999.
- ***Taste Test*** - Game show challenged serious foodies to discern ingredients of chef-prepared dishes; also explored popular culture related to food and food history. Food Network, 1998.
- ***Strategic Plan for Children's Software Publishing*** - Full investigation of potential consumer software opportunities for Hearst's new media unit. Hearst, 1998.
- ***Travels on the Silk Roads*** - Elaborate illustrated prototype to teach high school students about history, economics, and spirituality associated with the Silk Roads. Effective use of academic and creative professionals as a united development team. Asia Society, 1996.
- ***Whately's Quest*** - CD-ROM featuring lavish children's illustrations and a scavenger hunt game to promote interest in the alphabet and reading. HarperKIDS, 1996.

- ***Where in the World Is Carmen Sandiego?*** - Very popular PBS series, a geography game show expanded into fantasy detective story with animated characters, original music, comedy sketches, more. Winner of many children's television awards. <https://people.com/tv/why-where-in-the-world-is-carmen-sandiego-was-the-best-educational-show-ever/> International versions in Canada, Germany, Spain. Basis for two *Saturday Night Live* sketches, one in 2018. PBS, WGBH, WQED, 1990-1995.
- ***Merriam Webster's Dictionary for KIDS*** - Creative reinvention of a dictionary to encourage children to explore the world of words, definitions, and phonetics. Merriam Webster, Mindscape, 1994.
- ***MOXY Pirate Show*** - Cartoon Network's first original series. Early use of motion-capture animation. Featured Penn Gillette and Bobcat Goldthwait. Cartoon Network, 1994.
- ***Perception!*** - Visual cognition game show using new digital technologies. Originally produced with Italy's Berlusconi organization; aired for 2 seasons on ITV in England. 1989-1990.
- ***Remote Control*** - This post-modern comedy game show broke MTV's reliance on short-form video and helped established non-music programming as a viable strategy for the new network. Premiered 1987; ran 5 seasons on MTV, plus 1 in broadcast syndication.
- ***Wiley Sound Business*** - First line of audiobooks for business professionals. Titles produced as interviews with leading Wiley authors. 20+ titles included *Do's and Taboos Around the World* with Parker Pen VP Roger Axtell; *The Creative Mystique*; *How to Zig in a Zagging World* with advertising executive Jack Keil; *Smart Money* with personal finance experts Ken & Daria Dolan. 1985-1988
- ***When Words Hurt*** - Ben Franklin Small Press Award for audio presentation of tolerance and kindness. Focused on self-esteem, self-worth, power of spoken words and inner peace. New Chapter Press, 1987.
- ***The World's Greatest Photography Course*** - By employing the full capacity of a VCR, we were able to teach exposure, color, composition, and other fundamentals in ways that instructional books could not. Noted by *Newsweek* as a pivotal development in electronic publishing. JVC, Minolta, VCA, 1984.
- ***The Boys of Summer*** - Award-winning baseball documentary about Jackie Robinson and the Brooklyn Dodgers, featuring first-person interviews with Roy Campanella, Duke Snider, Pee Wee Reese and other players during a sensitive time in racial history. VCA Programs and EMI, 1983.
- ***Growing Up Feeling Good*** - Pilot program encouraging teenagers to ask difficult questions about their lives, answered by host/expert Ellen Rosenberg. Cable Health Network (now Lifetime), 1982.
- ***Other*** - U.S. Internal Revenue Service [IRS] (asset valuation); Disney (early version of Disney Channel); Smith-Kline [now GSK] (salesforce training games); DC Comics (digital comics); CompuServe (first children's online service); Parker Brothers (development and marketing of electronic games); Eveready/Energizer (consumer marketing); LEGO (story-based TV series); American Express (employee training games); Marvel (publishing); WGBH (program development: critical thinking, media literacy, gender issues, for young viewers); Ameritech (digital services); Warner Audio Publishing / Looney Tunes (consumer marketing, management consulting); Atari (personal computer strategy); AOL (digital music strategy); La Salle University (admissions marketing); VisiCorp (tech publishing); Texas Instruments (product development); U.S. Food & Drug Administration (food labeling); Rutgers University (admissions marketing); AT&T (retention marketing); Snapscreen (tech startup, Austria); France 24 (U.S. television distribution); Sperry (EPCOT exhibit); ACT III Broadcasting (Hong Kong cable television operating plan); University of the Arts (student showcase); Michael J. Fox Foundation for Parkinson's research (market strategy); and more.