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Dr. Edward R.B. McCabe

With a long-term passion for the health and well being of children, Edward R.B. McCabe, M.D., Ph.D., is professor and the Mattel Executive Endowed Chair of the UCLA Department of Pediatrics, and Physician-in-Chief of the Mattel Children's Hospital at UCLA. He began his lifelong commitment to childhood development at the young age of 15 in pediatric research at the University of Maryland, School of Medicine. Since then, Dr. McCabe has established research centers and directed training programs at Baylor College of Medicine and UCLA dedicated to child health and development. He currently directs the Pediatric Research, Innovation and Mentoring Experience (PRIME) Program and the UCLA Child Health Research Career Development Award Program.

Dr. McCabe has held several leadership positions in the medical community, including president of the Western Society for Pediatric Research, and co-chair of the 1999 Newborn Screening Task Force sponsored by the American Academy of Pediatrics and the Maternal and Child Health Bureau. He currently is serving as president of the American Pediatric Society (May 2006-May 2007), was elected as a member of the Institute of Medicine and was chosen as a Fellow in the American Association for the Advancement of Science.


Dr. McCabe earned his Ph.D. and M.D. at the University of Southern California. He completed a pediatric residency at the University of Minnesota, and was a fellow and faculty member of the University of Colorado Health Sciences Center. Dr. McCabe served as chair of the Secretary's Advisory Committee on Genetic Testing and chair of the Secretary's Advisory Committee on Genetics, Health and Society.

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Dr. Arthur Pober, Chief Educational Advisor

Dr. Arthur I. Pober is the chief educational advisor for BabyFirstTV, responsible for overseeing the educational content developed for BabyFirstTV programming. With a doctorate in educational psychology and more than 20 years experience in the area of early childhood education, Dr. Pober serves as the educational voice for BabyFirstTV – ensuring that the programming content is delightful and engaging, developmentally sound and age appropriate.

During his twenty years as an educator, Dr. Pober has been responsible for developing gifted programs for over 26,000 children in the New York City area, in addition to being the director of special programs for the Board of Education for New York City and headmaster for Hunter College Elementary School. He has worked



extensively in both the public and private sectors to develop programs and learning materials for children and has lectured throughout the world on topics relating to education, cognitive development and arts education. Dr. Pober is currently a senior research fellow at the Center for the Digital Future, based at the University of Southern California, which studies the impact of the Internet, religion and prime time television on communities nationwide.

Among his credentials, Dr. Pober currently serves as the president emeritus of the Entertainment Software Rating Board (ESRB), a non-profit rating board established by the Interactive Digital Software Association to provide parents and other consumers with information necessary to make informed purchases of interactive entertainment software. Prior to establishing the ESRB, Dr. Pober also served as vice president and director of the Children's Advertising Review Unit (CARU, the self-regulatory arm of the children's advertising industry) for the Council for Better Business Bureaus.

Dr. Pober holds an Ed.D. in educational psychology and organizational development from Yeshiva University in New York and two masters' degrees in Educational Administration and Family Counseling from Brooklyn College and Long Island University. He consults for various media outlets and serves on the advisory boards of several academic and non-profit institutions, including Child Magazine and the Jewish Museum. A published author, Dr. Pober also recently completed a series for Sterling Publishing titled Classics for Families.

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Reveta Franklin Bowers

Reveta Bowers is an authority on early childhood education, bringing more than 40 years experience in this arena to BabyFirstTV. For the past 32 years, Bowers has served as Administrator and Head of School for The Center for Early Education in Los Angeles. Prior to this role, Bowers taught at the Center for Early Education and was an instructor at its College for Developmental Studies in addition to teaching in Los Angeles for five years.

Bowers received both her B.A. in humanities from the University of Southern California and M.A. in developmental psychology from The College of Developmental Studies. She is a current member of many educational boards including the Board of Governors for California Community Foundation; the Board of Directors for the Educational Records Bureau; the Board of Directors for the Brentwood School; and an Advisory Committee Member for the Klingenstein Center at Columbia University among many others. Bowers also is affiliated with the California and National Associations for the Education of Young Children and the National Association of Elementary School Principals, among others.

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Dr. Richard C. Woolfson

Richard Woolfson, PhD. is an authority on child psychology, with a current practice working with children and their families. An acclaimed author, Dr. Woolfson has published more than nine books on child development and family life, which have been translated into

multiple languages. A much sought-after expert on child psychology, Dr. Woolfson authors a weekly "Dilemmas" column in Scotland's leading daily newspaper, The Herald, addressing parenting problems and family issues. He also writes a monthly column in Practical Parenting, titled "What Your Baby Thinks," among regular contributions to many other magazines and newspapers.

Dr. Woolfson received his M.A. and Ph.D. in psychology from the University of Dundee in Scotland. He is a Fellow of the British Psychological Society and a chartered educational psychologist.

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Dr. Lynne M. Kenney

Dr. Lynne M. Kenney brings 12 years experience as a practicing psychologist to BabyFirstTV. Currently Dr. Kenney consults with parents and physicians on infant development, childhood issues, parenting competency, social skills and women's health. Her practicing philosophy emphasizes parental education through digital media platforms such as radio, television and online communities.

Prior to launching Real Time Moms, a multimedia franchise focused on improving family life, Dr. Kenney worked at the Melmed Center, a renowned developmental pediatric practice in Arizona, for twelve years. As a multidisciplinary team member her work focused on the clinical and forensic evaluation and treatment of children and adults. Her greatest joy was assessing patterns of development in infants and young children in order to help parents become more skillful and confident.

A graduate of the University of Southern California, Dr. Kenney earned her doctorate in psychology from Pepperdine University. She has advanced training in pediatric medical psychology and forensic psychology. Dr. Kenney resides in Southern California with her husband and two children.

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Dr. Mary Ann LoFrumento

Mary Ann LoFrumento, M.D. is an accomplished pediatrician with more than 20 years experience caring for children, guiding parents and educating new doctors in pediatric medicine. Among her many accolades while in private practice, Dr. LoFrumento was annually included in Castle Connolly Medical Ltd.'s "Top Doctors in the New York Metro Area" and her peers twice elected her as one of the "Best Doctors in America" ('96 and '03). Dr. LoFrumento is currently an educator and attending physician at Goryeb's Children's Hospital in Morristown. She also regularly contributes to magazines and newspapers including, Parenting, Parents, Redbook, Newark Star Ledger and online sites such as Babytalk.com and BabyCenter.com. She appears on numerous radio and cable television shows, including her newest role as the weekly parenting expert for the COMCAST network's "Your Morning on CN8."

Dr. LoFrumento received her undergraduate degree from Barnard College and her medical degree from the University of Pennsylvania. In 2004, Dr. LoFrumento launched Simply Parenting, a book and DVD series designed to end parents' anxiety and insecurity and bring parenting back to basics. Dr. LoFrumento, also referred to as "Dr.

Mary Ann", has authored two books and produced the first two DVDs in the series.

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