



THE JOAN GANZ COONEY CENTER, NAMED FOR *SESAME STREET*'S VISIONARY FOUNDER, TO EXAMINE DIGITAL MEDIA'S EDUCATIONAL POTENTIAL

Center Will Explore Kids' Literacy Development in the New Digital Playground

New York, December 1, 2007 — The Joan Ganz Cooney Center, a new research and development center at Sesame Workshop, the nonprofit organization that produces the award-winning television series *Sesame Street*, has announced its mission. The center will explore the educational potential of digital media and help children learn to read and write in the digital age. The center is named in honor of Joan Ganz Cooney, the visionary founder of *Sesame Street*. The center's research will focus on how digital media can be used to advance children's literacy skills. The center will also explore the potential of digital media to help children learn to read and write in the digital age. The center's research will focus on how digital media can be used to advance children's literacy skills. The center will also explore the potential of digital media to help children learn to read and write in the digital age.

Focusing on the use of digital media to advance children's literacy skills, the center will conduct research and development in a number of areas, including the use of digital media to help children learn to read and write in the digital age. The center will also explore the potential of digital media to help children learn to read and write in the digital age. The center's research will focus on how digital media can be used to advance children's literacy skills. The center will also explore the potential of digital media to help children learn to read and write in the digital age.

"When *Sesame Street* was created, we wanted to make sure that it was a place where children could learn to read and write in the digital age," said Joan Ganz Cooney. "Today, history is repeating itself, and we need to make sure that we are doing it right. The center will explore the potential of digital media to help children learn to read and write in the digital age. The center's research will focus on how digital media can be used to advance children's literacy skills. The center will also explore the potential of digital media to help children learn to read and write in the digital age."

Michael H. Levine, Ph.D., an early childhood education researcher, has been named Executive Director of the center. He will lead the center's research and development efforts. The center's research will focus on how digital media can be used to advance children's literacy skills. The center will also explore the potential of digital media to help children learn to read and write in the digital age.

served as Vice President and Executive Director, overseeing the global nonprofit's international Carnegie Corporation of New York work in development and digital participation research and efforts to associate at Yale University's David S. Luciw Center for the Study of the Digital Divide.

Michelle had previously led a new series of initiatives at the Center for the Study of the Digital Divide, and will also be leading the center's efforts to advance digital literacy skills through technology-driven work. But if we are to maximize the benefits of advanced digital literacy skills, they will need to be accompanied by a set of reforms to our education system, and needed policy changes.

The Center's new report, *The Enduring Power of Power: Children, Digital Media, and Our Nation's Future* (executive summary [www.carnegie.org/press/press-releases/2014/06/25/20140625-0166](#)) sharpens our focus on the challenges of digital literacy in our nation's schools. It is available at [http://www.carnegie.org/press/press-releases/2014/06/25/20140625-0166](#).

and g Beofvtrhe j oi, s h i v e o g f k d e r E C u n c t a e t r i o n f o r D e v e l  
V i e t w h a i c h e k v e l o p s i n f o r m a l e d u c a t i o n a l p r o g  
C i t D y r e c t i n g r e s e a r c h f o r t h e C e d i t g i r t i a s l D i x i  
m e d i a s t u d i e s r a e t n t a h e d C e n t h e n r o f l o r g C h a n d i n d o c

The Joan Ganz Cooney Center was established by  
Peterson, Ch- E o i u m r d a e n a n d T C e B l a c k s t o n e G r o u p . A  
p r o v i d e d b y H a r v e y W e s i n d s S e s a m e W o r k s h o p

## About Sesame Workshop

Sesame Workshop is the nonprofit educational  
with the Sesame Street and the single largest informal  
l o S e s a m e S t r e e t p r o g r a m s p r o d u c e d i n c o u n t r i e s a s d  
I n d i a a r e m a k i n g a d i U S f e g o p i n o t v a e r y 1 2 0 r e a s t e  
e n g a g i n g a n d e n r i c h i n g c o n t e D r a g o n S a l e s a m e W o r  
a n P i n k y D i n k y D o o . I n a d d i t i o n , c h i l v e m e d i f a i m e b i l e s s p o  
f o r a d d r e s s i n g s u c h i s s u e s a s c h i l d r e n ' s  
p r e p a A s e a n e s p r o f i t , p r o d u c t p r o p o r t e d s a n d p  
S e s a m e W o r k s h o p ' s e d u c a t i o n a l r e s e a r c h a n  
w o r l d a r n [www.sesameworkshop.org](http://www.sesameworkshop.org)

## Contact

Ellen Lewis  
212-875-6396  
[ellen.lewis@sesameworkshop.org](mailto:ellen.lewis@sesameworkshop.org)

Jodi Lefkowitz  
212-875-6497  
[jodi.lefkowitz@sesameworkshop.org](mailto:jodi.lefkowitz@sesameworkshop.org)

Sheila Feren  
Feren Comm for Sesame Workshop  
212-983-9898  
[sheilaferen@ferencomm.com](mailto:sheilaferen@ferencomm.com)