



NATIONAL INSTITUTE ON  
MEDIA + THE FAMILY



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**National Institute on Media and the Family Selects  
Search Institute as the New Home for its  
Award-Winning Programs**  
***The transition and implementation will begin immediately.***

**(MINNEAPOLIS)** – National Institute on Media and the Family, with support from its founding sponsor, Fairview Health Services, has announced its plan to transition its programs—known for helping parents, teachers and caregivers foster self-discipline, decrease childhood obesity and manage screen-time to raise healthy, self-reliant children—to Minneapolis-based Search Institute.

Search Institute will be receiving the National Institute on Media and the Family and MediaWise® trademarks and Web site content, and award-winning programs *Say Yes to No®*, *Switch®* and *through-U®*.

For 13 years, the National Institute on Media and the Family's resources have helped parents, educators, and caregivers decrease the risks associated with media overconsumption on children's well-being and development. These programs are needed now more than ever. Last week, the Kaiser Family Foundation released a study that states kids ages 8-18 spend 7 hours and 38 minutes, or 458 minutes, a day, glued to a screen.

"We are thrilled that Search Institute will be the new home for these important programs," said Nathan Dungan, board chair of the National Institute on Media and the Family. "Although the decision was not easy, I believe we came up with a plan that will honor the work the National Institute on Media and the Family has accomplished over the last 13 years."

"Search Institute has been a trusted resource for parents, educators and

community leaders for 50 years. We are excited that the work of the National Institute on Media and the Family will not just survive. It will thrive," said Dr. David Walsh, founder of the National Institute on Media and the Family.

Search Institute was chosen because of its established, highly reputable national leadership, programs, and training team, and its ability to articulate how the National Institute on Media and the Family's programs would be quickly incorporated into existing 2010 strategies and plans. The resources and programs will become cornerstones of Search Institute's efforts to reach, support, and equip parents to raise healthy, balanced, and successful children and teens. Many of the resources will be integrated into a new Web site for parents, which will be launched at the end of March. The training offerings and other tools will be woven into well-established communication and distribution systems that serve communities, schools, and other organizations across the United States and around the world.

This plan comes two months after the National Institute on Media and the Family announced it was closing its doors due to its evolving mission and goals, and the challenging economic environment. The National Institute on Media and the Family's assets anticipates transferring its assets to Search Institute in early March.

"The closing of the National Institute on Media and the Family has been a great loss to everyone who is invested in kids' healthy choices and healthy development," said Peter L. Benson, president and CEO of Search Institute. "We are honored to have been selected as the new home for these great resources. We look forward to offering these tools and ideas as part of our efforts to help families, schools, and communities work together to ensure that all children and youth succeed."

Fairview Health Services has supported the National Institute on Media and the Family since its beginning in 1996. Its continued support helped the National Institute on Media and the Family become a leading voice and innovative thought leader on many issues relating to children's development, health and media habits.

The programs and trademarks being transferred to the Search Institute include:

*Say Yes to No*® – Based on Dr. Walsh's best-selling book, the *Say Yes To No* Parent Program brings parents across the nation the knowledge and skills they need to foster self-discipline and self-reliance for children's' success and happiness.

*Switch*® – A program to combat the growing childhood obesity epidemic, *Switch* has encouraged families to Switch what you Do™, Switch what you View™ and Switch what you Chew™.

*through-U*® *Families Become MediaWise* – As the National Institute on Media and the Family's core media habits education program, *through-U* provides the resources necessary for educating parents on the impact of media on children's health, behavior, pre-literacy skills and school readiness.

MediaWise® – The trademark and program name for the resources on

MediaWise.org, an international Web site resource for parents, educators and community leaders.

National Institute on Media and the Family trademark – The organizational name for 13 years of innovation and leading edge research on the impact of media on children’s health, behavior and development.

**About the National Institute on Media and the Family**

The National Institute on Media and the Family is an independent non-partisan, non-sectarian, non-profit organization whose mission is to maximize the benefits and minimize the harm of media on the health and development of children and families. For more information, visit [www.mediawise.org](http://www.mediawise.org).

**About Search Institute**

Search Institute strives to create a world where all young people are valued and thrive. As a leading global innovator in discovering what children and adolescents need to become caring, healthy, and responsible adults, Search draws on extensive research to accomplish its mission of providing leadership, knowledge and resources to promote healthy children, youth, families, and communities. For more information visit [www.search-institute.org](http://www.search-institute.org) and [www.mvparents.com](http://www.mvparents.com).

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