

CHILDREN'S STUDIES 91: PROFESSIONAL PERSPECTIVES AND CHILDREN
SPRING 2010
GUEST SPEAKER: ASHLEY FENWICK-NADITCH
MAY 5, 2010



ASHLEY FENWICK-NADITCH, PRODUCERS
Sesame Workshop

Ashley Fenwick-Naditch is a Producer at Sesame Workshop, the non-profit educational organization behind *Sesame Street*, *The Electric Company*, *Pinky Dinky Doo*, and other hit children's multi-media properties.

Ms. Fenwick-Naditch is responsible for the development and production of new and existing children's programming and content across multiple platforms. Ms. Fenwick-Naditch has served as the Producer in charge of several award-winning websites and digital properties, including *Sesame Street* Family Connections, the bilingual (English/Spanish) digital space developed for military families, and the re-launch of the *Pinky Dinky Doo* interactive experience, which featured the company's first user-generated podcast creator. She has produced games and innovative broadband content for *The Electric Company* and the Emmy-award winning SesameStreet.org.

Prior to joining Sesame Workshop, Ms. Fenwick-Naditch spent several years at AOL where she oversaw tremendous growth in the company's entertainment news business, becoming a market leader in multi-platform entertainment news content with 20 million visits per month, as well as expanding the brand into several content partnerships and niche market opportunities with People, Entertainment Weekly, and InStyle magazines. Ms. Fenwick-Naditch has also served as the head of a creative department at The Knot Inc., a multi-media company in New York, where she managed a unit of art directors, producers, designers and writers to brainstorm, write, and

produce editorial and promotional layouts and leave-behind materials for two national magazines, five websites, and a television program.

Ms. Fenwick-Naditch is the President of Women in Children's Media, a nonprofit organization of professionals who are committed to creating and distributing thoughtful, entertaining media to children and young adults. She was recently named on Digital Media Wire's 2010 list of "25 Digital Entertainment Executives to Watch."

Ms. Fenwick-Naditch holds an M.A. from New York University in children's educational television and graduated from Columbia University cum laude, with a B.A. in film studies. She resides in New York City with her family.