

Pat Ellingson

Creative Head, Children's Media Content and Programming at TVO

Toronto, ON, CA

Educational content that makes a positive difference to kids & parents is a passion of TVO's Children's Content leader

Description

Patricia Ellingson has been the Creative Head of Children's Programming for TVO since October 1998. Children's programming is the cornerstone of TVO's commitment to educational broadcasting. It encompasses over 70 hours of TVO's weekly scheduling, about 90 hours per year of in-house TV production and the number one educational website for kids in Canada, tvokids.com.

Patricia has a particular passion for presenting programming that makes a difference in the lives of kids and parents. She has been instrumental in building the trusted tvokids educational brand, overseeing multi-platform productions developed for every kind of young learner and covering virtually all areas of the Ontario JK-5 curriculum. The tvokids internally produced series includes Gisèle's Big Backyard, The Space, Reading Rangers, Super Citizens and Tumbletown Tales, to name just a few.

Patricia was responsible for the convergence of TVO children's television and new media teams and rebuilding the tvokids.com website, which has become one of the most popular kids' online destinations and one that continues to push the envelope on multiple platforms.

Pat has worked with some of Canada's most notable producers who share her commitment to innovative kids content that has substance and "makes you think". Her international co-productions have included Rob the Robot, Dino Dan, The Mysteries of Alfred Hedgehog, Wild Kratts, Miss BG, George Shrinks, Timothy Goes to School, Swap TV, Think Big, Heads Up, Taste Buds, This is Daniel Cook and Peep and the Big Wide World.

Availability

Moderator, Panelist, Host/MC

Industry Expertise

Media - Broadcast, Non-Profit/Charitable, Education/Learning, Media Production, Media - Online

Topics

Research-Based Educational Games, Early Learning, Parents & Education, Educational Media, Educational Broadcasting, Digital Media, Children's Media, Children's Apps, Online Games, Children's Television

Affiliations

Academy of Canadian Cinema & Television, Youth Media Alliance

Sample Talks

Media's Role in Teaching the 21st Century Child

The Creative Head of Children's Media at Ontario's educational media organization discusses the role media plays in preparing Ontario's 21st century learners for school and life.

Inspiring Children to Reach Their Potential

Pat Ellingson discusses free educational tools available to help children reach their full potential, regardless of their family's tax bracket.

Past Talks

Research-based Educational Games: Good for the Brain

Brain Power Conference

Children's Media at TVO

Cartoon Connection

Children's Media at TVO

Academy of Canadian Cinema

TVO's Working Memory Games & Apps

Brain Power Conference

Accomplishments

Creative Head, Children's™ Media Content and Programming â€“ TVO

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires, and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media. Our supporters believe that public television can be a powerful force for good. It brings communities together and inspires them to get involved and make a positive impact on our province.

Outstanding Achievement Award â€“ Youth Media Alliance

In 2009, Patricia received an Outstanding Achievement Award from the Youth Media Alliance. The award was presented in recognition for her exceptional career in children's™ programming in Canada, as well as for her leadership and guidance in developing TVO Kids. Winners of this prestigious prize, are chosen for the quality of their contributions, their leadership, their ability to innovate and inspire, and their commitment throughout their career to young Canadians.

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