

“It’s a great privilege to make content for this audience”

A conversation with Josh Selig*

What inspired you to create the musical short series Small Potatoes?

I just thought there was something inherently funny about a band of singing potatoes. I wanted them to be unlike any existing preschool band so I borrowed loosely from great bands like the Beatles and the Rolling Stones.

Is it a typical preschool program?

Happily, no. It’s very unusual. And though it was designed to appeal to preschoolers, we have discovered that we have a big following among teenage girls from around the world.

Being a classical TV series, do you make use of other media outlets?

We have a very active international Facebook page with over 1.6 million “likes”. We are also on Instagram, Pinterest, Twitter and Vine, and we create new content for all of the social media sites on a daily basis. Our new feature film is called *Meet the Small Potatoes* and it’s a rock “mocumentary” about the history of the band. The film premiered on the big screen at the New York International Children’s Film Festival and a version of the film airs on Disney Junior in the US. The DVD will be released in North America in April 2013.

What is important for you in storytelling for preschoolers?

For me, it’s important not to talk down to children in any way. Kids are able to appreciate great writing, great music and great comedy. Actually, I believe that human beings peak at age 4. At age 4, we are more creative, more emotional, more honest, and more compassionate than most 40-year-olds. It’s a great privilege to make content for this audience. ■

* A short conversation with Josh Selig, Founder and President of Little Airplane Productions, New York, USA.

