



Games for Change 2010 - 2011 Advisory Board

Drew Davidson is a professor, producer and player of interactive media. His background spans academic, industry and professional worlds and he is interested in stories across texts, comics, games and other media. He is the Director of the Entertainment Technology Center – Pittsburgh at Carnegie Mellon University and the Editor of ETC Press.

Mallika Dutt is the President and CEO of Breakthrough: bring human rights home. Breakthrough is a global human rights organization that uses the power of media and pop culture to mobilize individuals, communities and governments to take bold action for dignity, equality and justice. Ms. Dutt has served as Program Officer for Human Rights at the Ford Foundation's New Delhi Office and as the Associate Director of the Center for Women's Global Leadership at Rutgers University. She is a founder of SAKHI for South Asian Women. Ms. Dutt is a member of the Council on Foreign Relations and currently serves on Boards of WITNESS, the Open Society Institute US Programs, Games for Change and on the Rights Working Group Steering Committee.

Rafael Fajardo teaches at the University of Denver in Electronic Media Art & Design, and Digital Media Studies. Through his collaborative, SWEAT, Fajardo has published two video games that comment on the game-like nature of (il)legal human traffic at the US/Mexico border. Fajardo spent six years living, teaching, and working on the US/Mexico border. There, he challenged the canons of design education and attempted to locate a visual expression that was “of the region” and not imposed from outside. For over twelve years, Fajardo has been investigating cultural identity and cultural representation through his visual and intellectual work. More recently, his critical practice has earned him recognition by I.D., The International Magazine of Design as one of the fifty top designers in the US.

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*, *fIOW*, *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.

Megan Gaiser is a Chief Creative Strategy Officer who sets creative direction, brand and portfolio expansion and cultivates strategic partnerships. Under her stewardship, Her Interactive (HI) has grown from a boutique company to an emerging competitor with the globally-loved Nancy Drew franchise games sales topping nine million units world-wide. The Nancy Drew PC franchise is the #1 in the U.S. six years running. Her Interactive has garnered 23 consecutive Parents' Choice Awards. Megan has been named one of the "Game Industry's 100 Most Influential Women" by Next Generation and "Top 10 Most Influential Women of the Decade" by Gaming Angels. She also received the 2010 Microsoft Women in Games award and the 2011 IndieCade Honorary Trailblazer Award for Lifetime Achievement. Prior to Her Interactive in 1997, Ms. Gaiser spent 11 years producing award-winning film documentaries, winning many awards, including 15 Cine Golden Eagle awards, three New York festival awards, and the International Documentary Milano Award. She also spent time on the Microsoft team as a Producer.

Dr. James Paul Gee is the Mary Lou Fulton Presidential Professor of Literacy Studies at Arizona State University. He is a member of the National Academy of Education. His book *Sociolinguistics and Literacies* (1990, Third Edition 2007) was one of the founding documents in the formation of the “New Literacy Studies”, an interdisciplinary field devoted to studying language, learning, and literacy in an integrated way in the full range of their cognitive, social, and cultural contexts. His book *An Introduction to Discourse Analysis* (1999, Second Edition 2005, Third Edition 2011) brings together his work on a methodology for studying communication in its cultural settings, an approach that has been widely influential over the last two decades. His most recent books both deal with video games, language, and learning. *What Video Games Have to Teach Us About Learning and Literacy* (2003, Second Edition 2007) argues that good video games are designed to enhance learning through effective learning principles supported by research in the Learning Sciences. *Situated Language and Learning* (2004) places video games within an overall theory of learning and literacy and shows how they can help us in thinking about the reform of schools. His most recent books are *Good Video Games and Good Learning: Collected Essays* (2007); *Woman as Gamers: The Sims and 21st Century Learning* (2010) and *Language and Learning in the Digital World* (to appear), both written with Elizabeth Hayes. Prof. Gee has published widely in journals in linguistics, psychology, the social sciences, and education.

Alan Gershenfeld is founder and President of E-Line Media, a publisher of digital entertainment that engages, educates and empowers. 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 team that rebuilt game publisher Activision from bankruptcy into an industry leader. As Senior Vice President of Activision Studios Alan oversaw titles such as *Civilization: Call to Power*, *Asteroids*, *Muppet Treasure Island*, *Spycraft*, *Pitfall*, *Zork* and *Tony Hawk's Pro Skater*. Before Activision, Alan worked as a filmmaker and writer. Alan currently serves on the Board of FilmAid International and on the Advisory Boards of Creative Capital, Global Kids, We Are Family Foundation, Startl and the Joan Ganz Cooney Center (Sesame Workshop). He is also former Chairman of Games for Change.

Jessica Goldfin joined Knight Foundation in 2007 as an intern, and was hired as journalism program associate at Knight Foundation in January 2008. In March 2011 she was promoted to the President's Office. She assists the President and CEO and explores how games can be used to inform and engage communities. In her previous work experience, Goldfin interned in the publications department at the Art Institute of Chicago, worked as an archaeological data analyst at the Florida Bureau of Historic Preservation and excavated in Chianti, Italy and Petra, Jordan.

Sam Gregory is the Program Director at WITNESS, the leading global organization training and supporting people to use video in human rights advocacy, where he supervises campaigning, training and policy leadership initiatives. In 2005, he was the lead editor on the widely used text "Video for Change: A Guide for Advocacy and Activism" (Pluto Press), and in 2007, he developed WITNESS' Video Advocacy Institute, an intensive two-week training program for human rights advocates. He teaches a course on 'Human Rights Advocacy using Video/Related Multimedia' at the Harvard Kennedy School. He has worked extensively with human rights activists, particularly in Latin America and Asia, integrating video into campaigns on a range of civil, political, social, economic and cultural human rights issues. Videos he has co-produced have been screened to decision-makers in the U.S. Congress, the U.K. Houses of Parliament, the United Nations and at film festivals worldwide. Widely recognized for his expertise on emerging forms of advocacy he has been interviewed on using video in advocacy for the Christian Science Monitor, the National Journal, Videomaker Magazine, Reason, PBS Now, Voice of America and other media outlets. His articles in human rights, social entrepreneurship and visual media journals include most recently 'Cameras Everywhere: Ubiquitous Video Documentation of Human Rights, New Forms of Video Advocacy and Concerns about Safety, Security, Dignity and Consent' in the Journal of Human Rights Practice (OUP, 2010). He attended the Harvard University Kennedy School of Government on a Kennedy Memorial Scholarship, and graduated with a Masters in Public Policy. He has also worked as a television researcher/producer in both the UK and USA, and for development organizations in Nepal and Vietnam, and holds a B.A. (First Class) from Oxford University in History and Spanish. He was formerly on the Advisory Board of the Tactical Technology Collective, and is on the Board of the US Campaign for Burma.

Erik Huey is currently the Senior Vice President for Government Affairs at the Entertainment Software Association (ESA). As Senior Vice President, Erik oversees the entire federal and state government relations operations of ESA.

The Entertainment Software Association is the U.S. association dedicated to serving the business and public affairs needs of companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. The ESA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the E3 Expo, business and consumer research, federal and state government relations, First Amendment and intellectual property protection efforts.

A former partner at Kilpatrick Stockton LLP who specialized in public policy advocacy for the entertainment, communications, and media sectors, Erik joined the Entertainment Software Association in July 2009. For nearly two decades, Huey has contributed to policy debates involving issues such as protecting domestic film production, combating digital theft of copyrighted content, expanding broadband deployment, and preserving artists' First Amendment rights. In 2007, *The Hollywood Reporter* named him one of the "100 Most Influential Media & Entertainment Lawyers" in its annual "Power Lawyer" issue.

Born outside Pittsburgh, Pennsylvania and raised in Morgantown, West Virginia, Huey graduated *cum laude* with a B.B.A. from the University of Miami and with a J.D. from the University of Notre Dame Law School.

Barry Joseph is the 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, the educational potential of virtual worlds like *Second Life*, the educational application of mobile phones and alternative assessments models, and more, always seeking to combine youth development practices with the development of high profile digital media projects that develop 21st Century Skills and New Media Literacies. Barry speaks frequently around the country at conferences and leads professional development trainings for a wide variety of educational, civic and cultural institutions and published articles in a wide variety of publications. He is one of the co-founders of Games For Change.

Michael Levine is the founding director of the Joan Ganz Cooney Center at Sesame Workshop, an action research and innovation lab devoted to harnessing the potential of digital media to advance young children's learning and healthy development. 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's interactive media and educational initiatives to promote 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 serves as an informal adviser to the White House, the U.S. Department of Education, PBS and the Corporation for Public Broadcasting, and writes for policy-oriented groups such as the National Governors Association, Democracy Journal and Education Week. 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 and advisory councils, including the Forum for Youth Investment, Teach For America, the US Department of Agriculture's Healthy Apps Challenge, and Talaris Institute.

Jane McGonigal is the Director of Games Research & Development at the Institute for the Future in Palo Alto, California. She has created and deployed games and missions in more than 30 countries on six continents. She specializes in games that help gamers enjoy their real lives more and games that challenge players to tackle real-world problems, through planetary-scale collaboration. She has appeared at the New Yorker Conference, the TED Conference, keynoted SXSW Interactive, the Game Developers Conference, the Idea Festival, the National Association of Broadcasters, ETech, Web 2.0, UX Week, Webstock, and more. She has a PhD from the University of California at Berkeley in performance studies, and has consulted and developed internal game workshops for leading technology companies in Asia, Europe, and the US, as well as more than a dozen Fortune Global 500 Companies. Her book *Reality is Broken: Why Games Make Us Happy and How They Can Help Us Change the World* will be published by Penguin Press in January 2011.

Cara Mertes is currently the Director of the Sundance Institute Documentary Film Program, overseeing the activities of the Documentary Film Program and Fund, including granting between \$1 and \$2 million per year to independent documentarians globally, directing three Creative Documentary Labs at Sundance Resort, supporting documentary programming and panels at the Sundance Film Festival and the Sundance Independent Producers Conference, curating work-in-progress screenings with partner organizations and other initiatives of the DFP. In 2008, she inaugurated STORIES OF CHANGE: Social Entrepreneurship in Focus Through Documentary, a \$3 million, 3 year partnership between the DFP and the Skoll Foundation which will fund up to 10 films on social entrepreneurs meeting today's global challenges. The DFP also launched DocSource at www.sundance.org/docsource, a website connecting independent documentary filmmakers and human rights stakeholders worldwide. Mertes was previously Executive Director of American Documentary, Inc. and Executive Producer of P.O.V., PBS's acclaimed independent documentary showcase from 1999-2006, where she was recognized with eight Emmy Awards, three George Foster Peabody awards, two duPont-Columbia Awards and three Academy Award nominations, most recently as Executive Producer for *Nerakoon: Betrayal*. Mertes is Executive Producer of over a dozen independent documentaries, including: *Street Fight*; *My Country, My Country*; *Boys of Baraka*; and *Two Towns of Jasper*. She was the creator and Executive Producer of P.O.V.'s original online showcase, P.O.V.'s Borders, winning a Webby Award, Batten Journalism Award, On-Line Journalism and Parent's Choice Award.

Shelley Pasnik is the Director of the Center for Children and Technology at the Education Development Center. Her research is devoted to understanding how cultural institutions—especially public media, private foundations, and corporate philanthropies—can use emerging technologies to support teaching and learning. She has collaborated with the US Department of Education, the Bill & Melinda Gates Foundation, the Corporation for Public Broadcasting, the Intel Foundation, the American Museum of Natural History, WGBH, Carnegie Hall, Thirteen/WNET, Global Kids, and IBM, among others. From 2006-2010, she served as the co-Principal Investigator for the summative evaluation of the Ready to Learn Initiative. In addition to research and evaluation, Ms. Pasnik has helped shape national policy, developed public education campaigns, and guided the production of children's educational services, both in the United States and abroad. She has written extensively for a range of organizations and companies, including PBS, for which she created the *Parent's Guide to Children and Media*.

Subhi Quraishi is Chief Executive Officer of ZMQ Software Systems, which was created in 1998. He is the founding partner of ZMQ with his twin brother, Hilmi. Subhi has done his doctorate in Educational Technology with specialization in Gaming, Simulations and Human performance solutions from Georgian Technical University (former USSR). Subhi is an innovator in the field of educational technology, and has created numerous innovative solutions to entertain and educate. He also heads House of Learning, a social initiative program of ZMQ Software Systems, which develops world-class learning and edutainment solutions for semi-literates, underprivileged, physically handicapped and out-of-school children on wide variety of technologies from Internet based community learning systems, Intranet based closed net learning to stand-alone learning. In January 2009, ZMQ, under his leadership, established an independent center for excellence—Mobile 4 Development at Manesar, Gurgaon in India. The lab will develop scalable and replicable projects in mobile and Information Technology for social development in the areas of Education, Skill Development, Poverty alleviation, Global Health and fighting diseases like HIV/AIDS, TB and Malaria and Disaster Management using Educational Technology. Subhi was the prime architect of *Freedom HIV/AIDS program*. It is the largest social awareness program using technology for the developing world. The initiative started with four mobile phone games on HIV/AIDS awareness and presently has over forty mobile games on variety of health issues. The games on HIV/AIDS have reached to over 16.1 million users.

Gobion Rowlands is the Chairman and co-founder of Red Redemption Ltd – the very successful Oxford based independent developers of socially positive computer games that brought climate change to the international gaming marketplace. Their new title *Fate of the World* launches in October. Gobion's environmental gaming industry expertise has led him to be appointed a "Fellow of the Royal Society of Arts" (FRSA) in 2008, a "Fellow of the Royal Geographical Society" (FRGS) and a "Fellow of the Royal Institution" (FRI) in 2010 and an 'in demand' speaker and writer on numerous subjects including serious computer games, social enterprise, climate change and communication. He also spent a year as an Affiliate Researcher of Sustainability and Communications for the Environmental Change Institute at Oxford University and recently lectured at the Skoll School of Social Enterprise and the University of the Creative Arts. Under Gobion's guidance Red Redemption has won a number of awards and grants including a UK government Department of Trade and Industry (DTI) "Smart Innovation Award," a UK government Department of the Environment, Food and Rural Affairs (Defra) "Climate Challenge Award." He was also nominated for a World Economic Forum Technology Pioneer award in 2009.

Susana Ruiz is a media artist and scholar working in the intersections between game design, documentary, computational art, and civics. In partnership with mtvU and a team of socially conscious collaborators, Susana developed the multiple-award winning game *Darfur is Dying*. She is a co-founder of the game design collective Take Action Games, which seeks to address critical social issues via innovative gameplay. Their game *RePlay: Finding Zoe/ReJouer: Où est Zoé?* produced in collaboration with the Metropolitan Action Committee on Violence Against Women and Children won several awards including the Ashoka Changemakers global competition "Why Games Matter: A Prescription for Improving Health and Health Care," and the Adobe MAX Award for Social Responsibility. Susana presents at numerous media and academic venues and has been interviewed by major news outlets including The New York Times, NPR, TIME, and ABC World News. She received a BFA from The Cooper Union for the Advancement of Science and Art and an MFA from the University of Southern California, where she is currently pursuing doctoral work.

Suzanne Seggerman is an award-winning activist and new media thought leader. Co-founder and former President of Games for Change (G4C), the leading global advocate for social impact games, Suzanne founded the organization in 2004 with the belief that games can change the world – for the better. Suzanne acted as the lead curator and artistic director of the Games for Change Festival, now in its eighth year, growing the event from a small 40-person gathering to the largest game event in New York City. She also served as primary evangelist for the new social movement, and has spoken at conferences and festivals around the world, including the Sundance Film Festival, SXSW, PopTech and TED. She has been featured in a wide variety of press including the New York Times, Time Magazine, ABC News, The Korea Times, Newsweek, and The Guardian. Suzanne was named one of *10 Tech Pioneers* by *Contribute Magazine*, one of the 2008 "*Women Leading in Technology in Politics and Policy*," and was shown on the Sundance Channel in their *New Revolutionaries* series. She has been featured in several books, including *Fun Inc: Why Games are the 21st Century's Most Serious Business* by Tom Chatfield (Virgin Books, 2010) and Julia Moulden's *The New Radicals: A Manifesto for Reinventing Yourself and Saving the World* (McGraw Hill, 2007). Suzanne was an inaugural winner of the MacArthur Foundation Digital Media and Learning Award. Before G4C, Suzanne was a director at NYC-based think tank Web Lab, where she co-curated the show "Provocations" in 2002, the first national exhibition of games and social issues. Her own background in creating new media included community-oriented interactive environments and the design of alternative games, which earned her awards from New Voices New Visions and Communications Arts. Before joining Web Lab, Suzanne worked in documentary film, including on the award-winning PBS series, "The West," created by Stephen Ives and Ken Burns, and as co-producer on "Race for Life," a documentary film and humanitarian aid about environmental issues in Eastern Europe after the fall of communism. Suzanne has a Masters from ITP at NYU and is a nationally ranked Scrabble player.

Ben Stokes co-founded Games for Change, and served as a co-director until 2007. He is currently a PhD student at the Annenberg School for Communication at USC, researching how digital media foster civic engagement, informal learning and activism. Previously, Benjamin served at the MacArthur Foundation as a program officer in their \$50M portfolio on Digital Media and Learning. At the nonprofit NetAid, Benjamin led a design team that reached more than 150,000 youth in the fight on extreme poverty with games and e-training. At the ProQuest/Bigchalk educational publishers, Benjamin produced virtual field trips and research tools for their network of more than 43,000 high schools. His undergraduate research was in nanophysics, and he has also studied in Senegal at the University Gaston- Berger.

Chris Swain is a game designer, educator and co-author of the textbook *Game Design Workshop*. He co-founded the EA Game Innovation Lab at USC and currently directs the USC Games Institute, which is a collaboration between the USC School of Cinematic Arts, Viterbi School of Engineering, and Annenberg School for Communications. Chris's game research projects include: *The Redistricting Game* in collaboration with the Annenberg Center, *Immune Attack Funding* in collaboration with Brown University and Federation of American Scientists, *ELECT-BiLat* and *ELECT urbanSIM* - produced for the USC Institute for Creative Technologies and many others. Prior to USC, Swain worked on games for Microsoft, Sony, Disney, Activision, and Acclaim. He was a founding member of the New York design firm R/GA Interactive. At R/GA, he led over 100 projects for clients that included AOL, Warner Brothers, PBS, Intel, Children's Television Workshop and many more.

Ward Tisdale is director of AMD's Global Community Affairs Department. His team is responsible for ensuring active company involvement in the communities where AMD operates around the world through corporate charitable contributions, employee volunteerism, issues management, stakeholder communications and AMD Changing the Game, the company's signature education program on youth game development. Before working at AMD, Ward served as deputy press secretary for the Texas Attorney General's Office. Ward's community involvement activities include chairing the Austin, Texas-based Coalition for Clean, Affordable and Reliable Energy (CCARE), serving on the board of Envision Central Texas and being a past chair of the Digital Media initiative for the Greater Austin Chamber of Commerce's economic development efforts. He is a graduate of Leadership Austin's 2007 class and was a board member of the World Congress on IT (WCIT) - 2006 conference in Austin, Texas.

Dan White is CEO at Filament Games, an educational game design and development studio in Madison, WI. Founded in 2005, Filament's 20 title portfolio includes a diversity of STEM, literacy, and civics education games developed for clients such as National Geographic's JASON Science and Sandra Day O'Connor's *iCivics*. Dan's principal responsibilities include: process management, business development, strategic and financial planning, outreach, and client relations. Dan holds a BS in communication technologies from Cornell University and an MS in educational communications and technology from the University of Wisconsin - Madison. Prior to founding Filament, Dan designed instructional technologies at the UW Division of Information Technology and the Academic ADL Co-Lab. Prior to that he served as production/art lead on the Cornell Theory Center's NSF-funded SciCentr project, a series of online virtual worlds created for informal science and technology outreach. Dan serves on the advisory board for Games for Change and is a founding member of the GLS (Games Learning Society) organization at UW - Madison. Dan's prime professional directive is to deliver game experiences that broaden perspectives, educate, and spark inspiration.

Lisa Witter is the Chief Strategy Officer of Fenton Communications, the largest public interest communications firm in the country. She heads-up the firm's work in innovation and co-leads the practices in women's issues, health, social entrepreneurship and global affairs for clients including Women for Women International, Nobel Peace Prize Winner Wangari Maathai, MoveOn.org, International Criminal Court, William and Flora Hewlett Foundation, Atlantic Philanthropies, The American Medical Association, David and Lucille Packard Foundation, Planned Parenthood Federation of America, U.S. House Speaker Nancy Pelosi, and Stonyfield Yogurt. She has served on Center for Disease Control and Prevention conducting expert panels on parenting and teen violence, and, most recently, co-led an awareness and action campaign around Nicholas Kristof and Sheryl Wu Dunn's best-seller *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*. In 2010 Lisa was named one of 197 Young Global Leaders by the World Economic Forum. She also is the co-author with Lisa Chen of *The She Spot: Why Women are the Market for Changing the World and How to Reach Them*.

Eric Zimmerman is an independent game designer and scholar; he is currently a visiting assistant arts professor at the NYU Game Center. Zimmerman has been working in the game industry for more than 16 years, creating award-winning games both on and off the computer. He is the co-author of *Rules of Play* (MIT Press, 2004) with Katie Salen, the definitive textbook in the field of game design and has been teaching game design since 1995. Zimmerman's career highlights include Gamelab, a NYC-based game development studio he ran for nine years. Co-founded with Peter Lee, Gamelab created innovative games including the blockbuster hit *Diner Dash*. Gamelab spun off two successful companies: Gamestar Mechanic, an online site funded by the MacArthur Foundation that lets kids create games; and the Institute of Play, a nonprofit initiative that looks at the intersection of games and learning and which recently launched Quest to Learn, a New York City school using play as the model for learning. Prior to Gamelab, his game design work included the critically acclaimed *SiSSYFiGHT 2000* and the PC title *Gearheads*.