

# NATASCHA CRANDALL, PH.D.

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## SUMMARY

**Children's Media Research, Diversity, and Educational Consultant** with experience in project management, curriculum development, script review, and formative and summative research for games and children's television programs including: *The Octonauts*, *Gabby's Dollhouse*, *Alma's Way*, *Donkey Hodie*, *Creature Cases*, *Clifford the Big Red Dog*, *Bob the Builder*, *Peter Rabbit*, *Bubble Guppies*, *The Backyardigans*, *The Wonder Pets*, *Bing Bunny*, and a number of *Sesame Workshop* co-productions.

## MEDIA EXPERIENCE

### Crandall Consulting, LLC

Woodcliff Lake, NJ

*President*

2010 to Present

Manage the educational, research, and outreach activities for various projects in the US and UK. Recent clients include: Scholastic Entertainment, Netflix, Peacock, Nick, Jr., DreamWorks Animation, Fred Rogers Productions, Sesame Workshop, Epic Story Media, Common Sense Media, Amazon Prime Video, Silvergate Media, Sixteen South Productions, Acamar Films, DHX media, Moody Studios, WGBH, Moonbug, and Tinkercast.

- Develop and create curriculum for potential children's television shows, games, apps, podcasts, etc.
- Evaluate and consult with creators, producers, and writers regarding ways to improve the educational content of books, apps, digital games, podcasts, and television shows.
- Conduct formative research activities with children and families to improve a product's appeal and educational potential.
- Act as a Diversity Consultant for various projects.
- Research pilot episodes with children in order to inform potential for network pickup.

### Sesame Workshop

New York, NY

*Assistant Director of Research*

2010 to 2011

Managed the educational, research, and outreach activities for various Sesame Workshop international co-productions including: *Sesame Tree* (Northern Ireland), *Shara'a Simsim* (Palestine), *Hikayat Simsim* (Jordan), and *Alam Simsim* (Egypt).

- Successfully built in-country capacity by training local staff to implement plans for educational content development and research.
  - Created training modules for all international co-production educational content specialists.
  - Oversaw the formative research activities and reviewed all outreach materials and book publications.
  - Reviewed the curriculum and educational content in all scripts for four co-productions.
- Provided direction on research design, analysis, and report writing with external research vendors for summative evaluations and viewership studies.
- Assisted in creating large scale grant proposals for projects in the West Bank, Jordan, and Pakistan.
- Created weekly, monthly, and quarterly reports to grant funders, including USAID and Northern Ireland Screen.

### Insight Research

New York, NY

#### *Freelance Educational Consultant*

2009 to 2011

Educational consultation for *The Octonauts*, (Chorion Silver Lining) and *Chuck and Friends*, (The Hub)

- Designed the formative research instruments.
- Analyzed data from storybook research to make formative recommendations.
- Reviewed 38 scripts of *The Octonauts* to ensure the content was developmentally appropriate, supported the curriculum, and was comprehensible across the target age range of 3-5 year olds.

### Nickelodeon

New York, NY

#### *Director of Research*

2007 to 2009

Educational consultation, data collection and analysis, and development of formative research recommendations for *Bubble Guppies*.

- Designed and oversaw formative research activities for 20 episodes of *Bubble Guppies*.
- Analyzed data from storybook and animatic research to make formative recommendations.
- Presented research results to the creators, producers and network executives.
- Reviewed all scripts to ensure the content was developmentally appropriate, supported the curriculum, and was comprehensible across the target age range of 3-5 year olds.
- Managed the research department and supervised a group of 4-5 employees.

### Nickelodeon

New York, NY

#### *Curriculum Consultant*

2007 to 2008

Educational consultation for Season 4 of *The Backyardigans*.

- Consulted with creators and producers and provided recommendations to improve the educational content of 20 episodes.
- Reviewed scripts to ensure appeal and age-appropriateness of 20 outlines and 20 scripts.

### Little Airplane Productions

New York, NY

#### *Associate Director of Research*

2003 to 2007

Research coordination, curriculum development, educational consultation, data collection and analysis, and developed formative research recommendations for various shows on Nick Jr., Noggin, and Playhouse Disney.

- Educational consultation and research coordination for 80 episodes of *The Wonder Pets!*
- Designed and oversaw formative research for a potential series for The Disney Channel.
- Coordinated all research activities for various episodes of *Go, Baby! and Oobi!*
- Coordinated all research activities for a game targeting preschoolers and parents, developed by The Cranium Company.

## **TEACHING EXPERIENCE**

### Barnard College, Columbia University

New York, NY

#### *Instructor, Guest Lecturer*

2015 to 2020

- Educate students about the role of an educational consultant in the field of children's media.
- Teach students the fundamentals of reviewing material in order to ensure its educational value.

### School of Visual Arts

New York, NY

#### *Instructor, Guest Lecturer*

2017 to 2020

- Teach a group of 15 students about the role of educational consultants in children's media.

St. John's University

New York, NY

*Guest Lecturer*

2015

- Presented students with career path options for degrees in Psychology.
- Informed students about the career opportunities in the field of children's media.

Fordham University, Lincoln Center

New York, NY

*Adjunct Professor*

2007 to 2011

- Researched and developed the curriculum for a new class entitled *Advanced Seminar on Preschool Interventions*.
- Taught 18 graduate students the fundamentals of developing preschool interventions.
- Evaluated the performance of graduate students and made recommendations for program continuation.

Teachers College, Columbia University

New York, NY

*Teaching Assistant*

2006

- Researched and developed the curriculum for a new class, *Consultation in the Schools*.
- Taught graduate students the fundamentals of conducting group therapy.

## **PROFESSIONAL AFFILIATIONS AND HONORS**

- Advisory Board Member, Common Sense Media
- Board of Directors, Vice President for the Prompt Institute
- Board of Education Member, Woodcliff Lake, NJ, 2019-2022
- Cynopsis Best of the Best Awards Judge- 2019
- Daytime Emmy Judge 2017- Present – Preliminary Judge for “Outstanding Preschool Children’s Animated Series” and Blue-Ribbon Judge for “Outstanding Writing for a Children’s Series”
- Dissertation: Substance Use Trajectories Across the Middle School Years: An Analysis of Modifiable Risk Factors- Earned title of *Dissertation with Distinction* (Awarded to less than 10% of students)

## **PUBLICATIONS AND PRESENTATIONS**

- Crandall, N. (2023) *Social Emotional Learning in Children's Media*.
- Crandall, N. (2018) *Hope Works School/Parent Resources: For exploring the themes of films with children*.
- Crandall, N. (2018) *Preschool Television: A Review of 77 programs from major US networks*.
- Crandall, N. (2016). *Importance of Grit*. Genius of Play Expert Advice. Retrieved from: [http://www.thegeniusofplay.org/TGOP/EA/2015\\_Articles/The\\_Importance\\_of\\_GRIT.aspx#.WBzvCPkrK70](http://www.thegeniusofplay.org/TGOP/EA/2015_Articles/The_Importance_of_GRIT.aspx#.WBzvCPkrK70)
- Crandall, N. (2015). *Talking about death*. Nick Jr. Grown Ups. Retrieved from: [http://www.nickjr.co.uk/\\_/grownups/talking-about-death](http://www.nickjr.co.uk/_/grownups/talking-about-death)
- Crandall, N. (2014). *Substance Use Trajectories Across the Middle School Years: An Analysis of Modifiable Risk Factors*. (1. Aufl. ed.). Saarbrücken: Scholars' Press.
- Crandall, N. (2013). *Apps for children*. Cupcake Digital Position Paper. Retrieved from: <http://cupcakedigital.com/?s=natascha+crandall>
- American Psychological Association Conference Presentation, 2007

## **EDUCATION**

<u>Cornell University</u>	Ithaca, NY
Certificate, Diversity and Inclusion	2021
<u>Teachers College, Columbia University</u>	New York, NY
Doctor of Philosophy in School Psychology	2006
<u>Teachers College, Columbia University</u>	New York, NY
Master of Education in School Psychology	2004
<u>The University of Maryland</u>	College Park, MD
Master of Arts in Rehabilitation Counseling	1996
<u>The Pennsylvania State University</u>	University Park, PA
Bachelor of Science in Psychology	1994