KEYNOTE SPEAKER · TEDX · EARLY CHILDHOOD AI & SCREEN TIME LITERACY

WILL MAURER



Helping the adults in a young child's world become screen smart and screen safe from the start.

Executive Director, Children's Media Research and Reform Lab (CMRRL)

FEATURED ON **TEDx** / **Parents as Teachers** / **Fathers and Families** / **National Parents Union** / **IJBPE**

ABOUT WILL

Will Maurer is a leading voice in children's media reform, working at the intersection of early childhood development, screen time literacy, and digital wellbeing. After a 20+ year career as a tech and media exec, he brings a rare insider's view of how children's media is designed and delivered, and how those choices impact and interrupt a young child's development.

Becoming a father during the pandemic changed Will's course. Searching for guidance on screen use for his own child, he encountered a wide gap between what developmental science and experts recommend and the realities that families actually face.

At CMRRL, Will turns complex research into screen time literacy, tools and resources for parents and practitioners, ensuring a child's digital ecosystem meets the same standards of care, intention and safety as every other pillar of early childhood.

THOUGHT LEADERSHIP

- **Screen time literacy from birth to five.** Helping families move from confusion to confidence
- **Former children's media insider** now helping families recognize, identify and understand the ingredients in their child's digital media diet
- **Relationally centered tools for attuned co-viewing,** putting caregiver–child connection at the center of media use
- **Parents as Producers™:** Teaching CMRRL's 5D Mirror and ARC Frameworks to help parents and educators create their own developmentally appropriate content
- **AI and technology:** what to know and assess before they're used in homes and schools
- **Developmentally designed digital literacy training and tools** for families, early childhood professionals, home visitors and policymakers

WATCH WILL SPEAK



TEDx TALK

Screen Time for Children Under 2: Fixing a Broken System

cmrrl.org/about#tedx



OPENING KEYNOTE

2026 Parents as Teachers International Conference

cmrrl.org/news

Book Will for your next event

Keynote · hands-on workshop · TEDx screening + Q&A · fireside chat · panel · podcast · advocacy

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