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THE MUSEUM OF TELEVISION & RADIO LAUNCHES *SHE MADE IT: WOMEN CREATING TELEVISION AND RADIO*

**GROUNDBREAKING COLLECTION HIGHLIGHTS
WOMEN IN TELEVISION AND RADIO: WRITERS, DIRECTORS,
PRODUCERS, JOURNALISTS, SPORTSCASTERS, AND EXECUTIVES**

*She Made It to Celebrate Women's Creative and Business Contributions
through a Three-Year Series of Programming and Educational Events*

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*Resources for Scholars, Students and the Public,
including 2,000 Hours of Programming*

(New York, NY & Los Angeles, CA) – October 3, 2005 - The Museum of Television & Radio announced today **She Made It: Women Creating Television and Radio**—a three-year initiative celebrating the achievements of creative and business women in the television and radio industries. Spanning the generations from early trailblazers to current innovators, **She Made It** will honor writers, directors, producers, journalists, sportscasters, and executives. **She Made It** will preserve the legacy of women who have had an enormous impact on our most powerful media.

At the center of **She Made It** is a unique collection of radio and television programming created by women. The **She Made It** collection, a representative portion of which will be available when **She Made It** launches on December 1, will serve as a major resource for scholars, students, industry professionals, and the public. At the end of the three-year project, 2,000 hours of programming compiled both from the Museum's existing collection of over 120,000 programs and from new acquisitions will be available at both Museum locations, in New York and Los Angeles. Seminars, screenings, and an interactive website (www.shemadeit.org) will support this landmark collection.

She Made It will officially launch when the names of the 2005 honorees are announced at an event at the Museum in New York on Thursday, December 1, 2005. Additional honorees will be named in the following two years of the initiative.

“The idea for **She Made It** was driven as much by the extraordinary accomplishments of the female trailblazers in the industry, whose history and identity we wanted to preserve, as by the fact that so many talented women have succeeded in all areas of television and radio today,” Frank A. Bennack, Jr., chairman of the Museum’s board of trustees, said. “What we will try to highlight in the context of our collection is precisely how women have impacted the industry as writers, directors, producers, journalists, sportscasters, and executives.”

“**She Made It** speaks both to the success of women in the industry today, as well as to the achievements of pioneers, many of whom worked against great odds and, just as often, without recognition,” said Marlo Thomas, vice chairman of the Museum’s board.

The women to be honored were selected for **She Made It** by the Museum in consultation with a steering committee comprised of some of the most prominent women working in television and radio today and respected scholars in the academic study of women in media. The steering committee is led by Loreen Arbus and Kay Koplovitz, cochairs of the committee and museum trustees as well as Geraldine Laybourne, Dawn Ostroff, Nancy Tellem and Marlo Thomas.

Leading up to the **She Made It** launch, the Museum will present a seminar series on both coasts beginning in New York on November 10 with *The Women of National Public Radio*. This seminar will bring together many of NPR’s exemplary voices to discuss how women producers, anchors, and reporters have impacted the radio network’s success. On November 16, the Museum will host a panel featuring Wendy Wasserstein, Aviva Kempner, and David Zurawik, that will examine the pioneering achievements of Gertrude Berg and the continuing influence of *The Goldbergs*, the show she created and starred in. On December 8 in Los Angeles, the Museum will gather some of the most prominent women in television, including Barbara Corday, cocreator of *Cagney & Lacey*, to discuss role models, gender issues, and the challenges and satisfactions of women writing female characters. These interactive seminars will be sent via satellite to colleges and universities around the country. In addition, a special screening will be held in Los Angeles on November 29 of ABC’s remake of *Once Upon A Mattress*, introduced by Carol Burnett, Tracey Ullman, and Bob Mackie. Costumes designed by Bob Mackie for the program will be on display in the Bell Family Gallery.

Other programmatic components of **She Made It** will include an interactive website at www.shemadeit.org—featuring biographies, photographs, and webcasts—as well as ongoing screenings celebrating and featuring the work of the 2005 honorees.

The Museum wishes to thank the following foundations, corporations, and individuals for making **She Made It** possible: Loreen Arbus; Kay Koplovitz; Geraldine Laybourne; Marlo Thomas; Joan Ganz Cooney; A&E Television Networks; BET; The Blanche and Irving Laurie Foundation; Disney-ABC Television Group; Harry Winston; Lifetime Entertainment

Services; Martha Stewart Living Omnimedia; MTV Networks; The Rosalind P. Walter Foundation; Time Warner Inc.; USA Network and SCI FI Channel; The Kaplan Thaler Group; Playboy Foundation; Terri M. Santisi; and BMI.

About The Museum of Television & Radio

The Museum of Television & Radio, with locations in New York and Los Angeles, is a nonprofit organization founded by William S. Paley to collect and preserve television and radio programs and advertisements and to make them available to the public. Since opening in 1976, the Museum has organized exhibitions, screening and listening series, seminars, and education classes to showcase its collection of over 120,000 television and radio programs and advertisements. Programs in the Museum's permanent collection are selected for their artistic, cultural, and historic significance.

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The Museum of Television & Radio in New York, located at 25 West 52 Street in Manhattan, is open Tuesdays through Sundays from noon to 6:00 p.m. and until 8:00 p.m. on Thursdays. The Museum of Television & Radio in California, located at 465 North Beverly Drive in Beverly Hills is open Wednesdays through Sundays from noon to 5:00 p.m. Both Museums are closed on New Year's Day, Independence Day, Thanksgiving, and Christmas. Suggested contribution: Members free; \$10.00 for adults; \$8.00 for senior citizens and students; and \$5.00 for children under fourteen. Admission is free in Los Angeles. The public areas in both Museums are accessible to wheelchairs, and assisted listening devices are available. Programs are subject to change. You may call the Museum in New York at (212) 621-6800, or in Los Angeles at (310) 786-1000. Visit the Museum's website at www.mtr.org.