

Gloria M. DeGaetano

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Gloria DeGaetano, founder and CEO of the Parent Coaching Institute, is an internationally acclaimed speaker, educator, consultant, and author, committed to giving her clients research-based information grounded in systems thinking for raising children optimally in our complex culture. Ms. DeGaetano is the originator of parent coaching as a new profession. The model of parent coaching that she developed is being used throughout the United States, in Canada, England, Australia, and Israel, and in other countries as well.

Ms. DeGaetano conducts trainings for corporations, school districts, social service agencies, and parent/community organizations. She is a sought-after favorite for keynotes and workshops at major national and international conferences because of her dynamic speaking style, quick wit, and relevant, practical information. Community coalitions love working with her as she cares deeply and works hard to support each person's fullest creative expression for the good of the whole.

Ms. DeGaetano has over thirty years experience working with children, teachers, and parents as a classroom teacher, reading specialist, district administrator, university instructor, and consultant. Currently she gives keynotes and workshops, consults for agencies, directs The Parent Coaching Institute, and keeps a small parent coaching practice working with a few select clients in the exciting, transformative, PCI Coaching Model.

A leading expert in child development, media literacy, and brain research, Gloria DeGaetano produced the nation's first parent educational video and training for early childhood educators on *Healthy Brain Development in a Media Age*.

An internationally recognized author, Gloria's books include: *Parenting Well in a Media Age*, *Screen Smarts: A Family Guide to Media Literacy*, *Stop Teaching Our Kids to Kill: A Call to Action Against TV, Movie, and Video Game Violence*, *Television and the Lives of Our Children* and *Media Smarts for Young Folks*. Her books and articles have been translated into Spanish, German, Danish, Romanian, Korean, and Turkish. *Parenting Well in a Media* has received the I-Parenting Media Award for 2007.

A respected voice for children and parents, Gloria's ideas and articles have appeared in numerous publications including *The New York Times*, the *Wall Street Journal*, the *London Times*, *McCall's Magazine*, *Parenting Insights*, *Seattle's Child*, *Portland Parent*, *Eastside Parent*, *American Baby Magazine*, *Better Homes and Garden*, *Spirit Magazine of Southwest Airlines*, *The Boston Globe*, *Committee for Children Newsletter*, and the *American Academy of Pediatrics Newsletter*.

An innovative, inspirational leader, Gloria has been interviewed on many national radio shows, including NPR's *Fresh Air* and *Marketplace*. She has appeared on NBC's *Today Show* and special documentaries produced by NBC, ABC, and the Canadian Broadcast Corporation. Her popular radio program, *Parent Appreciation Radio* is now available on i-Tunes.

Work History

- 2000-Present Founder and CEO, The Parent Coaching Institute offering Parent Coach Certification® worldwide.
- 1987-Present President, Creative Source Enterprises, LLC; speaker and consultant to community coalitions, corporations, social service agencies, school districts, and parent organizations.
- 1980-Present Faculty, Seattle Pacific University, Seattle, WA
Teach Graduate Classes and Parent Coach Certification Program
- 1994-1998 Faculty, City University, Renton, WA
Taught Reading/Language Arts Methods classes for students in Masters in Teaching Program.
- 1980-1987 Administrator, Issaquah School District, Issaquah, WA
Responsible for district-wide Reading and Language Arts Programs, K-8; provided staff development trainings for teachers; wrote reading and language arts curriculum materials in a suburban school district of 6,000 students.
- 1981-1983 Faculty, University of Washington
Taught Reading/Language Arts Methods classes for undergraduate students in School of Education.
- 1979-1980 Reading Specialist, Issaquah School District, Issaquah, WA
Coordinated building-wide program, taught special needs children, K-6.
- 1977-1978 Director, Northwest Area Right-to-Read Project, Lemmon, SD
Trained teachers in ten counties in reading and language arts methods; developed program, wrote curriculum, and guidelines for project's future.
- 1976-1987 Curriculum Writer
Wrote statewide Right-to-Read Curriculum for Washington State Superintendent of Public Instruction; wrote Issaquah School District curriculum; wrote student supplemental activities for gifted children grades K-2 for Harcourt, Brace, Jovanovitch, *Odyssey Literature Program*.
- 1972-1976 Classroom Teacher
Archdiocese of Seattle, Grades 6-8, Jesuit Volunteer Corps, Missoula, MT

Education:

M. Ed. With major in psycholinguistics, Seattle Pacific University, 1978

B. S. With majors in education and literature, Indiana University of Pennsylvania, 1972

Selected Past Presentations

Plenary Speaker, Istanbul University, 3rd International Children and Communication Congress, Nov. 6-8, 2006

Keynote Speaker, Seonam Foundation, Seoul South Korea, 4th International Symposium on Early Childhood Education, Oct. 25-27, 2006.

Keynote Speaker, Open Arms Institute, "Children and the Media," Milwaukee, WI, August 4, 2006.

Selected Publications

Chapter, "Blooming Optimally with a New Paradigm for Parent Support: PCI Parent Coaching," in book, *Beautiful Late Bloomers*, Seonam Foundation, 2006 (translated into Korean).

Article, "Reading TV: Simple Techniques Parents Can Use to Make TV Time Thinking Time," in *Our Children: The PTA National Magazine*, October-November, 2006.

Article, "How Parenting Has Changed in the Last 26 Years," in *Tomorrow's Child: A Publication of the Montessori Foundation*, Summer, 2006.

Book, *Parenting Well in a Media Age: Keeping Our Kids Human*, Personhood Press, 2005.

Education Manual, *Media Smarts for Students, Grades K-2*, Jalmar Press, 2003

Education Manual, *Media Smarts for Students, Grades 3-5*, Jalmar Press, 2003

Op-Ed Article, "Children and Stimulus Addiction," *The Providence Sunday Journal*, March 4, 2001.

Article, "Countering Media Violence in Early Childhood," *Professional Journal of the Tennessee Association for the Education of Young Children*, October, 2000.

Book, *Stop Teaching Our Kids to Kill: A Call to Action Against TV, Movie, and Video Game Violence*, (co-authored with Lt. Col. Dave Grossman), Crown Publishing Group, 1999.

Selected Publicity

Today Show Appearance, invited guest to discuss television's influence on babies, March 22, 2006.

The New York Times, "Parent Coaching," March 25, 2005.

Spirit: The Magazine of Southwest Airlines, "Parent Coaching with Gloria DeGaetano," December, 2003.

The Washington Times, "TV Adds to student woes," Aug. 27, 2003.

London Observer Article, "Just wait till I tell...my coach," June 1, 2003.

The Sunday London Times, "Focus: Mother's little helper," June 1, 2003.

Wall Street Journal Article, "Need a Game Plan for a Cranky Kid? Call a Parent Coach," May 22, 2003.

Comments from a Few Clients About Gloria DeGaetano and Her Work

About Gloria's Keynotes, Workshops, and Courses

“Gloria’s workshop was so well received, we had a deluge of requests afterward and set up a tour for her throughout our state programs.”

Cari Olmstead, director, Federal Region X, Head Start Programs

“Gloria, I can’t stop talking about how much I learned and how great your seminar was.”

Debbie Galor, Circle of Friends Preschool, Camas, WA

“Your workshop, Healthy Brain Development in a Media Age, is the best, and I mean the best workshop I have ever taken in my life.”

Sally Moore, early childhood educator, Honolulu, HI

“Gloria’s message became a mission for everyone who heard it. It is not often that a speaker makes such an impact on a city.”

Lynn Deal, owner, *The Games Store*, Nashville, TN

“I thoroughly enjoyed, learned, triumphed, explored, and felt your passion...during this conference. Your keynote was inspiring. I am filled with hope and excitement to start this new school year--filled and brimming with ideas of what I can do! Thank you so much!”

Gloria Newvine, teacher, Kirkland, WA

“Gloria’s presentations were a significant gift to our collective future.”

Michael Eichman, director, Yamhill County Head Start, McMinnville, OR

“How can I bottle what Gloria DeGaetano just told us? We need to take this information to every parent and teacher in our communities.”

Nancy Emond, director, Green Mountain Training Center, Brattleboro, VT

“Gloria’s message is profound and she delivers it with great passion.”

Dr. Whitney Vanderwerff, director, Alliance for Non-Violent Programming, Greensboro, NC

“The community presentation you gave was superb! Parents were focused on your every word. You are an excellent speaker and a great humanitarian!”

Tim Tuel, principal, Woodbury, MN

“Your workshop was riveting! I am really inspired to make changes in my family and with my students. Thank you so much!”

Michelle Strickland, teacher and parent, Woodland Park, CO

“After hearing Gloria I have decided that Gloria DeGaetano is a national treasure!”

Sue Ellen Fried, author, *Bullies and Victims*, Kansas City, MO

“Your discussion of brain function and development was eye-opening, clear, concise, and full of information which provoked more comments and discussion than I have ever heard expressed by an

audience. Your knowledge and concern about media violence, stereotyping, self-image, and family dynamics and your sensitive and empathetic presentation has deeply affected those who were present on those evenings, as well as the many who later viewed your talks on our local cable television network. We have placed a videotape of these evenings in our library collection and have been amazed at how word has traveled about your first-rate presentations.”

Penelope Wright, program coordinator, Rogers Memorial Library, Southampton, NY

“Gloria has enabled both parents and staff to be aware of the impact media has on children and has related this impact directly to brain research and the developmental growth of students. She has provided parents with concrete ideas and specific strategies of controlling and managing TV and video in the home. Our staff has benefited from these presentations, for they have a better understanding for the behavior we have recently seen in children and have tools from Gloria’s presentations to provide guidance to parents....Gloria bases her information on research and is extremely knowledgeable regarding the impact of media on learning. In addition, she is practical, realistic, fun to listen to, and has wonderful suggestions for both parents and teachers to help make children’s schooling a success.”

Particia Johnson, principal, Chase Lake Elementary, Edmonds, WA

“Your workshop on Healthy Brain Development in a Media Age is the best workshop I have taken in 20 years!”

Carol MacNeil, Deputy Director/Nursing Director, Island County Health Department, Whidbey Island, WA

“As a keynote speaker and workshop leader, Ms. DeGaetano has been an invariable favorite of those attending our conferences. Her ratings at these events are consistently in the highest of all those advocates that are featured. Perhaps the reason for this is her deliberate ability to engage, inform, and empower people to create a positive change in our world...Because of knowing her, I am a better person. Because of her guidance, MAVIA is a better organization. And because of her message, the world is a better place.”

Wendy Holte Johnson, chair, Media Violence Committee, Mothers Against Violence in America

“WOW! You really wowed us with your keynote and workshops. Terrific information given with spirit and purpose.”

Wayne Turner, president Kamloops Teacher Association, Kamloops, British Columbia

“Thank you so much for the wonderful keynote and workshops at the 2002 Montana Early Childhood Conference in Helena. You received excellent reviews from the conference participants! We all learned so much from you and were so excited to have you as a large part of our conference. It was such a pleasure to meet you, too. Thanks again for everything and hope you can return to Helena soon!

Erin Lavender, Montana Early Childhood Conference Committee Chair

“Thank you for the most stimulating lecture....You have provided a fundamental human way of understanding why these concerns are important. And, you have approached this in a way that allows us to take control of our lives. We will always be bombarded with things we don't like. It is our choice to find ways of not letting those things influence us and our children adversely. Thanks, again!”

Steve Rolfe
Cascade Technologies, Issaquah, WA

“Gloria, your course was a wonderful learning opportunity. I feel fortunate for the wealth of knowledge. Much of the information you shared was an eye-opener for me.”
Will Shaw, teacher, Cincinnati, OH

“I am so grateful for your classes. They have helped me more than words can express...Thank you for coming to the heart of education!
Jeannie Bartel, parent and teacher, Albany, OR

“Thank you so much for making this course available...it should be a pre-requisite to parenting.”
Betty Wignes, teacher and parent, Sauk Centre, MN

“This has been by far one of the most enlightening courses that I have taken. Thank you.”
Tamera Rabura, elementary teacher, Port Gamble, WA

“I am a better parent and educator because I took this course.”
Becky Rodriguez, preschool teacher, Yakima, WA

“I have never taken a class that I have learned so much both as a parent and a teacher. It helped me do a lot of soul-searching on how I wanted to raise my daughter...thank you!
Andrea Love, Spokane, WA

“Yes, the problems caused by the media for our children are staggering; yet there is hope! I feel a deep, heartfelt appreciation to Gloria DeGaetano for providing example after example of this hope...and it is my goal to in turn share her findings and suggestions with our faculty, hoping to refocus on our beliefs that each child is unique.
Marjelyn Rouw, elementary teacher, Mt. Vernon, WA

“I have been in the teaching profession for the past fifteen years (in various capacities) and I have never taken a course that had such a strong impact on me as Gloria’s course, Children and Youth in a Culture of Violence.”
Erin Denny, elementary teacher, Kent, WA

About Gloria’s Books

“*Screen Smarts* is an excellent ‘survival kit’ for parents and teachers... If media literacy isn’t taught, we’re going down the tubes in short order. *Screen Smarts* gives us the reasons and the tools to cope with these powerful influences in children’s lives and prevent such a slide.”
Jim Trelease, Author, *The Read-Aloud Handbook*

“Gloria’s books and manuals are always so well-researched and supported. They provide an untapped area for serious consideration for our children and their future.”
Dr. Alberta Thyfault, Program Director, Special Education, Central Washington University

“*Screen Smarts* is a terrific book, perhaps the best I have ever seen on raising children in today’s world.”

Dr. Katharine Heintz-Knowles, Professor of Communications, University of Washington

“Gloria’s books are so easy for teachers and parents to use...it is a welcomed, much needed book.”

Gail Mitchell, middle school teacher, Kirkland, WA

“Fabulous work! The information in Gloria’s books and manuals is so important for parents to know.” Diane Smith, Elementary School Counselor, Honolulu, HI

“All in all, I think that *Screen Smarts* is the best media literacy book for parents I have ever seen. The examples will help parents manage their families’ use of media in ways which will enrich the lives of children and grown-ups alike.”

Dr. Renee Hobbs, Associate Professor of Communications, Babson College

“Parents, get a copy of *Screen Smarts* for more than 100 family activities that foster critical thinking! Elaine Froese, in *Seeds of Encouragement*, a syndicated column in Canadian newspapers

“Activities necessary for basic childhood development are increasingly being lost on multitudes of media-saturated children. *Screen Smarts*, a highly accessible guide, is available to change that.”

Ann Simonton, director, Media Watch, San Francisco, CA

“*Screen Smarts* does a wonderful job of combining the “whys” and “hows” of using television wisely; of mixing fascinating child-development research with practical advice for parents.

Al Race, Executive Editor, *Better Viewing Magazine*, Boston, MA

“*Stop Teaching Our Kids to Kill* reminds us...all of us are vulnerable to the dreadful impact of the lessons of media violence.“ Dr. Sylvia Rimm, author, *See Jane Win*

“*Stop Teaching Our Kids to Kill* is a timely analysis and urgent call to counter the brutalizing effects of marketing and media mayhem.”

Dr. George Gerbner, Bell Atlantic Professor of Communications, Temple University

“*Stop Teaching Our Kids to Kill* in the most powerful, convincing--and horrifying--book I have read in a long time. The authors have done a splendid job of synthesizing a compendium of red-hot research into a useful action plan. A society that continues to perpetuate this sort of entertainment abuse on kids deserves exactly what it gets--and it’s not a pretty picture.”

Dr. Jane Healy, author *Endangered Minds* and *Failure to Connect*

“Parents, take note: In *Television and the Lives of Our Children*, Gloria doesn’t mince words about the impact of TV on children’s brains...and she also shows us what we can do about it.”

Dr. Jane Healy, author *Endangered Minds* and *Failure to Connect*

“We highly recommend *Screen Smarts*. It provides parents with practical tips, ideas, and strategies to teach kids how to be active and thoughtful screen users rather than passive receptors.”

Work and Family Life, A monthly newsletter balancing job and personal responsibilities

“Gloria, thank you very much for writing *Screen Smarts*. It is by far the most comprehensive book written for parents on media literacy. We require all our catalysts teachers to have it for their trainings. They really appreciate the great way you summarize all the issues related to media and children and provide so many do-able activities for parents!”

Bob McCannon, director, New Mexico Media Literacy Project, Albuquerque, NM

About The Parent Coaching Institute and Our Programs

“The Parent Coaching Institute is a much-needed healing presence in today’s world.”

Dr. Diane Dreher, author, *The Tao of Personal Leadership* and *Inner Gardening*

"Your parent coaching provided me with the support, encouragement, and feedback I needed to realign my parental priorities. It was an enlightening experience. I was able to clarify my goals and take important steps to improve my relationship with my son. I would recommend parent coaching to parents who want to create positive change in their children’s lives--and in their own lives!"

Pat Bohman, Antioch, IL

“We are very excited about partnering with Gloria DeGaetano to offer the Parent Coaching Institute Training Program. I’ve been impressed with the materials, the content, and the reactions to those who’ve participated in the first classes.”

Dr. Lisa Bjork, Director, Continuing Education Programs, Seattle Pacific University

“You have helped me and my husband improve our parenting skills as well as markedly increased my son’s autonomy, creativity, and persistence in tough tasks...thank you!”

Kristen Peters, Sherwood, OR

“You have filled the gap between what my husband and I have believed and lived for the past fifteen years...You gave explanation, support, and substantiation to all we have worked to achieve in the raising of our children.”

Barbara Thompson, Medical Lake, WA

“What Dr. Spock provided to moms and dads in the 1950s, Gloria DeGaetano offers to parents of 21st century kids—savvy insights about child development coupled with practical tips for helping children learn to navigate the world in which they are growing up.”

Elizabeth Thoman, Founder and Executive Director, Center for Media Literacy, Los Angeles, CA

"I was looking at doctoral programs prior to applying to the PCI, but the more I looked the more I felt like I was a round peg trying to fit into a square hole. When I found the PCI it was as if I had found a secret path that would serve to connect my educational background, work experiences, community involvements and parenting beliefs. Little did I know that this path would also lead me on a transformative journey of my own; connecting me with others who shared a desire to create a cultural shift toward more mindful parenting, launching my own parent coaching business and inspiring me to apply parent coaching techniques and principles to my work in higher education. My PCI training was both practical and inspiring and it is perhaps the single best educational experience that one could ever have."

Kay Kimball Gruder, Providence, RI

"Gloria, I loved the call last night. You are so amazing! I have learned so much from your leadership. You and the program are fantastic!"

Jeanne Kohler, Milwaukee, WI

"In reading one of the course books, I could see Gloria's courage, tenacity, humility, and vision, as she has steadfastly seeks to be an agent of transformational change, even when the voices of our normalized society speak with defensive, and sometimes hostile voices...I want you to know how inspired the curriculum and assignments are for me. I express my sincere thanks. I have a feeling that Gloria's work will extend further than even she can imagine."

Liz Patterson, Park City, UT

"The PCI adventure has been a life-changing experience for me....Thank you for your wisdom and integrity as you...bring about the changes to which you are so deeply committed. You win the Catalyst of the Year in my book!"

Genevieve Fortuna, Asheville, NC

"I have facilitated parenting groups for twenty years and the PCI training has taught me far more about how to ask questions, how to formulate them, and how to time them than any other training I have received in my career."

—Kaaren Borsting, Ashland, Oregon

"The PCI curriculum is awesome. It has helped me become a better family advocate and parent coach, as well as a better mother to my four children."

—Jennifer Mangan, Chicago, Illinois

"Thank you! I love the content of the course and I have to say, I am now ever more honored to be a part of your team, Gloria. Thank you for granting me this opportunity."

—Rasmegh Phlaphongphanich, Bangkok, Thailand

"The depth of Gloria DeGaetano's conviction and breadth of her work make this training so superlative. I've met a lot of people who want to make positive changes with families, but few, if any, are as passionate to change the world as Gloria!"

—Cheryl Eliason, Minneapolis, Minnesota

"Going through the PCI training was a transformational process for me. I discovered new ways of solving problems that opened up a host of possibilities for me and my clients. I now have the skills to help parents discover what has worked in their past and use that knowledge to bring hope to their future."

—Sally Kidder Davis, Bainbridge Island, Washington

"As a father of five, husband, and recreation/child care administrator, the PCI training gave me insights, research, and important information I would never have found on my own. I am delighted to see all the PCI fruits that continue on into all aspects of my life."

—Allen Atkinson, Maui, Hawaii

"It just feels like I have come home. Your dreams have intersected with my dreams. I am so eager to see how big our dreams will become fueled by each others' energy!"

—Laura Murphy, Olathe, Kansas

"The PCI training boosts me with energy, passion, and knowledge. I feel privileged to be part of the PCI."

—Peggy Gomula, San Diego, California

"Thank you for helping all of us to find our true calling. My experience with the PCI has been genuinely transformational."

—Michelle Stravitz, Fairfax, Virginia

"I very much appreciate the PCI and the thorough training program we have been provided with. I can't imagine how any other training program could be any better. The PCI systems approach, along with the use of AI, present a solid guideline for successful coaching."

—Donna Wallington, Tualatin, OR

"This material is so rich...such a resource. I am awed by the talent you have and the clarity you bring to such important work...I want you to know how much I am enjoying the material; I marvel at how it is organized and how much is contained therein. "

—Susan Brown, London Ontario, Canada

"Gloria DeGaetano is a visionary who has persevered to see that vision into reality...her amazing curriculum is testimony to that!"

—Diana Peterson, Winchester, Oregon

"The PCI training has helped me in so many ways. It's made me a better mom, wife, and parent coach. With my background in psychology, I have appreciated all the techniques, tools, and incredible depth of research-based information I have gotten. I love the people I have met and all the fantastic sharing. I so look forward to staying connected through the Graduate Support Network!"

—Alex Blumencranz, Clearwater, Florida

"Gloria DeGaetano is absolutely amazing. I couldn't even begin to thank her enough for all the miracles the PCI Parent Coach Training has brought to me, my family, my clients, and the future of all the children that are touched through us."

—Debra Akeson, Roseville, California

"I believe that when souls unite angels sing. Imagine the chorus after the convergence of the PCI people after this wondrous weekend together! And what is a chorus without a conductor? Gloria DeGaetano is the energy, the inspiration, and the heart of our chorus. Her spirit manifests in the PCI training program and touches the soul in each of us."

—Gina Harlow-Mote, Dallas, Texas

"Gloria DeGaetano is the most dynamic, 'outside-the-box' thinker I have ever met. And this shows up in the PCI curriculum she developed—big time. It's such a joy and inspiration to be part of this innovative, cutting-edge program!"

—Elaine Cooper, Philadelphia, Pennsylvania

"The PCI training is like taking a vow of transformation."

—Jennifer Beck, Corvallis, Oregon