



Phoebe & Jay: Coming Soon! A “Last Mile” Outreach and Opportunity

A Funder-to-Funder Conversation

November 18, 2025 | 12:30–2 pm ET/9:30–11 am PT

Panelist Bios

MODERATOR



Terri Clark

Arizona Literacy Director

Read On Arizona

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As Arizona Literacy Director, Ms. Clark leads the state’s early literacy initiative, Read On Arizona. Clark guides Read On Arizona’s strategic, comprehensive plan to improving school readiness and third grade reading outcomes and nurtures a strong culture of collaboration to drive alignment of efforts, avoid duplication, and accelerate progress toward shared goals. She provides literacy expertise and technical assistance to partners and builds capacity to scale and sustain what works by developing shared resources through federal, state, and local funding opportunities to advance statewide efforts in early literacy. Clark graduated with honors from Brown University. She holds a M.A. in Reading, Language, and Literacy.

PANELISTS



Kelly B. Cartwright, Ph.D.

Spangler Distinguished Professor of Early Child Literacy

University of North Carolina at Charlotte

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Kelly B. Cartwright, Ph.D. is the Spangler Distinguished Professor of Early Child Literacy at the University of North Carolina at Charlotte where she directs the Reading, Executive function, And Development Lab (READLab) and studies the neurocognitive and affective factors that underlie reading processes and difficulties from preschool through adulthood. Her groundbreaking book, [Executive Skills and Reading Comprehension: A Guide for](#)

[Educators](#), now in second edition, is the first comprehensive text at this intersection. She regularly works with educators throughout the US to better understand and improve reading, and these experiences inform her research.



Genie Deez
Co-Creator, Executive Producer
Phoebe & Jay
LinkedIn: [Genie Deez](#)

Genie is an interdisciplinary scholar, writer, musician, and media producer. He earned his BA from the University of Notre Dame, his MFA in Film/TV Production at the University of Southern California, and is currently completing his PhD at Claremont Graduate University. Genie has produced media that has been featured at the International Human Rights Film Festival, the Deutsche-Bank Frieze Film Festival, the LA LatinX Film Festival, and the United Nations Association Film Festival. Genie’s scholarship explores the history of reading and the cognitive, political, and social processes involved in reading texts today and in the past. He has presented at conferences for the American Academy of Religion, the Society for Biblical Literature, and the International Society for Media, Religion, and Culture. Having grown up a PBS Kid, Genie is excited to create educational programming that empowers others to explore and engage their various worlds and contexts.



Pam Johnson, Ph.D.
Former Executive Director, Ready To Learn
Corporation for Public Broadcasting
LinkedIn: [Pamela Johnson, Ph.D.](#)

Pam Johnson, Ph.D., recently served as Executive Director of Ready To Learn at the Corporation for Public Broadcasting, a school readiness program developed in partnership with PBS KIDS, and propelled by leading children’s media producers and America’s public media stations, thanks to past funding from the U.S. Department of Education and Congress. Prior to joining CPB, Pam served as Vice President for Education and Engagement at Buffalo Toronto Public Media where she spearheaded learning services and advanced innovative initiatives including ThinkBright TV, the Buffalo Professional Development and Technology Center, PBS TeacherLine NY, and *Reading Rainbow’s* national outreach and web priorities. With a passion for exciting children about learning through media, that all began during *Reading Rainbow’s* formative years at the Buffalo station, Pam is also a proud co-author of *Creating Reading Rainbow: The Untold Story of a Beloved Children’s Series* (Irwin, Buttino Sr. & Johnson, 2024).



Anne E. Lund
Senior Director of Content and Curriculum
PBS KIDS
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Anne Lund is Senior Director of Content and Curriculum for PBS KIDS. As part of the Learning & Research team, she helps set and shape the curriculum priorities and strategy for PBS KIDS. Lund provides curricular guidance on various series, reviewing content across media platforms, including television, web, mobile, tablet and early learning and engagement programs, to ensure the curriculum is clearly integrated. She works closely with content producers and advisors to ensure that the content and curriculum accurately reflects a show’s premise and learning objectives.

Lund has spent years in children’s media specializing in educational curriculum development and media research. Before PBS KIDS, Lund worked with media outlets and research groups, such as Nick, Jr., Sesame Workshop and Disney Channel. She also spent time as an elementary school teacher and preschool program director.

Lund earned a BA in Psychobiology from Swarthmore College and a Master’s in Developmental Psychology from the University of Massachusetts, Amherst.



Glen March, MD
Trustee
Ahmanson Foundation

Dr. March is an ophthalmologist with training in Neuro-Ophthalmology at Harvard Medical School and Orbital and Ophthalmic Plastic Surgery at UCLA. He co-founded March Vision Care. He functioned as Chairman and CEO until its sale to United Healthcare. He is co-principal at Strategem Investments, LLC, a private equity firm. He also serves as a trustee of the Ahmanson Foundation.



Ryan Rydzewski
Communications Officer
The Grable Foundation
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Ryan Rydzewski, communications officer for the Pittsburgh-based Grable Foundation, is a father and former teacher. An award-winning writer and speaker, he’s the co-author of the nationally bestselling book, *When You Wonder, You’re Learning: Mister Rogers’ Enduring Lessons for Raising Creative, Curious, Caring Kids*.



Thy Than

Co-Creator, Executive Producer

Phoebe & Jay

Thy Than has worked on studio and independent projects in various roles from storyboard artist and designer to directing and producing. As a filmmaker, her independent animated short films have screened and been honored in multiple film festivals and exhibitions, including Chicago International Children's Film Festival, Brooklyn International Film Festival's kids filmfest, Ojai Film Festival, Australia's Little Big Shots Film Festival, Mumbai's WorldKids International Film Festival and the Walt Disney Family Museum. She received her MFA in Film from UCLA, where she teaches animation.