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The Paley Center for Media and Springboard Announce ALLTHINGSMEDIA Venture Capital Forum Showcasing Innovative Media Companies Led By Women

Partnership to Help Female Entrepreneurs Take Media Businesses to Next Level

New York, NY—The Paley Center for Media (formerly The Museum of Television & Radio) in partnership with Springboard Enterprises announced today the creation of **ALLTHINGSMEDIA**—the first venture capital forum to showcase women-led media companies. This groundbreaking forum will showcase the innovations of female entrepreneurs in all areas of the media sector to angel, venture, and corporate investors.

The **ALLTHINGSMEDIA** Venture Capital Forum, which will launch in 2008, is a new project of the Paley Center's **She Made It: Women Creating Television and Radio** initiative, launched in 2005 to identify and recognize women who have made an indelible mark on the world of media.

"Over the last three years, **She Made It** has recognized the contributions of 150 remarkable women in media from writers, directors, and producers, to journalists, sportscasters, and executives," said Pat Mitchell, president and CEO of The Paley Center for Media. "Their work will be a permanent part of the Paley Center collection. With the launch of **ALLTHINGSMEDIA**, the **She Made It** initiative looks to the future of media by empowering the leaders of tomorrow and helping women get access to the capital they need to fuel exciting new businesses in all areas of media."

"**ALLTHINGSMEDIA** offers the unique collaboration of successful women in media and entrepreneurial women who are creating the next generation of media," said Kay Koplovitz, chairman of venture-catalyst Springboard Enterprises and a Paley Center board member. "Since its inception in 2000, Springboard has presented 360 companies that have raised over \$4 billion in growth capital to fuel their businesses. We intend to bring the powerful Springboard and **She Made It** networks to the table to support this innovative program and promote talented women led ventures in the media sector."

The **ALLTHINGSMEDIA** Venture Capital Forum is scheduled for October 30, 2008, following an eight month outreach, recruitment, and coaching program. The forum will recruit women who have launched media-oriented businesses and are seeking institutional equity investment to fund growth. The forum is open to emerging media and entertainment businesses in all sectors including television, radio, print, outdoor, video games, search, social networking, digital services, e-commerce, animation, software, among others.

A committee of leaders in the media, investment, and entrepreneurial communities is currently being formed to serve as recruiters, reviewers, and coaches for the entrepreneurs who will ultimately be selected to present their businesses at the October forum. The goal of the program is to provide talented entrepreneurs with access to both human and financial capital, and to increase quality deal flow to investors.

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Venture-Catalyst Springboard Enterprises is the go-to organization for information about and support for emerging growth ventures led by women. Springboard educates, showcases and supports women entrepreneurs as they seek equity capital and build their businesses. The 360 companies that have been showcased at Springboard forums have raised over \$4 billion in equity, grants and corporate investments to-date.
(www.springboardenterprises.org)

The Paley Center for Media, with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections

between media and society. The general public can access the collection and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit www.paleycenter.org.

At the center of **She Made It** is a unique collection of television and radio programming created by women. This landmark initiative is creating a permanent record of the vital contributions female television and radio creators and executives have made to our culture.

Over 1,500 hours of programming have been collected to date, compiled both from the Paley Center's existing collection of more than 140,000 programs and from new acquisitions. The **She Made It** archives are available for viewing and listening at both Paley Center locations in New York and Los Angeles. Public events highlighting the work of leading women in the industry and an interactive website (www.shemadeit.org) support this valuable collection.