

Carla F. P. Seal-Wanner

Carla Seal-Wanner's career demonstrates a long-held commitment to quality children's media, the importance of giving young media consumers the tools to create empowering user-generated content, and developing media content that can improve children's lives. She continues to pursue these passions as Director of Education and Curriculum at Flickerlab, on projects ranging from the development of TV Series to apps and multi-platform content development for learners of all ages.

After combining careers as a children's TV producer and professor at Teachers College, Columbia University, for a decade, Carla moved into full time broadcast and multimedia production, and media advocacy. At Columbia from 1986 through 1995, Carla created and directed The Graduate Program in Instructional Technology and Media, a pioneering curriculum that applied the theories of cognitive and developmental psychology, visualization, instructional design, evaluation, and computer-mediated learning to the development of effective media for children. She was also a visiting professor at NYU's Department of Culture and Communication (2001-2003). As an independent producer/developer and design consultant for both public and private, broadcast and non-broadcast media products, her concern is for preserving the integrity of children's interactive media while providing creative, compelling modes for accessing valuable information and expressing knowledge. Her expertise spans from early childhood to adolescent development, with a particular interest in understanding the learning style and gender predispositions that shape intellectual, socio-emotional, and creative development.

Since receiving a masters and a doctorate in Human Development from Harvard University's Graduate School of Education, she has been concerned with understanding the possible learning style differences in the response to, and use of, interactive learning technologies; with designing instructionally sound, engaging, and aesthetically appealing electronic media and with the relationships between gender or ethnic background and the media. Throughout her career she has worked to incorporate this knowledge into the development of effective and entertaining educational programs and products for all learners, especially those at-risk and with special needs. A recent example is an online learning program she helped create for military families with the Department of Defense to support early literacy skill development, and parent's understanding of this critical developmental phase in their young child's growth.

She is currently the Executive Director of Climate Cartoons (www.climatecartoons.org) and the creator of The Climate Cartoon Digital Toolkit, which facilitates the independent creation of animated films by students in classrooms, after school programs, museums and homes. The goal is to provide a creative vehicle for young people to express their concern about global climate change and learn about sustainability by... "saving the planet one cartoon at a time." With a grant from the MacArthur Foundation, Climate Cartoons produced films with teens in Boston and Holland for Al Gore's SOS LIVE EARTH Concert that aired internationally.

In 1998, Carla established @ccess4@ll, a public-interest advocacy organization and international distribution venue devoted to developing strategies to secure universal access to quality media for all children. In 1995, she founded Mindworks Media, Inc., a company devoted to creating and promoting exemplary educational multimedia products for children and adolescents.

She has applied her expertise as a consultant to both public and commercial television, and to many new media publishing groups, interactive television, and on-line service providers, including Nicklelodeon, Noggin, WGBH Interactive Media, PBS's Digital Kids Initiative, Disney Interactive/Online, The Internet Archive's Digital Children's Library, Microsoft, Henson Interactive, Protozoa, Virgin Sound&Vision, Viacom New Media, Paramount Interactive, Children's Television Workshop, Tribune New Media, Hearst New Media, WNET-NY and WGBH-Boston, ABC News Interactive, WETA-Washington, and The University of Maine. Carla has participated in the development of many award-winning children's shows and the ancillary interactive media products created to enhance them, including CTW's 3-2-1 Contact, Square One TV, and Reading Rainbow on PBS, and Nickelodeon's Blue's Clues.

She has been a consultant to federal agencies as well as philanthropic organizations, including to the Markle Foundation on their initiative in children's new media, educating parents about new media and helping define a national research agenda in this area. She was also a project advisor for The Children's Partnership research into the Digital Divide, on which the CPB/PBS All America's Kids RFP was based.

Carla served as a senior educational new media content advisor for several leading-edge television and multiple-media projects, such as MIT's Museum Loan Network's --Searching for Treasures Project, Boston University's School of Management --The Technologically Connected Home Program for Military Families (developed for The Defense Department), CPB/PBS-ONLINE funded, Reading Rainbow Village, Nickelodeon's Noggin, The Internet Archive – The International Children's Digital Library, Nickelodeon's Nick Jr. convergence programming, Spielberg's Starbright World, Detroit School of Fine, Performing and Communication Arts –"Digital Fame High School" Project, Columbia University, Psychology Dept. Learner Attribution Software design product, and Children's Progress Online Assessment project. Past projects have included; Protozoa's World of Words-Virtual Poetry Slam, Kaplan International's eScore on-line parenting service, Harvard Medical School's/Judge Baker Children's Media Center—Children's On-line Democracy Project, and Lisboa Inc.'s NSF-funded TV series on understanding the brain for children.

She has served on several advisory boards for children's media companies and centers such as, The Fred Rogers Center, WNED/WGPN's Reading Rainbow, J.P. Kids-MindRocket Media, Spielberg's Starbright Foundation, Georgia Tech's Children's Information Trust, the advisory group to Microsoft's Kids Interactive Group, as a special advisor in new media for The American Center for Children and Media, Prix Jeunesse Foundation, Germany, The World Summit Foundation, London, The European Children's Television Center, Greece. She judged the annual Child (Magazine) Award for the best children's CD-ROM, The GII-Global Information Infrastructure Awards (initiated by Al Gore), and she has been a juror for the Ollie Awards of the American Center for Children and Media, The Prix Jeunesse, Munich, Germany. She is also on the Board of Trustees for The Atrium School in Cambridge, MA and The Editorial Board for Columbia University's Teacher's College Record.

In one of her early forays into interactive media, she was project director and co-executive producer of the first experimental-interactive, public television series Puzzlemania for CPB and WNYC-TV and produced the pilot with funding from CPB (1985-1987). In another ahead-of-it's-time endeavor, she was co-executive director of Exploring the Images of Thought: Advancing Visualization through Multi-Media – a multi-media curriculum project that was awarded a development grant from The Annenberg/CPB Project (1988-1990). She served as Chair, National Demonstration Laboratory for Interactive Educational Technology, for the Smithsonian Institution, 1988-1991 and co-

project director of The CBS Foundation, Children's Media Literacy Project, 1989-1990. Carla was the executive producer of Students at Work (1996) a ninety-minute documentary about the use of a multimedia simulation designed for "at risk" youth, for Classroom, Inc., which was funded by The Mellon Foundation to design a video-based evaluation of their learning tools.

Carla is a nationally recognized authority on the applications of educational technology and regularly is interviewed on television and radio. She also gives invited talks to national and international groups on the cutting-edge issues surrounding children and interactive media, and has presented on this topic at such professional forums as: the NYC Parent's League, Children Now, The Markle Foundation, Cinemagic Dream Ireland, Belfast, November 2000, Children's Media Summit 2000 in Toronto, 2000, The Prix Jeunesse's Information Unit On Convergence in Children's Media, Munich, 2000, The National Association of Broadcasters Children First Awards, 1999, PBS/CPB's Ready to Learn Conference, 1999, at The Clinton Administration's Children and the Internet Summits, 1998, The Center for Media Education's Conference on Quality Interactive Media, The World Summit on Television and Children, Australia, March 1995 and London, 1998, at The World Alliance for Children and Television, Munich, June 1995, at The Academy for Television Arts and Sciences Children's Interactive Media Festival, Los Angeles, March 1996, at The Asia Summit on Children and Media Rights, Manila, 1996, and for many public and private school associations, etc. She served on the North American Steering Committee for the Second World Summit on Television for Children, with the BBC and Channel Four, in London, 1998. She gave and invited address at The Third World Summit in Athens, Greece, 2001. For Carla, participating in international forums on children and media and exchanging ideas is a passionate commitment.

As an activist parent, Carla was honored to serve as the Chair of the Parents' Association Executive Board, Education Committee and on the Strategic Planning Committee at Little Red School in Greenwich Village, where her daughter received a truly progressive education. She is married with a 28-year-old daughter, two stepchildren, and three wonderful granddaughters ages 13, 8 and 6. She lives in Soho, NYC and the Berkshires.

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