



BREAKTHROUGH WOMEN IN SCIENCE AND MEDICINE

ABOUT

Since 1915, the American Medical Women's Association (AMWA) has been committed to the advancement of women in science and medicine.

MISSION

This documentary project is designed to spark interest, dialogue, and contribute to the advancement of females in healthcare and other STEM career fields.

The American Medical Women's Association (AMWA) and Capital Media Group Inc (CMG) are working together along with multiple science, medical and healthcare organizations in order to produce this compelling independent documentary series for national broadcast on public television, local cable channels and documentary television networks along with distribution to fifty-thousand (50,000) K-12 U.S. schools and three thousand five hundred (3,500) Public and Academic libraries.

The series will highlight the contributions of women to the field of medicine and explore the varied experiences of women physicians from the early "doctresses" to modern day female medical students, physicians, scientists and medical executives.

The documentary series will consist of thirty (30) minute episodes produced by award winning independent journalists, producers and directors utilizing exceptional storytelling, 4K production quality in-depth interviews and footage filmed on location within various healthcare, science and technology locations with today's healthcare leaders, medical pioneers and historical experts along with supporting historical images.

AMWA and it's supporters find value in documenting both the historical and modern roles women are playing in science and medicine. The impact and contributions these women are having in science and healthcare need to be celebrated. Please join us to support this landmark series.

DISTRIBUTION

This documentary series will reach a large U.S. broadcast viewership and a targeted audience of educators, community leaders, advocates, and policymakers.

CMG is working with WXEL as our Public Television launching station which will be submitting this 60 minute documentary series to Public Television national syndication services on behalf of CMG.

About Public Television:

Public Television is the No. 1 source of educational media content for class-room ready digital learning experiences to engage students. In a typical month, nearly 100 million people watch their local PBS stations. (Nielsen Power, October 2014)



To inspire young women to pursue STEM fields of study CMG will be distributing the film to 50,000 K-12 schools nationwide through our relationship with SchoolTube. As of 2013 SchoolTube has registered users representing over 50,000 K-12 schools uploading over 1,000 videos per day.



CMG's distribution also includes multiple educational publishers reaching 3,500 Public & Academic libraries. More TV and web distribution is planned for this series.

HD PROGRAM FORMAT

General Audience: Ages 13+
Male and Female
All Ethnicities
Not yet rated
Run Time: 56 min 40 seconds
Closed Captioned: Yes
Episodic Budget: TBD

GRANT SUPPORT

All financial supporters will be identified through Public Television compliant video billboards and credits. The video billboards meet public television standards and are displayed at the open and close of the documentaries.

INDUSTRY SUPPORT

The following organizations have endorsed this national documentary project with AMWA and the list of supporters continues to grow each week:

- American Medical Association
- American College of Physicians
- American Medical Student Association
- American Association for Physician Leadership
- American Association of University Women
- Association of Women in Science
- Association of Women in Forensic Science
- Association of Women Psychiatrists (AWP)
- Asian Pacific American Medical Student Association
- Medical Women's International Association (MWIA)
- National Association of Professional Women (NAPW)
- National Physician's Alliance
- Doctors for America
- National Hispanic Medical Association (NHMA)
- Sex and Gender Women's Health Collaborative
- Society of Women's Health Research
- Women Executives in Science & Healthcare
- Women in Endocrinology
- Women in Nephrology
- Women's Dermatologic Society
- Physicians for Reproductive Health
- Ruth Jackson Orthopaedic Society
- National Council on Women's Health
- Medical Student Press
- RENEW
- Vision2020
- Armed Forces Television and Radio...

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