

Mary L. Rothschild

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EMPLOYMENT

2001-Present: Healthy Media Choices (Parent and Preschool Teacher Education) - Founder/Director

Develops and delivers research-based interactive media literacy and critical thinking programs for parents and teachers of young children. **January, 2014-June, 2017:**

Adjunct Instructor

Fordham University Communication and Media Studies Department
Developed syllabus and curriculum for and taught upper level courses in *Media and Children*, *Digital Media and Public Responsibility*, and *Gender Images in Media*.

Fall Semester, 2016: Adjunct Instructor

Adelphi University Communications Department Garden City, New York
Developed syllabus and taught course *Children and Media*

2009: Sarah Lawrence College: Empowering Teachers Summer Institute - Instructor

“Digital Media Use: Impact on Early Childhood; Strategies for Parent Engagement”

2006-2011: Brattleboro (VT) Community Radio - Producer/Host

“Healthy Media Choices Hour” Weekly Interview Program (Unpaid)

Researched, produced, and engineered in-person and online interviews with national and international experts in child health and development, media literacy, cultural studies, and family relations. (Representative list of interviewees upon request).

1994-2000: Ariadne’s Thread Children’s Center

Founder/Director

Established crafts-based programs for children 2.5-5 years and afterschool Theater, Music and Sewing classes for older children.

1981-1986: Puppet Folk Theater Company: Puppeteer member of Tribeca based shadow puppet troupe focused on traditional folk tales.

EDUCATION

2010: Masters Degree in Individualized Studies, Thesis on “Media Literacy in Families with Young Children”
Goddard College, Plainfield, VT.

1967-1972: Columbia University School of General Studies

CERTIFICATES and RELEVANT TRAINING

2016: Fordham University: Wiki for Education and Wikipedia editor training

2012: Brooklyn Media Education Center: Field Production - Video - Documentary

2005: New Mexico Media Literacy Program Intensive Training: Media Literacy

1988; Certificate in Drama Therapy (with Gertrude Shattner) New School for Social Research.

SELECTED PRESENTATIONS, PUBLICATIONS & BROADCASTS

(Upcoming): California Association for the Education of Young Children (CAAEYC) Conference Leadership Day

“Technology and Interactive Media in Early Childhood: How to Work with Parents in Relation to NAEYC Guidelines”

2019: California Association for the Education of Young Children (CAAEYC) Conference Leadership Day

“Strategies to Help Families Understand the Ways Time at Home Impacts Attention, Relationship and Behavior” Santa Clara, California.

2014-2017:

TEDx Talk: "The Myth of the Digital Gene" Traverse City, Michigan

Role of attention, sharing one’s life with a child, and storytelling

<http://www.dailygood.org/story/1832/the-myth-of-the-digital-gene-mary-rothschild/>

“Our Relation with Media and Attention” Interview published in the magazine *Works and Conversations* and later published on the website *Daily Good*

<http://www.dailygood.org/story/1335/considering-media-in-the-light-of-relationship-and-attention-richard-whittaker/>

Eastern Communication Association "On the Home Front: Strategies by and for Families with Young Children" (Panelist)

2011-2013:

New York State Communications Association - Panelist

"For Parents And Teachers Of Young Children In The USA: Media Education, A Breakdown In Communication?"

“Healthy Media Choices” Interview published as chapter in *On the Binding Biases of Time and Other Essays on General Semantics and Media Ecology* by Lance Strate, Ph.D.

“Facing the Screen Dilemma: Young Children, Technology and Early Education” - Reviewer

Survey of research and strategies for careful use of technology in early learning environments by Campaign for a Commercial-Free Childhood, Alliance for Childhood and Teachers Resisting Unhealthy Children’s Entertainment.

Time-Warner study; Referenced expert: "The Future of Children's Television Programming: A Study of How Emerging Digital Technologies Can Facilitate Active and Engaged Participation and Contribute to Media Literacy Education"

2005-2015: National Association for the Education of Young Children (NAEYC)
Multiple workshops at National, New York State and New York City level on Media Literacy for parents and teachers of young children.

Complete list available upon request.

VOLUNTEER EXPERIENCE

January, 2019-Present: President, Board of Directors of Integral Steps, Colorado-based non-profit organization dedicated to the balanced development of individuals, families, and communities.

2006-2009: Task Group on Youth, New York Yearly Meeting Religious Society of Friends (Quakers)

Headed five-member committee; initiated listening sessions with youth ages 5-16 about the realities of their everyday lives in relation to values and attention. Held parent and teacher forums to assess youth work throughout the approximately 3,500 member organization, traveling throughout New York State, parts of Connecticut and Pennsylvania. Coordinated the analysis of that input and conceptualized a framework for increased meaningful collaboration.

MEMBERSHIPS

Zero to Three
Media Ecology Association
NAEYC (all levels)
National Association for Media Literacy Education (NAMLE)

References upon request