

# 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, Sony/Silvergate Media, Sixteen South Productions, Acamar Films, Moody Studios, WGBH, and Moonbug.

- 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.

### TinkerCast

Montclair, NJ

*Director of Research and Child Development*

2023 to Present

- Review scripts for educational and culturally appropriate content.
- Conduct research on new podcasts.
- Oversee and conduct research on TinkerClass, and educational project-based learning tool.
- Assist in grant writing.

### 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

### Sarah Lawrence College

Bronxville, NY

*Guest Lecturer*

2023-2024

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

### 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

- AISL Grant Reviewer, 2023
- Board of Directors, Vice President for the Prompt Institute
- Advisory Board Member, Common Sense Media 2022-2023
- 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

- South by Southwest Education Presenter, 2024
- National Science Teachers Association Presenter, 2023
- 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