



NEIGHBORHOOD NEWS

May 2011

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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"](#)

5 Marketing Lessons from Mr. Rogers

BY FC EXPERT BLOGGER SAM FORD Tue Sep 28, 2010

This blog is written by a member of our expert blogging community and expresses that expert's views alone.

As my little girl grows up and gets interested in television and "brands" that appeal to her, I can't help but think of those of my own early childhood. The brand she is exposed to the most is Sesame Street: It started with her diapers, moved into plush animals, and has manifested into a full-blown television love, fueled by the show's release of a "Best of..." of its first 40 years on the air.

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

no more 40 years on the air.



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

Answering

5. Brands Can Take a Stand

<Read "[Marketing Lessons from Mister Rogers](#)"

A SNAPPY NEW DAY

We are not alone. 19Apr11 | 0

"Anything that's human is mentionable, and anything that is mentionable can be more manageable. When we can talk about our feelings, they become less overwhelming, less upsetting, and less scary. The people we trust with that important talk can help us know that we're not alone."

Quote by Mr. Fred Rogers

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



John Merrow

Education Correspondent for PBS NewsHour and author of *The Influence of Teachers*

Posted: February 25, 2011 09:52 AM



BIO



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Another Year Without Fred Rogers, When We Need Him the Most

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With some members of Congress intent on eliminating federal funding for public radio and television, a friend sent me this remarkable video. It reminds us of what we lost when the remarkable Fred Rogers died eight years ago this Sunday, but it has a second powerful message about the value of public television and radio, then, now and tomorrow:



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](#)

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