Brief Bio and (PR)^2: Problems & Pitches – Rants & Raves by Barbara E. Lovitts

I provide leadership and direction in guiding and implementing the Ready to Learn Initiative research agenda ensuring that the grant functions related to the execution, and administration of research and evaluation activities are aligned with and support achievement of CPB's educational strategy for conducting research and building capacity for research and evaluation with local stations. The Ready to Learn Initiative includes Sesame Street, Between the Lions, Super Why, Martha Speaks, and The Electric Company.

What is (are) your main interest(s) in attending the workshop?
I've been asked to attend the workshop by my boss, Susan Zelman, SVP, for Education Programs and Services at the Corporation for Public Broadcasting, who is not able to attend. My main interest in the workshop is learning about all the things that participants are doing and thinking, sharing my knowledge of public broadcasting, and beginning a dialogue with participants (and later with people in the public broadcasting system) about how we can collaborate.

What would you like to learn / achieve at the workshop?
Although I have a STEM education background, this is a new area for me, so, as I said above, I am excited about learning about what other participants are doing and thinking.

3) What do you see as your main personal/institutional contribution to “Measuring, Mapping, and Dramatizing Science”?
My main personal/institutional contribution to the workshop will be to share my knowledge of public broadcasting, contribute to the vision, and later serve as a conduit to the public broadcasting community.