Mister Rogers' Cyber-hood

Every single day, someone somewhere is remembering Fred Rogers. You might even hear someone singing, “It’s a beautiful day in the Neighborhood!” on one of these warm, sunny spring days. And thanks to today’s technology, people are sharing their Fred Rogers memories on the Internet.

Here are a few that we thought you’d like to see:

The Neighborhood Archive

Last month we had the pleasure of meeting Tim Lybarger, a middle-school counselor from Illinois who created the Neighborhood Archive blog. It’s an amazing repository of all things Mister Rogers – even a great resource for us here at the Fred Rogers Company. Thank you Tim – we’re glad to be your neighbor!

After his visit here, Tim wrote: “It was truly a privilege to meet each of you and to talk with you about the past, present and future of such important work. I’m very much looking forward to what the future holds for this hobby of mine as well as for the real work being done by all of you.”

<Visit "The Neighborhood Archives"

Marketing Lessons from Mister Rogers

Fred’s messages about the importance of relationship, trust and honesty resonate in so many ways. So it was interesting to see how professionals in marketing and advertising found five important and relevant lessons to be learned from the Neighborhood they wanted to share with others:

1. Relationship-Building Trumps Flashiness
2. Don’t Promise More Intimacy than You Can Deliver
3. Be Consistent in Who You Are and What People Should Expect from You
4. Customers’ Questions Are Worth Answering

A Snappy New Day

Mister Rogers made it a “snappy new day” with his simple wisdom for young and old.

<Read "A Snappy New Day" Blog

Mister Rogers 1969 Senate Testimony

Well-known education correspondent John Merrow wrote about his personal and professional relationship with Fred and like many others, recalled Fred’s remarkable 1969 testimony before the US Senate in defense of public broadcasting.

<Read John Merrow's article

Answering 5. Brands Can Take a Stand

<Read "Marketing Lessons from Mister Rogers"

For me, Sesame Street existed right alongside one of the most revered figures in television history: Fred Rogers. I haven’t gotten Ms. Emma Belle any Mr. Rogers’ Neighborhood DVDs lined up yet, primarily because there’s very little available. (There’s a petition circulating with almost 2,000 signatures to get the DVDs released.) However, I have caught some episodes in re-run. And I’ve been giving a lot of thought