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## Parenting for the Digital Age: The Truth Behind Media's Effect on Children and What to Do About It

*Bill Ratner*

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**Bill Ratner : Parenting for the Digital Age: The Truth Behind Media's Effect on Children and What to Do About It** before purchasing it in order to gage whether or not it would be worth my time, and all praised Parenting for the Digital Age: The Truth Behind Media's Effect on Children and What to Do About It:

1 of 1 people found the following review helpful. Excellent tool for young families and educatorsBy john stoutA few years ago we parents could effectively "pull the plug" on the Boob Tube. But increasingly, in this wireless age of

personalized propaganda, the "screen" is becoming a force to be reckoned with. During Ratner's long and influential career in media marketing, he has seen behind the curtain how admen push our buttons and pull the levers of our lives. Central to the theme of this book is the menacing nuisance of powerful mass marketing targeted directly at kids. Ratner's book offers numerous tactics for taking back and defending the vulnerable territory of our families' hearts and minds. Lengthy interviews with families who have deployed various strategies reveal various levels of success. And there is excellent advice on great activities, like story telling, to fill family time reclaimed from the gadgets and devices. The key, according to Ratner, is to maintain open lines of communication among loving family members. This book will make an excellent tool for young families or educators who wish to begin a constructive dialog about "screen time". 0 of 0 people found the following review helpful. It's a great primer for concerned parents to get involved towards moderating ... By Mike Irizarry Mr. Ratner addresses one of today's most important issues in a way that manages to be both scholarly and extremely personable. Using personal anecdotes from his own childhood and experiences as a parent and a media professional, his dialogue with the reader manages to be very informative without being preachy, panicky, or political. The author's intent is not to scare the reader; television and electronics will always have a place in society going forward, but this book is geared towards creating a dialogue that helps assess the media's overall presence in one's own home. It's a great primer for concerned parents to get involved towards moderating the media onslaught that is pointed at their children on a daily basis. Recommended for parents, grandparents, teachers, or anyone who comes in extended contact with children on a regular basis. 0 of 0 people found the following review helpful. A Book for the Parents of the 21st Century By Sam Joseph Whether you are a parent or just want to understand what is happening with the younger generation, Bill Ratner's book is an incredibly insightful examination of the issues confronting kids today and those responsible for raising them. I laughed and was moved to tears reading the incredible stories from Mr. Ratner's life, stories about his own childhood and stories about raising his own children. So many books dealing with family issues are dry and boring, but not this one. It is perceptive without being preachy, insightful yet accessible, funny but not silly, and most of all it contains enormous wisdom while being thoroughly entertaining. And it gives concrete examples and suggestions helping parents to create a framework to enhance real human to human family communication in this digital age.

From how to deal with cyberbullying to the strange, true stories behind Barbie and G.I. Joe, media insider Bill Ratner takes an inside look at our wired-up world in a fascinating book—part memoir, part parenting guide—for the digital age. Landing his first job in advertising at age fourteen, Ratner learned early that the media doesn't necessarily have our best interests at heart. His career as one of America's most popular voiceover artists and his life as a parent and educator gives readers a first-hand look at the effects of digital media on children and what you can do about it.

Bill Ratner offers that rare and old-fashioned thing that no hand-held device will ever make obsolete: a good old-fashioned story . . . along with a valuable antidote for getting back to what matters most: human relationships." —Joyce Maynard, author of *Labor Day* "Lively and warmhellip; A fine personal narrative." —Kirkus "Lucid and thought-provoking." —Jane Claire, Barnes Noble Books "The well-rounded and vast enthusiasm and curiosity about life of Bill Ratner . . . lends a very warm and up flavor of this book." —Carol Smaldino, Huffington Post "A fantastic book with tips and techniques about parenting in today's digital society but not boring and preachy as one might expect . . . The perfect book for any parent with a toddler to a teenager, a fun, fascinating read." —Heather Janssen, *The Crafty Mommy Blog* About the Author Bill Ratner is an American voice actor. He is best known for being the voice in movie trailers and for being the voice of Flint in Hasbro's syndicated TV cartoon *G.I. Joe*. He reprised the role of "Flintrdquo; in episodes of *Family Guy* and *Robot Chicken*. In addition to his successful career in voiceovers Bill is a master storyteller—National Storytelling Festival Slam Teller, Best of Hollywood Fringe Festival winner, 8-time Moth StorySLAM Winner, published short story writer, essayist, and playwright. He performs his stories in comedy clubs, theatres, taverns, schools, and storytelling festivals across the country.