

# RTIR

## Radio-TV Interview Report

The Magazine to Read for Guests & Show Ideas

### Has "Play" Become A Four Letter Word?

Top Child Development Expert Addresses the  
Growing Trend of Overscheduled Children ...  
and What Parents Need to Do Now to Get Their  
Families Back on Track

Whatever happened to "Let's just go outside and play"? For today's families, the concept of unstructured play has vanished – somewhere in between shuttling the kids off to soccer, ballet, karate and piano lessons, and the constant lure of video games and television. In addition, with the increasing academic pressure being put on kids today (who are facing standardized testing at younger and younger ages) kids are spending hours a night pouring over their homework – leaving them little or no free time to incorporate free play in their days.



One of the country's leaders in the area of child development and work/family balance, Dr. Dana Friedman is on a mission to help bring the concept of play back to today's families. She has some important news about the impact that this growing lack of play is having on today's generation of children -- and is dedicated to helping parents learn what they can do to reverse this trend.

She'll discuss:

- What play really consists of for a young child ... and some simple suggestions for play that can be fostered by parents and other caregivers
- How play provides young children with a stronger foundation for learning in the years ahead than will knowing the alphabet or numbers by age 5 – and why parents need to understand that children are not "wasting their time" by playing
- Surprising results of the benefits of child initiated and interactive play in a young child's overall development – including its role in helping children build social skills, cope with emotional experiences and expand their sense of empathy
- How children "learn how to learn" through play – and the proven results of the power of play

**CREDENTIALS:** Dana Friedman, Ed.D. is a researcher, policy analyst and community developer focusing on women, children and family issues. She is the Executive Director of The Early Years Institute, which was created to bring attention to the importance of issues surrounding young children. A sought after speaker and media resource on the topic of early childhood and work/life balance issues, she is published widely and is the author of several publications, including "The Juggling Act" – a monthly column in Working Mother from 1990-1997.

**AVAILABILITY:** New York Metro, nationwide by arrangement and via telephone

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