



ZIMMER CHILDREN'S MUSEUM

NURTURING YOUNG MINDS

BY SHERRY DEAN CURRERI

Imagine if you could help children create a better world in the future through the way they learn to play today. That is the goal of the Zimmer Children's Museum in Los Angeles, where an interactive environment allows children to go on rescue missions with ambulances, fire trucks, and Coast Guard boats.

Zimmer Children's Museum began some 21 years ago utilizing a small space within another agency but, thanks to the dedication and hard work of the Zimmer Board and the leadership of its tireless Founder/Chief Executive Officer Esther Netter, Zimmer has grown into its current 10,000 square foot space on Wilshire Boulevard.

"We wanted to create experiential learning opportunities that were very much enriched with arts experiences but that also focused on teaching those similar big ideas of global citizenship, of engagement in community, of finding your own voice and your own capacity to be a leader and then acting on it and really making a difference," says Netter.

In addition to running regular museum programs where parents can bring their children and schools can go on field trips, Netter has created a way for Zimmer Children's Museum to go directly into schools with its youTHink program. "youTHink has evolved over the years as this museum-without-walls experience that actually takes place in

upper elementary schools, middle schools and high schools, with service learning and community service events, leadership training, and advocacy programs that happen here at the museum and at a number of different places throughout the city and the state."

At the newly expanded museum, kids can let their imaginations soar. According to Museum Director Julee Brooks, "the mission of the Zimmer celebrates responsibility and environmental stewardship; helping kids create a community they'd like to see.

"It's an experiential, hands-on museum, so everything about the Zimmer Children's Museum is completely interactive and is designed to put the child in

charge. Children act as chefs in the cafe, and then deliver it to their parents, rather than in the home setting where their parents typically deliver it to them. They pilot the plane, they put on shows for their parents. Here, they are driving the boat, so to speak."

Netter says the museum gets very little funding from government agencies and could not survive without the generosity of corporate partners such as Hasbro, Sony, and other visionary donors. □

(Pictured): Left To Right Director Julee Brooks, of the Zimmer Children's Museum Stephen Davis, President, Hasbro Studios, Esther Netter, CEO of the Zimmer Muesum, Photo by Mark Lawson Shephard Make Up Charlie Fisher Photographers assistant Jessika Khoury

ANDY KAPLAN

PRESIDENT, NETWORKS, SONY PICTURES TELEVISION
SUPPORTER, ZIMMER CHILDREN'S MUSEUM

BY SHERRY DEAN CURRERI

Although he often flies around the world to manage television networks that reach over one billion people, Sony Pictures Television President of Networks Andy Kaplan still finds time to support the Zimmer Children's Museum by serving on its board of directors. In fact, this year he is being honored by the museum for his support at the 11th Annual Discovery Award Dinner. "The Zimmer is a place for young kids to come explore, learn and have fun," says the father of three children. "It's a great combination of education and the arts."

From his headquarters at Sony Pictures Studios in Culver City, California, Kaplan oversees some 120 cable and satellite television feeds that go out live around the world every minute of the day. "We have multiple channel brands," Kaplan explains, "Animax is our Japanese Anime channel in Japan, which is also rolled out into other territories around the world. We're converting it into a youth brand in Latin America, called Spin. We have Sony Entertainment Television, AXN, AXN SciFi, AXN Crime, AXN Beyond, AXN Black. We have joint venture channels with a number of partners in Australia, and in the US; then there are GSN, which is Sony Pictures game show network in partnership with DIRECTV; Sony Movie Channel; 3Net, a 3D entertainment channel; and FEARnet, a horror/thriller channel."

How does he keep up with the global operation? "In our offices we can see 30 or 40 networks from all parts of the world but, in terms of communicating with the 1,200 employees of Sony Pictures Television all around the globe, I start with Europe in the morning, Latin America in the afternoon, Asia at night and circle around like that."

Kaplan says there are different facets of programming internationally. "The best of American

programming travels well." One-hour dramas such as *Lost*, *CSI* and *House* are either dubbed or subtitled depending on the tastes of the people in the region where they air, while reality programming and game shows are often re-done with local hosts and contestants. "We've done the Latin American and Indian versions of *Idol*; *The Amazing Race* in Asia; a new *Deal Or No Deal* in India. We do *Top Model* in Brazil and Mexico, so we've done a lot of local versions based on American

and British formats.

Kaplan says his work provides him with a fantastic opportunity to see the world, but he's always glad to get home to his family. □

(Pictured): Andy Kaplan, Photo by Mark Lawson Shephard Make Up Charlie Fisher Photographers Assistant David Pelon





STEPHEN DAVIS

PRESIDENT, HASBRO STUDIOS
SUPPORTER, ZIMMER CHILDREN'S MUSEUM

BY SHERRY DEAN CURRERI

Hasbro, Inc, the toy company, has a long history of philanthropy for causes supporting kids and their families, dating back almost 90 years, according to Stephen Davis, the President of Hasbro Studios. Last November, Davis was honored by the Zimmer Children's Museum for being a strong advocate of the museum. "My kids volunteer here," says Davis proudly, explaining that the Zimmer is the perfect opportunity for both his family and the company he works for to give back to children. Hasbro is a major sponsor of Zimmer's youTHink initiative.

As President of Hasbro Studios, Davis oversees production and development of television shows based on Hasbro brands. "Our shows are about great story telling and great characters. It's about making compelling programming that kids and their families watch and that is exactly what is happening," says Davis.

Much of the programming created by Hasbro Studios is aired on the brand new network "The HUB"—a joint venture between Hasbro and Discovery Communications. Although it's only been on the air since last October—10/10/10—the HUB is getting noticed. "The HUB is the number one network in

co-viewership, meaning that we have more kids and their parents watching our shows together than any other kids network in the country. What we have found is that there are very few options for kids and their families to come together and watch programming that the whole family enjoys, so that's an area where we feel like we have an advantage, because that's our whole programming philosophy."

This philosophy is easily seen in *Family Game Night*, a live-action game show in which kids and adults compete in games based on Hasbro classics including Cranium, Bop-it and Connect4. There's also TRANSFORMERS PRIME; G.I. JOE Renegades; MY LITTLE PONY Friendship is Magic and Pound Puppies.

While they are all based on enduring Hasbro lines, Davis explains, "We have tried to create something that is unique in every show, whether its a unique perspective, a unique character, a unique voice, story angle, or way of animating a show."

So, does he have a favorite among them? With a coy smile, Davis reveals, "I love all my shows." □

(Pictured): Top, Stephen Davis, Photo by Mark Lawson Shephard Make Up Charlie Fisher Photographers assistant Jessika Khoury