

fore. HBO's relationship with the customer means they put up a show and then sit back and wait for the Nielsen ratings. With YouTube, you can find out in the next minute whether people are watching your video and what they think. There's a much more direct relationship with the customer."

So far, The Whistle has content, distribution, and promotion agreements with the National Football League, U.S. Olympic Committee, Google, YouTube, and Microsoft Xbox; it is in talks with other major sports leagues and expects to have similar partnerships with all of them, along with Sony PlayStation and other gaming consoles. No live, professional-game rights are included; The Whistle's creative team is producing segments from thousands of hours of library sports material held by the pro leagues.

Marketers will surely want to reach this audience as well. West says kids' advertisers fall into two groups: food/beverage, and everything else—including sports, toys, and movies. The Whistle is in the process of signing agreements with major sports brands, such as Nike and Gatorade, but nothing is definitive. He emphasizes that he and his colleagues "have decided that we are only promoting healthy products for kids. You will not see any Big Macs advertised on The Whistle."

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On a personal note, West, a competitive collegiate rower at Worcester Polytechnic Institute, is bothered by the high obesity rate among kids and by how screen-oriented they are: the correlation between the two does not elude him. Wouldn't The Whistle only add to those problems? "We're asked about that a lot," he says. "Our perspective is that kids are already spending seven hours a day on screens, and there are two ways to address that. One is to limit screen time, which I think is a losing battle. Two is to put good content on the screen, which means our getting them outside to play sports and to move while they are watching."

WEST WAS A U.S. Army brat, attending 13 schools in 13 years. He played Pop Warner football (he wasn't very good, but he had fun), a couple of seasons of Little League baseball, and then soccer and tennis in high school. Employees at The Whistle, he notes, have business cards with snapshots of themselves

as kids in their sports gear, "to help us remember the fun in sports, what we all loved about sports as kids." He explains, "For me, growing up, sports taught three things: sportsmanship (don't give up, be a good winner and loser, learn confidence and humility); math and science (I loved running the stats); and nutrition and health. But when I saw my kids and others watching sports on their screens eight hours a day, they weren't getting any of those."

At WPI he found his athletic niche: crew. "That was instrumental for me. I loved the competition and I learned a lot about teamwork and camaraderie: you rely completely on your teammates and they rely on you. If you are not pulling your weight or trying your hardest, you're not going to win," West says. "I was a late bloomer, and through rowing I learned what I was capable of."

In 1988, West graduated with a degree

Oldest Graduates

THE OLDEST GRADUATES of Harvard and Radcliffe present on Commencement Day were 90-year-old Frances Downing Vaughan '44 of Cambridge, and 103-year-old Donald F. Brown '30 of Stow, Massachusetts. The oldest class representative to attend was 103-year-old George Barner '29 of Kennebunk, Maine. All were recognized at the afternoon ceremony. Vaughan, a poet who was named First Poet Laureate at the Harvard Institute for Learning in Retirement, where she has taken classes and taught, said that she loved Cambridge and that the day had been wonderful. "I do miss people I've seen here before who are not here now," she said in an interview. "There is something about the continuity with the past that keeps us going."

According to University records, the oldest alumni also include: Edith M. Van Saun '29, 105, of Sykesville, Maryland; Ruth Leavitt Fergenson '28, 104, of Rockville, Maryland; Rawson L. Wood '30, 103, of Center Harbor, New Hampshire; Elliott C. Carter '30, 103, of New York City; Bertha O. Fineberg '31, 103, of Gloucester, Massachusetts; Sara White Goldberg '29, 103, of Haverford, Pennsylvania; Frances Pass Adelson '30, 103, of Brookline, Massachusetts; Evelyn Sigel Baer '30, 102, of Montpelier, Vermont; Mary Anglemyer '31, 102, of Medford, New Jersey; and Erhart R. Muller '32, 102, of Harvard, Massachusetts.



Clockwise from above: Frances Downing Vaughan, Donald F. Brown (holding a photo of himself on his graduation day), and George Barner