



Let the Games Begin
A 101 Workshop on Making Social Issue Games
May 27, 2009

Sponsored by



Agenda

At Theresa Lang Student Center, 2nd Floor; 55 West 13th Street

8:00am • Breakfast

8:30am • Opening Remarks – Suzanne Seggerman, President and Co-Founder, Games for Change

8:35am • Welcome – Allyson Peerman, VP of Public Affairs and President of the AMD Foundation

8:45am • Publish Paradigm – Alan Gershenfeld, Managing Partner E-Line Ventures, G4C Board Chair

9:45am • Fundraising – Michael Levine, Executive Director, Joan Ganz Conney Center

10:15am • Break

10:30am • Concept: Grow-a-Game Workshop – Mary Flanagan, Director, Tiltfactor Lab

11:15am • Evaluation – Barry Joseph, Director, Online Leadership Program, Global Kids

11:45am • Q&A

12:00pm • Lunch

1:00pm • Design – Eric Zimmerman, author and award-winning game designer

1:45pm • Production – Colleen Macklin, Director of G4C-Parsons PETLab & Brenda Brathwaite, Game Designer and Professor, Savannah College of Art & Design

2:15pm • Press – Heather Chaplin, Journalist and Author

2:30pm • Visibility – Jason Rzepka, VP of Public Affairs, MTV

2:45pm • Distribution – Ian Bogost, Associate Professor, Georgia Institute of Technology; Founding Partner, Persuasive Games

3:00pm • Q&A

3:15pm • Break

3:30pm • Brainstorming

5:00pm • Pitches

6:00pm • Reception



Let The Games Begin

Back by popular demand, we are reprising last year's 101 Workshop for those new to the field.

This one-of-a-kind workshop for nonprofits new to the field is a soup-to-nuts tutorial on the fundamentals of social issue games. The workshop features leading experts on essential topics such as game design, fundraising, evaluation, youth participation, distribution, and press strategies, and will be extended for the rest of the year through an online community dedicated to learning about social issue games.

Festival Background

Welcome to the Sixth Annual Games for Change Festival! This year's festival brings together innovators from the game industry, education, journalism, government, philanthropy, and nonprofit sector to explore how games can change our lives and our world. Our panels include many of the leading thinkers in social issue game design, research, and practice, as well as leaders in related fields.

This year we present the first Knight News Game Awards recognizing the most creative work connecting games and journalism. We are pleased to offer once again this the year "Let the Games Begin: A 101 Workshop for Making Social Issue Games." This workshop on the fundamentals of social issue game design was first offered at last year's festival and is back this year by popular demand. In January this year, we launched the 101 Toolkit for Making Social issue games, funded by the AMD Foundation.

This online, multimedia resource, available on the G4C website, is designed to help nonprofit organizations and others develop a game strategy for outreach and shows the steps and resources that are necessary to make a successful game. We are also proud to host another Festival Expo Night featuring some of the latest outstanding social issue games, including the Knight News Game Award finalists.

Games for Change actively explores and promotes social issue games around the world throughout the year—at conferences, in the media, and through our own initiatives. Our social issues games list and regional Games for Change chapters continued providing lively forums on a broad range of social issue game topics.

We thank our festival supporters, the AMD Foundation, The John S. and James L. Knight Foundation, the John D. and

A game for change is a digital game which engages a contemporary social issue to foster a more equitable, just and/or tolerant society.

"We are convinced that games have the power to make a powerful and positive impact on the world today."

Suzanne Seggerman - President and Cofounder Games for Change

Catherine T. MacArthur Foundation, Edelman, and Seed Magazine. As always, we extend our gratitude to The New School for all the support they provide in putting on this festival. We appreciate the extensive feedback we heard from last year's attendees and hope that this year's festival meets many of your needs and wishes. We will continue to work with you to further this field and hope that the festival informs and inspires your work throughout the year.

About the Speakers

Ian Bogost is a videogame designer, critic, and researcher. He is an Associate Professor at the Georgia Institute of Technology and Founding Partner at Persuasive Games LLC. His research and writing considers videogames as an expressive medium, and his creative practice focuses on games about social and political issues. Bogost is author of *Unit Operations: An Approach to Videogame Criticism* (MIT Press 2006), recently listed among “50 books for everyone in the game industry,” of *Persuasive Games: The Expressive Power of Videogames* (MIT Press 2007), and co-author (with Nick Montfort) of *Racing the Beam: The Atari Video Computer System* (MIT Press 2008). Bogost’s videogames about social and political issues cover topics as varied as airport security, disaffected workers, the petroleum industry, suburban errands, and tort reform. His games have been played by millions of people and exhibited internationally.

Brenda Brathwaite, A 27-year veteran of the videogame industry, is an award-winning game designer and has worked on 22 internationally known titles including titles in the Def Jam, Dungeons & Dragons and Wizardry series. Brathwaite serves on the board of the International Game Developers Association (IGDA), was the chair of the IGDA’s Education SIG Ad hoc Committee and the co-founder and chair of the IGDA’s Savannah chapter. She was named one of the top 20 most influential women in the game industry by Gamasutra.com in 2008 and of the 100 most influential women in the game industry by *Next Generation* magazine in 2007. *Nerve* magazine also called her one of the “the 50 artists, actors, authors, activists and icons who are making the world a more stimulating place”. Her current works lean toward non-digital, art and social games. She is presently building a series of six expressive games for an installation titled *The Mechanic is the Message*.

Heather Chaplin is a journalist and author of the book *Smartbomb*, about videogames and gaming culture. She is a commentator for “All Things Considered” and writes for publications such as *The New York Times*, *The L.A. Times*, *GQ* and *Details*. Her column on independent games runs regularly in *Filmmaker Magazine*. Chaplin has been interviewed or cited about videogames and game culture for “Talk of the Nation,” *The New Yorker*, *The New York Times Magazine*, *The Atlantic* and *Business Week*, among others places.

Mary Flanagan founded the Tiltfactor Laboratory (www.tiltfactor.org) in 2005 to research and develop games that involve social issues. Tiltfactor’s latest game, LAYOFF, was played by over a million people in its first week of release. Before Tiltfactor, she developed games for The Discovery Channel and ABC/Creative Wonders and first online adventure game for girls, *The Adventures of Josie True*, in 1999. Flanagan’s artwork has been shown internationally at venues including the Labor Art Center, Whitney, SIGGRAPH, Beall Center, Steirischer Herbst, Ars Electronica, Guggenheim, and others. Her essays on digital culture have appeared in periodicals and books, and her books in English include *reload: rethinking women + cyberculture* (MIT 2002), *re:SKIN* (2007), and *Critical Play* (forthcoming 2009). Flanagan is a MacDowell Fellow and the PI or Co-PI on six National Science Foundation awards. She is the Sherman Fairchild Distinguished Professor in Digital Humanities at Dartmouth College. <http://www.maryflanagan.com>

Tracy Fullerton, M.F.A., is a game designer, educator and writer with fifteen years of professional experience. She is currently an Associate Professor in the Interactive Media Division of the USC School of Cinematic Arts where she is Director of the Electronic Arts Game Innovation Lab and holder of the Electronic Arts Endowed Chair in Interactive Entertainment. Tracy is the author of *Game Design Workshop: A Playcentric Approach to Creating Innovative Games*, a design textbook in use at game programs worldwide. Recent credits include faculty advisor for the award-winning student games *Cloud*, *fLOW*, *Darfur is Dying* and *The Misadventures of P.B. Winterbottom*, and game designer for *The Night Journey*, a unique game/art project with artist Bill Viola. Prior to joining USC, she was president and founder of the interactive television game developer, Spiderdance, Inc. Spiderdance’s games included NBC’s *Weakest Link*, MTV’s *webRIOT*, The WB’s *No Boundaries*, History Channel’s *History IQ*, Sony Game Show Network’s *Inquizition* and TBS’s *Cyber Bond*. Before starting Spiderdance, Tracy was a founding member of the New York design firm R/GA Interactive, Creative Director at the interactive film studio Interfilm and a designer at Robert Abel’s early interactive company Synapse. Notable projects include Sony’s *Multiplayer Jeopardy!* and *Multiplayer Wheel of Fortune* and MSN’s *NetWits*, the first multiplayer casual game. Tracy’s work has received numerous industry honors including an Emmy nomination for interactive television and *Time* magazine’s *Best of the Web*.

About the Speakers

Alan Gershenfeld has spent the last twenty years at the intersection of entertainment, technology and social entrepreneurship. He is currently President and Founder of E-Line Ventures, a publisher of digital entertainment that engages and empowers—with a core focus on computer/video games and webcomics/graphic novels. Prior to E-Line, Alan was CEO of netomat, a leader in mobile-web community solutions. netomat originated as network-based art project and was selected as a Technology Pioneer at the 2007 World Economic Forum at Davos. Before netomat, Alan was member of the executive management team that rebuilt Activision from bankruptcy into a profitable industry leader with more than a billion dollars in revenue. At Activision, Alan served as Senior Vice President of Activision Studios where he supervised all product development at the company's Los Angeles studios. Titles released under Alan's leadership include Civilization: Call to Power, Asteroids, Muppet Treasure Island, Spycraft, Pitfall, Zork and Tony Hawk Skateboarding. Before joining Activision, Alan spent nearly ten years in the film industry where he worked in a variety of development, production and post-production positions with credits on numerous feature film and documentaries. Alan currently serves as Chairman of the Board of Games for Change. He also serves on the Board of Directors of FilmAid International and on the Advisory Boards of Creative Capital, SplashLife, Global Kids, We Are Family Foundation and the Joan Ganz Cooney Center For Educational Media and Research (Sesame Workshop).

Barry Joseph, Director of the Online Leadership Program, holds a BA from Northwestern University and an MA in American Studies from New York University. Barry came to Global Kids in 2000 through the New Voices Fellowship of the Academy for Educational Development, funded by the Ford Foundation. He has developed innovative programs in the areas of youth-led online dialogues, video games as a form of youth media, the application of social networks for social good and the educational potential of virtual worlds like Second Life, combining youth development practices with the development of high profile digital media projects that develop 21st Century Skills and New Media Literacies. He has also worked with GK's development program to secure funding from the Motorola Foundation, Time-Warner Foundation, the Sordna Foundation, the Corporation of Public Broadcasting, the MacArthur Foundation, AMD, and the Microsoft Corporation, amongst others. Barry served on the steering committee of the MacArthur Foundation's Digital Media and Learning initiative and his writing appeared in the Foundation's Ecology of Games volume in 2007. Barry has been invited to present at the University of Wisconsin's Games, Learning and Society Conference, M.I.T.'s Educational Arcade, the annual Games For Change conference, at the United Nations, and at Microsoft's Wide World Summit, amongst others. His projects and views have appeared in *The New York Times*, CNN, *Marie Claire*, *BusinessWeek*, *The Voice of America*, and through press in Russia and Japan. During his time at Global Kids, Barry has also found time to successfully launch two nonprofits, Games For Change and a second working for a peaceful resolution to the Israeli/Palestinian conflict, and is currently working to advance the emerging communities of both games-based learning and learning through virtual worlds. More information can be found at olp.globalkids.org, youtube.com/holymeatballs, and RezEd.org.

Michael Levine, Executive Director, Joan Ganz Cooney Center. Dr. Levine oversees the Center's efforts to catalyze and support research, innovation, and investment in educational media technologies for young children. Prior to joining the Center, Dr. Levine served as Vice President of New Media and Executive Director of Education for Asia Society, managing the global nonprofit organization's interactive media, and educational initiatives to promote knowledge and understanding of Asia and other world regions, languages and cultures. Previously, Dr. Levine oversaw Carnegie Corporation of New York's groundbreaking work in early childhood development, educational media and primary grades reform, and was a senior advisor to the New York City Schools Chancellor, where he directed dropout prevention, afterschool, and early childhood initiatives. Dr. Levine has been a frequent adviser to the U.S. Department of Education and the Corporation for Public Broadcasting, writes for public affairs journals, and appears frequently in the media. He was named by Working Mother magazine as one of America's most influential leaders in shaping family and children's policy and serves on numerous nonprofit boards, including We Are Family Foundation, Ready To Learn, Talaris Institute, and Teach For America. Levine is also currently a senior associate at the Edward Zigler Center in Child Development and Social Policy at Yale University. He received his Ph.D. in Social Policy from Brandeis University's Florence Heller School and his B.S. from Cornell University.

Colleen Macklin is an Associate Professor in the Department of Communication Design and Technology at Parsons The New School for Design in New York City and Director of PETLab (Prototyping Evaluation, Teaching and Learning lab), a joint project of Games for Change and Parsons, supported by funding from the MacArthur Foundation, focused on developing new games, simulations, and play experiences which encourage experimental learning and investigation into social and global issues. Projects range from a curriculum in game design for the Boys and Girls Club to big games such as Re:Activism and the sport Budgetball. In addition to work in social games and interactive media, her research focuses on the social aspects of design and prototyping process. In this vein, she is working with the Social Science Research Council on a prototyping approach to creating innovative learning spaces with youth, public schools and cultural institutions, with funding through the MacArthur Foundation's Digital Media and Learning Initiative. University Forum member, Nokia and India China Institute Fellow (2006-2007). Interactive work shown at Come Out and Play, SoundLab, The Whitney Museum for American Art and Creative Time. BFA, Media Arts Pratt Institute, graduate studies in Computer Science, CUNY and International Affairs, The New School.

About the Speakers

Alex Quinn is the Executive Director for Games for Change. Before joining Games for Change, Alex was Executive Director of the Adult Literacy Media Alliance (ALMA), a project of Education Development Center. ALMA produces the Emmy Award-winning television series, TV411, accompanying website and workbook series, and a range of multimedia literacy and life skills curricula on such topics as health, finance, and family literacy. Alex served as the principal investigator for a multi-year National Science Foundation funded project to develop, promote, and broadly distribute a television-based basic math curriculum for adults. Alex has a background in instructional design, video production, and telecommunications policy, and was the executive director for community media centers in Oregon and New York City. He holds a B.A. degree in Comparative Literature from the University of Massachusetts and an M.A. in Broadcast Communication Arts from San Francisco State University.

Jason Rzepka is vice president of public affairs at MTV, the #1 global youth brand. His charge, quite simply, is to use MTV's superpowers for good. Jason does this by marshalling the network's forces to engage and activate America's youth on the biggest challenges facing their generation. He is responsible for the strategic direction of all of MTV's "pro-social" campaigns, including the boundary-shattering "It's Your (Sex) Life," with the Kaiser Family Foundation, which has reached over 200 million young people on sexual health issues; Emmy-winning "Choose or Lose," which has helped drive the largest youth voter turnouts in U.S. history; mtvU's Peabody-winning "Half of Us," which attacks the stigma that's made suicide the number two killer of college students; and many more. Prior to his current role, Jason helped drive the development of the Pop!Tech Institute, a renowned social innovation incubator hatching break-through solutions to some of the world's most intractable social challenges. While at Pop!Tech, Jason built and implemented the communications strategy for the organization's annual thought leadership forum, Social Innovation Fellows program, and Project Masiluleke: the largest-ever use of mobile devices for the delivery of HIV/AIDS and TB care. This pioneering mobile healthcare program has already helped triple the call volume to the main AIDS and TB call center in South Africa, and is rapidly developing into a blueprint that can be deployed worldwide to address public health crises of all kinds. Before Pop!Tech, Jason held senior communications positions at MTV, mtvU, IMAX Corporation and Ruder Finn. He holds a bachelor's of business administration from the University of Wisconsin Milwaukee.

Ellen Scott is Social Network Designer at Games for Change, a professor of 4-Dimensional Design at Pratt Institute, and an artist working in digital media. Her experience in online media spans art and commerce, including interactive design, usability testing, and creative production; she gained seven years of experience in strategic consulting and software project management before focusing her career at the intersection of art and technology. Since 1999, she has worked on a variety of cross-media projects for Digital Innovations Group. Ellen is a co-founder of Smartspace.org, a nonprofit organization dedicated to placing art in public-facing spaces, and a co-founder of the Survivor Fund, a nonprofit organization dedicated to raising funds and awareness for the NYU/Bellevue Program for Survivors of Torture. She currently serves on the board of NYC-ACM SIGGRAPH. Ellen received a BA in Politics from Princeton University and an MFA in Digital Art from Pratt Institute.

Eric Zimmerman is a game designer, entrepreneur, author, and academic who has been working in the game industry for 15 years. For nine years, Eric was the Co-Founder and Chief Design Officer of Gamelab, a game development company based in New York City that was named one of 5 "Rising Star" design firms by HOW Magazine. Gamelab's games, which include the casual game blockbuster hit Diner Dash, have won awards from the Independent Games Festival, Games for Change, ID Magazine, Art Directors Club, ARS Electronica, as well as finalist nominations in the Webby Awards, the IGDA Developers Choice Awards, and the Zeebys casual game awards. Founded in 2000, Gamelab created innovative games for broad audiences, including singleplayer and multiplayer online games, as well as games in other media both on and off the computer. Gamelab worked with partners including LEGO, HBO, VH-1, Nickelodeon, Yahoo!, Microsoft, Disney, Mattel, PlayFirst, PBS, Fisher-Price, Leapfrog, and many, many others. Gamelab spun off two successful companies, including Gamestar Mechanic, an online site that was funded by the MacArthur Foundation that lets kids create games. Gamelab also helped create the Institute of Play, a nonprofit headed by Katie Salen that looks at the intersection of games and learning and is currently launching a school in New York City based on play as the model for learning. Eric's game design work prior to Gamelab includes the critically acclaimed SiSSyFiGHT 2000 as well as the PC games Gearheads and The Robot Club. He sits on the boards of Games for Change and The Institute of Play and the Advisory for Digital Media for Global Kids. Eric lectures and publishes extensively on games. He is the co-author with Katie Salen of *Rules of Play: Game Design Fundamentals*, the definitive textbook on game design (MIT Press, 2004). He is also the co-editor with Katie Salen of *The Game Design Reader* (MIT Press, 2006) and co-editor with Amy Scholder of *RE:PLAY - Game Design and Game Culture* (Peter Lang Press, 2003). Eric has taught courses at MIT's Comparative Media Studies Program, New York University's Interactive Telecommunications Program, Parsons School of Design's MFA in Digital Technologies Program, and School of Visual Arts' Design as Author MFA Program.

101 Workshop Registered Attendees

(As of May 14, 2009)

Stacy Abramson, facing history and ourselves
Laura Allen, Founder and CEO, Vision Education & Media
Stephen Anderson, NBC Learn, icue.com
Alice Anderson
Steve Anderson, Director of USC Media Arts & Practice PhD program
Carole Artigiani, Executive Director, Global Kids, Inc.
Ben Aslinger, Assistant Professor, Bentley University
Christopher Ault, Assistant Professor of Interactive Multimedia at the College of New Jersey. Interactive design advisor to the Kidsbridge Tolerance Museum.
Lynne Azarchi, Kidsbridge Tolerance Museum
James Bachhuber, designer, educator, and writer who develops game literacy tools and game-based learning curricula
Sylvia Barsion, Ph.D.
Samantha Beinhacker, Development Director Eikosphere Productions
Joe Bisz, English professor who has received grants to explore use of games in education.
Joni Blinderman, Associate Director, The Covenant Foundation New York, NY
Ian Bogost, Associate Professor, the Georgia Institute of Technology Founding Partner, Persuasive Games LLC
Lucy Bradshaw, VP/Maxis
Brenda Brathwaite, Game designer and professor
Stephane Buthaud, Executive Director at Enfants&Developpement (NGO). 15 years of international entrepreneurial experience in audit, consulting, microfinance, social business and NGO management. Co-founder and CEO of HumanoGames (start-up).
Susan Chun, Consultant to cultural heritage organizations instructor in Museum Studies at Johns Hopkins University and the University of Lugano founder of Steve.Museum
Dan Cogan-Drew, Play our students' games! <http://ctxpo.org>
Betty Cohen, Betty Cohen Media Consulting
Ben Cohen, Co-Founder of Ben & Jerry's
Peter Criswell, Member, Board of Directors Reach The World
N'Gai Croal, Consultant Hit Detection, LLC Catherine Cunningham, Executive Producer Eikosphere Productions
Dan Davis, National Museum of the American Indian Smithsonian Institutuion
Ala Diab, 2nd year Masters student at the Interactive Media Division at the University of Southern California. His main focus for his thesis is music and collective experience

Jim Diamond
Rachel Dretzin, Media - FRONTLINE on PBS
Sean Duncan
Gabriela Frank, Music-related services
Gonzalo Frasca, CCO Powerful Robot Games
Tracy Fullerton, Director, EA Game Innovation lab at USC School of Cinematic Arts Author of Game Design Workshop
Alan Gershenfeld, President and Founder, E-Line Ventures
Rodney Gibbs, Game developer, chair of Digital Media Council, co-founder of Dorkbot Austin
Rachel Graves, Experience Designer
Mary Halpine, World Youth Alliance
Cameron Hartofelis
Marc Hess, Chairperson, Digital Media Department
Daniel Hickey, Associate Professor of Learning Sciences Indiana University
Amanda Hickman, *Gotham Gazette* is an online magazine about public policy in New York City. Ken Howell, Artistic Technical Director, Emergent Media Center, Champlain College
Suki Husain, Instructional designer of K-5 reading and math software
Jeffrey Irvine, Media - FRONTLINE on PBS
Henry Jenkins, MIT
Barry Joseph, Director, Online Leadership Program, Global Kids
Matthew Kam, Assistant Professor in the Human-Computer Interaction Institute at Carnegie Mellon University. His formal training blends education, economic development and information technology. His research investigates how e-learning games on cell
Phyllis Kaufman, Partner, Frankfurt Kurnit Klein & Selz
Eric Keylor, Ph.D. student in Educational Technology at Arizona State University. He was a programmer for the award-winning serious game, PeaceMaker. He is currently a designer on the Our Courts team.
Errol King
Sharon Knight, Former videogame industry executive
Hillary Kolos, Graduate Research Assistant, Project New Media Literacies, MIT
Randi Kopp, Kidsbridge Tolerance Museum
Emily Kornblut, Learning Designer and Education Consultant
David Langendoen, Partner, Electric Funstuff
Frank Lantz, Creative Director, Area/Code Interim Director, NYU Game Center
Ellen LaPointe, VP, Strategic Partnerships HopeLab

101 Workshop Registered Attendees

Daniel Lappin, R&D for next generation avatar, character, story and world. Integrate medical and cartoon animation into game design and other consumer and initiatives. Target behavioral, emotional, communication, and cognitive applications for social, education,

Sarah Lee, Pratt Institute, NY

Michelle Lee, CMS Graduate Student

Caren Levine

Michael Levine, Executive Director, Joan Ganz Cooney Center

Colleen Macklin, Associate Professor of Art, Media and Technology, Parsons The New School for Design

Christie Manning, Digital development and operations coordinator for the Social Action department of Participant Media, a production company that creates films to inspire social change.

Christopher Marlow, Assistant Professor Landscape Architecture Ball State U. Interests: Site Design, Multimedia Landform Viz, Site Engineering, Recruiting & Marketing for the LA Profession

Stephanie Pace Marshall, Ph.D., member, G4C Advisory Board

Wendy Martin, Senior researcher, Center for Children and Technology/EDC

John Martin, Place-Based Games Developer

Raymond McCarthy Bergeron, Project Manager of the Emergent Media Center at Champlain College: Bringing the media and technology expertise of Champlain students together with businesses and non-profits looking to explore and create solutions.

John Carter McKnight, Graduate student researching the potential of games for anticipatory governance of emerging technologies

Caitlin McNally, Media - FRONTLINE on PBS

Cindy Menz-Erb, Computers For Youth - NYC Director of Programs

Kelley Moseley, Outreach Coordinator Kartemquin Films (Chicago)

Rebecca Mushtare, Assistant Professor of Digital Media, Marymount Manhattan College

Emily Neumann, Play our students' games! <http://ctxpo.org>

John Newlin, Maine International Center for Digital Learning

Dan Norton, founding partner and Lead Designer at Filament Games. He specializes in crafting educational game design documents and storyboards that originate from learning objectives.

Peter Ohring, Purchase College, SUNY

Sheila Paige, Producer

Andrew Parker, Associate - Union Square Ventures

John Parris, Senior research, Center for Children and Technology/EDC

Adriana Pentz

Karen Petersen, Game Developer

Clyde Pryce, Librarian

Katherine Reilly, MPH Consultant to Community Projects Rhode Island Department of Education Leigh Anna Ridge, Computers For Youth - NYC Program Manager

Michella Rivera-Gravage, Center for Asian American Media

Ian Rowe, Bill & Melinda Gates Foundation

Susna Ruiz, Panel moderator, Documentary Games

Bob Runyan, President of Educational Simulations and the creator of the life simulation, Real Lives.

Jason Rzepka, VP, MTV Public Affairs

Beth Sanzenbacher

Limor Schafman, Press

Seth Schiesel

Rob Schnieders, Director, National Engagement University of Chicago Urban Education Institute

Ellen Scott

Ilana Shapiro, Alliance for Conflict Transformation (ACT)

John Sharp, Professor, Interactive Design & Game Development Savannah College of Art and Design-Atlanta

Peggy Sheehy, Student of the Metaverse

Rajan Shukla, The Climate Project

Karen Sideman, Creative Director, Digital Designer and Educator

Stephen Smith, Chairman of Raising a Reader Massachusetts and is interested in how egames can be used with books to help kids learn. Kurt Squire,

Benjamin Stokes, Program Officer in the MacArthur Foundation's portfolio on Digital Media and Learning.

Kathy Suter, Smithsonian Institution National Museum of the American Indian

Alain Tascan, Game Executive

Kristen Taylor, Online Community Manager for the Knight Foundation Manager, Knight Pulse community site <http://knightpulse.org>

Wendy Univer, Writer-Producer-Strategy Consultant for nonprofit organizations

Barbara Vagliano, artist

Maria-Victoria Veluz, designer

Emily Verellen, Senior Program Officer, The Fledgling Fund

Elise Wach, Relief International Program Development Associate

Lori Walljasper, Scott Community College

David Warlick, Ed Tech Consultant Raleigh, NC

Hsing Wei, Moderator, Games for Change

Cheryl Weiner, Rabbi Cheryl Weiner, PhD

101 Workshop Registered Attendees

Wendy Wercion, President and Founder, Green Kids Rock, Inc.

Dan Werner, MacNeil/Lehrer Productions

Dan White, Lead producer at Filament Games, Dan (AKA Mr. White) holds a BS in communication technologies from Cornell University and an MS in educational communications and technology from the University of Wisconsin - Madison.

Kathleen S. Wilson

Cooper Wright, Executive Producer, Global Series Sesame Workshop

Eric Zimmerman, Game Designer

Games for Change

Board of Directors

Lucy Bernholz is the Founder and President of Blueprint Research & Design, Inc., a strategy consulting firm that helps philanthropic individuals and institutions achieve their missions. Bernholz is also the publisher of *Philanthropy 2173*, an award-winning blog about the business of giving, and she serves as Executive Producer of *The Giving Channel* on *Fora.tv*.

Alan Gershenfeld is currently Co-founder and Managing Partner of E-Line Ventures, a “double bottom line” early-stage venture fund focused on empowering individuals, small businesses and underserved communities to better compete in a global marketplace and popular media which engages people in the critical issues of the day. Prior to E-Line, Alan was CEO and Co-Founder of *netomat*, a leader in mobile-web community solutions. Alan spent six years at Activision, a global leader in entertainment software. At Activision, Alan served as Senior Vice President of Activision Studios where he supervised all product development at the company’s Los Angeles studios.

Franklin Madison was recently named one of *Crain’s Tech 100*, a listing of the Top 100 individuals in technology in New York City as chosen by *Crain’s NY Business*, joined ITAC in 1999 as Technology Program Coordinator, and within four months was promoted to Technology Program Director. He is also the SBIR Regional Specialist for NYC, Long Island and the Mid-Hudson Regions and Program Manager for the NASA’s SATOP Program.

Dave Rejeski works at the Woodrow Wilson International Center for Scholars in Washington, DC, where he is the Director of the Foresight and Governance Project and the Project on Emerging Nanotechnologies, a partnership between the Wilson Center and the Pew Charitable Trusts. In 2002, he helped launch the Serious Games Initiative and in 2003, Games for Change

Suzanne Seggerman, is President and Co-founder of Games for Change. Before G4C, Suzanne was a Director at NYC-based think tank Web Lab, where she oversaw a variety of cross-media projects. Before her involvement with new media technologies, she worked as a documentary film producer for PBS, including on Ken Burns/Stephen Ives PBS series *The West* and as Co-producer of *Race For Life*, a humanitarian aid and documentary film about Eastern Europe.

Alex Quinn, is the Executive Director for Games for Change. Before joining G4C, Alex was Executive Director of ALMA, a project of Education Development Center. ALMA produces the Emmy Award-winning television series, *TV411*, accompanying website and workbook series, and a range of multimedia literacy and life skills curricula on such topics as health, finance, and family literacy. Alex served as the principal investigator for a multi-year National Science Foundation funded project to develop, promote, and broadly distribute a television-based basic math curriculum for adults.

Sharon Knight has spent the past six years working for Electronic Arts in both corporate finance and operations in North America and the U.K., where she was involved in promoting Women in Gaming as a speaker and mentor. Most recently, Sharon was Senior Vice President for

Central Development Services, which provides integrated development solutions in the areas of global localization, quality assurance, motion capture, art, and mastering to EA’s studios worldwide. She also oversaw first party relations with Microsoft, Sony and Nintendo with regards to product quality. While at EA, Sharon gained considerable experience with captive shared service and outsourced solutions in emerging markets. Prior to EA, Sharon held senior management positions in finance with Gap Inc. and KFC; she started her career in commercial banking in Chicago. Knight has a BA from Smith College and an MBA from Kellogg Graduate School of Management. She is also on the board of Women’s Initiative for Self Employment in San Francisco.

Pro Bono Counsel

Phyllis Kaufman, Frankfurt Kurnit Klein & Selz Frankfurt Kurnit Klein & Selz (FKKS). FKKS celebrates more than 30 years as a leading media, entertainment and technology law firm. The firm represents some of the world’s best-known publishers, producers, broadcast entities, actors, writers, directors, distributors, financiers, digital games developers and publishers, online content and service providers, models, fashion designers, charitable organizations, and many of the foremost advertising agencies, information technology companies and corporate brands. The firm also represents corporate and individual clients in complex business transactions and commercial disputes, and provides advice on intellectual property, employment, ethics, tax, trusts and estates, real estate, and venture financing.

National Advisory Group

Ian Bogost, Associate Professor, Georgia Institute of Technology; Founding Partner, Persuasive Games

Malika Dutt, Founder and Executive Director, Breakthrough

Rafael Fajardo, Director, SWEAT Collaborative; Associate Professor, Director, Digital Media Studies, University of Denver

Barry Joseph, Director, Online Leadership Program, Global Kids

Stephanie Pace Marshall is the Founding President and President Emerita of the Illinois Mathematics and Science Academy

Katie Salen, Executive Director, Institute of Play; Associate Professor, Design and Technology Department, Parsons The New School for Design

Ben Sawyer, Co-Director of the Serious Games Initiative; Co-Founder of Digitalmill

Adrian Sexton, Executive Vice President, Digital, Participant Media

Eric Zimmerman, author and award-winning game designer

AMD

Foundation

The AMD Foundation proudly sponsors this workshop for nonprofit organizations that want to create digital games to engage people of all ages in the critical issues facing our world.

For the second consecutive year, the AMD Foundation is proud to sponsor Let the Games Begin: A 101 Workshop on Making Social Issue Games. The kick-off event for the 6th annual Games for Change Festival, the workshop is a soup-to-nuts tutorial on the fundamentals of social issue games. The event will feature leading experts on essential topics such as game design, fundraising, evaluation, youth participation, distribution, and press strategies, and will be extended for the rest of the year through an online community dedicated to learning about social issue games. We applaud Games for Change for their continued leadership in the growing field of social issue gaming.

AMD Changing the Game, an initiative of the AMD Foundation, is designed to

help youth harness the power of digital games with social content, while acquiring skills needed to compete in the 21st-century workforce. Through the process of developing and playing their own issue-themed games, AMD Changing the Game participants can develop essential skills in science, technology, engineering, and math, also known as STEM skills.

At the same time, students will explore critical thinking, problem solving, project leadership, and contemporary themes of social responsibility. Attention to these critical developmental areas will in turn help participants expand their future educational and professional opportunities as citizens of the 21st century.

AMD Changing the Game springs from the idea of “meeting kids where they are,” combining their thirst for learning, their passion for gaming and their desire to help improve the world. We believe that digital gaming can and will be a force for social change. Today’s Let the Games Begin attendees are at the forefront of tapping into the potential that games with social content can offer. We applaud your interest and intent on using digital games to create a robust educational opportunity for people of all ages who want to use digital games for social good.

For more information, please visit www.amd.com/changingthegame