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Ten Days to Application Deadline for ALLTHINGSMEDIA Venture Capital Forum

First Venture Capital Forum to Showcase Women-Led Media Companies

New York, NY—The Paley Center for Media in partnership with Springboard Enterprises announced a nationwide call for applications for ALLTHINGSMEDIA—the first venture capital forum to showcase women-led media companies—on March 24. The deadline for applications is fast approaching; the final day to apply is May 15. This unique forum offers women entrepreneurs an opportunity to showcase their businesses to an audience of angel, venture, and corporate investors.

The ALLTHINGSMEDIA Venture Capital Forum is a new project of the Paley Center's *She Made It: Women Creating Television and Radio* initiative (shemadeit.org), 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 who've broken boundaries in all aspects of the media, from the development of content to the launch of major businesses," said Pat Mitchell, president and CEO of The Paley Center for Media. "With ALLTHINGSMEDIA we're looking to support women in the industry in a new way, by helping them get access to the capital and contacts they need to fuel exciting new businesses in all areas of media."

The launch of the ALLTHINGSMEDIA Venture Capital Forum was celebrated on both coasts, with receptions at The Paley Center for Media in New York on March 13 and at Sun Microsystems in Silicon Valley on March 20.

At the New York reception, Kay Koplovitz, Paley Center trustee and chairman of venture-catalyst Springboard Enterprises, spoke about the origins of the forum and their vision for the future of ALLTHINGSMEDIA.

"ALLTHINGSMEDIA brings together today's media leaders with the entrepreneurs who are working on the next generation of media," said Kay Koplovitz. "Together these two groups will work toward a common goal: to promote the work of talented women-led ventures in the media sector. Since its inception in 2000, Springboard has helped some 360 companies to raise over \$4 billion in growth capital to fuel their businesses; we look forward to helping many more with ALLTHINGSMEDIA."

At the Silicon Valley event, Sun Microsystems CEO and President Jonathan Schwartz addressed an enthusiastic audience of entrepreneurs, digital leaders, and media enthusiasts.

ALLTHINGSMEDIA is open to media-sector businesses with a woman in a key management position who holds a significant equity stake in the company. Emerging media and entertainment businesses in all sectors are eligible, including television, radio, print, digital media, mobile, video games, search, social networking, e-commerce, online advertising, outdoor, animation, software, and others. Further details and application forms can be found online at: www.springboardenterprises.org/vcf/atm. The deadline for applications is May 15, 2008.

Applications will be reviewed in May and June by the Forum Committee—which includes such notable business leaders as David Eun, Vice President of Content Partnerships, Google; Scott Kurnit, Chairman, Kurnit, Inc.; Geraldine Laybourne, Founder, Oxygen Media; Alan J. Patricof, Managing Director, Greycroft, LLC; Heidi Roizen, CEO, SkinnySongs; Jessica Schell, VP, NBC Universal, Digital Media; and Ann Winblad, Cofounder & Managing Director, Hummer Winblad Venture Partners. Successful applicants will then attend coaching sessions led by experienced business leaders to hone their presentations prior to the forum, which will be held on October 30, 2008.

The partner sponsor of ALLTHINGSMEDIA is Maybach. The promoter sponsors are: American Express, Covington & Burling LLP, Google, Merrill Lynch, Mintz Levin, NBC Universal, The Newsmarket.com, PricewaterhouseCoopers, Sun Microsystems, and The Theodore & Renee

Weiler Foundation. Supporters: Fish & Richardson P.C., MediaShare 3000, SoftBank Capital and Solera Capital LLC.

For free video content on ALLTHINGSMEDIA, please log on to www.thenewsmarket.com to preview and request video. You can receive broadcast-standard or streaming quality video (for use on the Web). Flexible delivery options include digital FTP transfer, Beta SP tape, Data-DVD, and streaming download (Flash, QuickTime, and Windows Media). Registration and content is free to the media.

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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.

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