

CURRICULUM VITAE

ELLEN FEIG GRAY

EDUCATION

University of Miami, Doctoral courses in Counseling Psychology, 1988-89

University of Michigan, M.A. in Psychology, 1983

Coursework completed towards Ph.D. in Education and Psychology, University of Michigan, 1980-1983

Brooklyn College, City University of New York, B.A. in Psychology, 1978, *Summa Cum Laude*

PROFESSIONAL EXPERIENCE

Principal, Parent with Perspective

Miami, FL, 2014-present

Apply scientific research insights and personal experience to support parenting healthier, happier, and more successful children. Consulting, parent education and mentoring, resources, and workshops.

President, Gray Matters Communications, Inc.

Miami, FL, 1989 – present

Founder and president of boutique communications firm specializing in marketing, research and public relations. Develop and implement strategic communications campaigns for major corporations, small businesses, authors, artists, producers, and non-profits. Specific activities include digital content development; social media; marketing materials; media relations; creative development; and events.

Editor, Broadcast Standards & Practices, ABC Television Network

New York, NY 1986-1987

Reviewed and evaluated all network television commercials directed to children and children's programs. Negotiated with advertising agencies and producers. Developed children's advertising guidelines for the network.

Manager, Special Projects, Marketing Research, Universal Pictures

Los Angeles, CA, 1986-1987

Designed and analyzed quantitative and qualitative studies to evaluate audience reactions to motion pictures, print ads, and TV spots. Developed strategies for marketing and positioning of feature films. Prepared reports for senior management.

Executive Consultant, National Council for Families and Television (NCFT)

Los Angeles, CA, 1986

Established West Coast office of NCFT, a non-profit organization that served as liaison between the educational community and the television industry. Prepared written reports to disseminate information regarding issues pertaining to families and work to television programming executives, producers and writers.

Social Research Associate, ABC Television Network

New York, NY 1983-1986

Supervised and analyzed surveys to investigate audience reactions to network television programs, viewing habits, and public attitudes toward television, for use in programming and policy development. Moderated focus groups and interpreted qualitative research results. Identified and monitored social trends. Prepared written testimony for congressional hearings and represented the network on issues pertaining to the social impact of television.

Publicity Assistant, Children's Books, Random House

New York, NY, 1979-1980

Coordinated publicity tours for children's book authors, including Dr. Seuss. Wrote promotional copy and developed press releases and sales catalogs.

ACADEMIC EXPERIENCE

TEACHING

Guest Lecturer in Communication, American University, Washington DC, Oct 2010

Lectured on history of broadcast standards to undergraduates.

Teaching Fellow, Department of Psychology, University of Michigan, 1982-1983

Taught undergraduate courses in Introductory Psychology. Responsible for course development, all lectures, designing and grading exams and papers.

Teaching Fellow, School of Education, University of Michigan, 1981-1982

Taught course in Educational Psychology and Child Development to students receiving certification in Education. Responsible for course development, lectures, grading of exams and papers, and coordinating student placements in field settings.

RESEARCH

Grant Writer, Brooklyn College and Research Foundation of C.U.N.Y., 2014. Co-wrote 20 million dollar grant proposal to National Institutes of Health to fund higher education program to prepare minority students for doctoral training in biomedical sciences.

Graduate Assistant, Educational and Psychological Studies, University of Miami, 1988-1989. Participated in grant writing; literature searches, writing research articles for publication. Data coding and analysis.

Social Policy Fellow, Bush Program in Child Development and Social Policy, University of Michigan, 1982-1983. Initiated and coordinated project to disseminate social science research findings regarding children and television to members of the television creative community and network television programmers.

Research Assistant, Teacher Education Research Collaborative, University of Michigan, 1980-1982. Supervised project to study the personal and professional development of teachers; coordinated research activities; designed interviews; analyzed data.

Research Assistant, School of Education, University of Michigan, 1980. Study of socialization and social cognition of elementary school children. Duties included research design; data analysis; liaison to school board and teachers.

Research Assistant, Project Zero, Harvard University, Cambridge, MA, 1978. Project of children's understanding of reality and fantasy issues on television. Research design; interviewing; data analysis; report writing.

Research Assistant, Developmental Psychology Laboratory, Brooklyn College of C.U.N.Y., Brooklyn, NY, 1975-1978.

PUBLICATIONS, PRESENTATIONS AND RESEARCH REPORTS

ABC Social Research. (1984). The social effects of *The Day After*. Lometti, G. & Feig, E.

ABC Social Research. (1985). The social effects of *Surviving*. Lometti, G. & Feig, E.

ABC Social Research. (1985). *Teenagers' attitudes toward and interest in television news*. Feig, E. & Lometti, G.

Feig, E. (1978). Children's conceptions of economics: A cognitive-developmental study. Unpublished Honors Thesis, Brooklyn College of C.U.N.Y.

Feig, E. (1983). Television and children's social cognition: Representations of television and real life. Unpublished paper, University of Michigan.

Feig, E. (Writer & Producer) (1986). *The National Council for Families and Television* [videotape] New York: ABC Social Research.

Feig, E. (1987). Corporate America's response to the changing needs of its workforce. Proceedings of Television, Families and Work Conference. *Television and Families*, Santa Barbara, CA: National Council of Families and Television, Fall 1987, 9(4).

Feig, E. & Lometti, G. (1984, May). Qualitative and quantitative research findings: Viewer reactions to *The Day After*. Paper presented at the meeting of the International Communication Association, San Francisco, CA.

Feig, E. & Watkins, B. (1983, May). Developing qualitative measures for children's media narratives. Paper presented at the meeting of the International Communication Association, Dallas, TX.

Gray, E., Schwarz, L., & Volker, M. (Producers). (1990). *Sexuality: A process in decision-making* [videotape]. Miami: Gray Matters Productions.

Hainline, L. and Feig, E. (1978). The correlates of childhood father absence in college aged women. *Child Development*, 49, 47-52.

Lometti, G. & Feig, E. (1984). Caring about children: The role of audience research. *Television and Children*, 7, 32-36.

Watkins, B. & Feig, E. (1983, April). Writing about television and real life: The effects of television on children's cognitive representations. Paper presented at the meeting of the Society for Research in Child Development, Detroit, MI.

HONORS AND AWARDS

Bush Program in Child Development and Social Policy Fellowship, University of Michigan, 1981-1983

Phi Beta Kappa, elected in 1978

Honors in Psychology and Social Science, Brooklyn College, 1978

Scholars Program, Brooklyn College, School of Social Science, 1975-1978

Psi Chi, National Honor Society in Psychology, elected in 1978

Dean's Scholarship Fund Award, Brooklyn College, 1978

New York State Regent's Scholarship, 1974-1978

BOARDS AND COMMITTEES

Board Advisory Committee, National School Climate Center, 2014-present

Board member, The Virgin Voting Project, 2008-present

Chair, Education Search Committee Temple Judea, Coral Gables, FL, 2006-08

PTSA President, Southwood Middle School, 2004-05

President, Parent Teacher Organization, Greenfield Day School, Miami, FL, 2001-03

Executive Board Member, Greenfield Day School, Miami, FL 2001-03

Public Relations Consultant, Alzheimer's Association Memory Walk, 2000-01