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For Immediate Release:

**TAKE THE LEAD'S SIGNATURE 50 WOMEN CAN CHANGE THE WORLD LAUNCHES
 MEDIA & ENTERTAINMENT PROGRAM FEBRUARY 10**

***Celebration at NeueHouse Hollywood Brings 50 Women from Media & Entertainment Together To Start
 Gender Parity Leadership Initiative in the Heart of the Entertainment Industry***

(Los Angeles, CA)—The lowered lights of NeueHouse Hollywood were in contrast to the high spirits signaling the start of [Take The Lead's 50 Women Can Change The World in Media & Entertainment](#) four-month program.

Taking center stage Thursday, February 2 were two of [Take The Lead's](#) Leadership Ambassadors, Tabby Biddle and Elisa Parker. And facing them, glasses lifted, were the women who had been nominated and finally chosen out of a wide field to be this first class of women in this innovative program.

One of those women, Lolita Lopez, the NBC Los Angeles Investigative Reporter and Anchor reflected, "Standing in this room full of driven and passionate women, we instantly became a community. I knew in that moment - this is only the beginning. What we do here will resonate beyond our fields of work. I hugged my daughter that night and told her we won't let you down." - Lolita Lopez, NBC Los Angeles Investigative Reporter/Anchor

"We are making history here tonight," announced Dr. Nancy O'Reilly, the prominent philanthropist, author, and founder of Women Connect4Good, Inc. "Media and entertainment shape every aspect of our culture. It is truly important to create this platform to create leadership and gender parity by 2025 or sooner. This group here tonight can change how women and girls see and feel about themselves. What you do here will be historical and when we will all find our voices the possibilities are endless."

Sponsored by the generous support of Dr. Nancy O'Reilly, the program has also gained the support of industry leaders, including CBS and HBO. Tiffany Smith-Anoa'i, EVP, Entertainment Diversity, Inclusion and Communications, said of CBS's decision to join in: "Take The Lead works diligently to put more women on the map, and the #50WomenCan initiative further empowers them to tell their stories. We're proud to stand behind their mission of reaching gender parity in the industry, and we're committed to seeing more women-led content on the screen."

In addition to Dr. O'Reilly, Ramona Orley, Membership Director, NeueHouse Hollywood welcomed the new 50 Women cohort with "We want you to think of this as your home." Orley says "NeueHouse is a community of entrepreneurs and creative leaders. Our workspaces are designed to inspire new ideas, encourage new connections and provoke fresh perspectives. We're excited to partner with Take The Lead's #50WomenCan for

a series of panels, screenings, and salons and offer the 50 Women Cohort a discount for a Reserve, Gallery or Resident Membership through 2018."

Also speaking that night was Monique Coleman, #50WomenCan Advisory Member, Actress, Producer and Global Youth Advocate, who told the group: "It's time for women to not just have a voice, but to use that voice to make an impact on this industry and the world." Monique was one of nine Advisory Committee members who helped select the 50 women cohort.

Wrapping up the evening's presentation, Elisa Parker, activist and co-founder and host of the award-winning program "See Jane Do" and co-Director of the 50 Women Can Change the World in Media & Entertainment with Tabby Biddle (bestselling author of *Find Your Voice*) introduced a Superpower networking activity that asked each woman to identify her particular superpower (i.e. relationship building, intelligence, intuition, getting things done) and then share with at least one or two other women now part of their cohort.

The women were ready to tackle the significant challenges their industry faces and they were ready to see this program as the right first step. Ana Flores, the founder and CEO of #WeAllGrow Latina Network proclaimed: "Being at the #50WomenCan Flagship Reception I felt like a fire was lit in me. The collective energy of the women in the room validated my vision of women helping other women grow and thus effectively changing the way business is done and content is created and distributed. I could feel the change is no longer a request, but a mandate and we're all ready to play our role in it."

Added Alicia Ontiveros, Senior Producer, Q Creative, "The industry is ripe for change, but it's going to take true commitment from stakeholders at every level and sector of the business to make that change meaningful and lasting. I'm proud to have the opportunity to collaborate with so many successful women about how we can bring this industry into a new more equitable and profitable future. This initiative couldn't have come at a better time."

The women who make up [50 Women Can Change The World in Media & Entertainment](#) represent many aspects of the industry. There are broadcasters, filmmakers, producers, performers, directors and media company founders and more. The women will begin the formal program with their first taste of the curriculum in a two-day immersion program beginning on Saturday, February 10th.

After that, the group will have a series of one-day trainings in March, April and May, as well as online webinars. The program will end with a *Partners for Parity Soiree* at the Doheny Mansion at Mount Saint Mary's University in Los Angeles. The four-month special program will cover critical areas of professional change including:

- * Asking for what you want (funding and financing);
- * Legal insight for women in the industry;
- * Tools to navigate difficult people and situations within the industry;
- * Supporting industry game changers—and becoming one;
- * Self-care and personal development;
- * Creation of a personalized leadership action plan that will be aided and followed up on throughout the year by the program's managers.

The program is based on [Take The Lead's](#) core curriculum, the "9 Leadership Power Tools to Advance Your Career," that teaches women how to lead with a new definition of power. Created by legendary social justice activist, Gloria Feldt in her bestselling book, ***No Excuses***, the 9 Leadership Power Tools are proven to accelerate women into leadership. Feldt recognized early on that while numerous studies all analyzed the problem, what was needed was an actionable program that could be adapted to various industries and sectors and a network for women to support each other when the programming finished. Over a million women have been helped by [Take The Lead's groundbreaking programs](#), moving up in their careers and industries.

The [50 Women Can Change The World in Media & Entertainment](#) will hold their gatherings at Mount Saint Mary's University, a partner with Take The Lead. Each year, Mount Saint Mary's produces a Report on the Status of Women and Girls in California™ that highlights issues of gender inequity across the state. When Mount Saint Mary's next statewide gender equity report comes out in March 2018, the research presentation will include a discussion on how "50 Women Can Change the World in Media & Entertainment." A one-year collaborative research study assessing the impact and efficacy of the 50 Women Can Change the World in Media & Entertainment is in the planning stages.

Emerald Archer, Ph.D., Director of the Center for the Advancement of Women at Mount Saint Mary's University, says of this working relationship: "We and the Center for the Advancement of Women are proud to partner with the 50 Women Can Change the World initiative. We are dedicated to leveling the playing field so that women across industries can experience gender parity. The entertainment industry is no exception. This initiative, along with our work with students in the Mount Saint Mary's Film, Media, and Social Justice program, will shape the new leadership, redefine power, and transform the industry to be more gender equitable. We can't wait to see how this first cohort of leaders changes the landscape for women in entertainment."

About Take The Lead

[TAKE THE LEAD](#) prepares, develops, inspires and propels women to take their fair and equal share of leadership positions across all sectors by 2025. It's today's women's movement — a unique catalyst for women to embrace power and reach leadership parity. Co-founded by Gloria Feldt and Amy Litzenberger in 2014, the organization offers webinars, corporate training, leadership programs, an award-winning newsletter, Virtual Happy Hour interview programs bringing today's top movers and shakers to discuss their careers and lives online. www.taketheleadwomen.com

For additional information on the **50 Women Can Change The World in Media & Entertainment**, contact Elisa Parker at elisa@seejanedo.com

For additional biographical material on the cohort: <https://docs.google.com/document/d/1nFXLGDmyAg09jZotx1iYw8nDMNp2PBWtBEzwnnuacvE/edit>