



FOR IMMEDIATE RELEASE

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**ONE DAY IMMERSION IN MEDIA, ENTERTAINMENT & TECHNOLOGY AND GIRLS INC.
PARTNER TO SUPPORT NEXT GENERATION OF MEDIA INDUSTRY INNOVATORS**

**Girls Inc. Awarded ODI Scholars Grant and Six Students Provided Opportunity to Attend
Oct. 20 Conference in NYC**

NEW YORK – The Executive Committee for the 2017 One Day Immersion in Media, Entertainment & Technology (ODI) collegiate conference announced today that it has awarded Girls Inc. of Greater Philadelphia and Southern New Jersey and Girls Inc. of New York City ODI Scholars Grants. As part of this grant, it will also provide six Girls Inc. students from Philadelphia and New York the opportunity to travel to and attend the 2017 ODI event, in association with Pace University's Lubin School of Business and supported by the Emma Bowen Foundation, on Friday, October 20 at the Michael Schimmel Center for the Arts at Pace University in New York.

For an entire, intensive day, One Day Immersion pulls back the curtain and connects the industry's most influential media and technology executives with students and recent grads — our next generation of tech savvy, creative trailblazers. This one-day program offers unprecedented networking opportunities with some of today's most successful entertainment and media imaginative thinkers, and includes interactive panel discussions with media executives, and the chance to learn about internships and job opportunities. The 2017 One Day

Immersion in Media, Entertainment & Technology will feature a keynote interview by Time Warner Inc. Chairman and CEO, Jeff Bewkes.

The ODI Scholars program is spearheaded by Cable TV Pioneers and industry benefactors, Zenita Henderson, director, marketing operations and business development, Society of Cable Telecommunications Engineers/International Society Broadband Experts, and board member, Girls Inc. of Greater Philadelphia and Southern New Jersey; and Matt Aden, vice president sales and sales operations, Society of Cable Telecommunications Engineers/International Society Broadband Experts. Henderson and Aden created the program with their vision of driving diversity and encouraging college students to seek STEAM (Science, Technology, Engineering, Arts and Math) careers in the cable telecommunications industry.

“We are thrilled to partner with Girls Inc. this year to provide six well-deserving young women the opportunity to meet and learn from some of today’s top media and entertainment executives, and to share their creative ideas and passions as the next generation of media industry innovators,” said Aden. “This will be an unforgettable experience for them, and we are pleased to welcome them as our guests for the day.”

With a mission to inspire all girls to be strong, smart, and bold; Girls Inc. responds to the changing needs of girls through research-based programs and public education efforts that empower girls to understand, value, and assert their rights. Girls Inc. serves over 150,000 girls annually through 83 affiliates.

“At Girls Inc., we provide girls with the tools they need to be strong, independent women. Career exploration is a critical component of this goal,” said Dena Herrin, executive director of Girls Inc. of Greater Philadelphia and Southern New Jersey. “One Day Immersion will help introduce these young women to careers they might not have encountered and allow them the opportunity to speak with women who have successfully navigated careers in this fast-paced and intriguing industry.”

Pam Maraldo, CEO of Girls Inc of New York City also expressed a high level of enthusiasm about their participation: "We are excited about having girls participate in this extraordinary program; experiences like the One Day Immersion are the key to creating the leaders of groundbreaking new developments in media of the future. It's an unprecedented opportunity."

The One Day Immersion Executive Committee includes: Zenita Henderson; Robert Miner, president, Miner & Co Studio; Craig Parks, vice president, programming, Comcast/Watchable; Evan Shapiro, veteran programming executive and founder of Seeso; and Dolly Wolf, owner, Dolly Wolf Enterprises, LLC. For a complete list of ODI Advisory Committee Members, please visit www.onedayimmersion.com.

For 2017 - NYC and Denver, and 2018 - NYC and Atlanta, sponsorship and speaking opportunities, contact Dolly Wolf at dolly@onedayimmersion.com.

About Dolly Wolf Enterprises/One Day Immersion

Formed in 2012, and building upon the momentum of the past 12 years of producing collegiate lectures and conferences, Dolly Wolf Enterprises strives to offer unprecedented access to top media digital executives for college students, and to create an authentic connection of media leaders, with the best and brightest college students and recent graduates. The company produces conferences where executives share their paths to their current positions, and provide insights and opportunities into the innovative and fast-moving industry. ODI fosters strategic relationships for students and executives, as they build mentorships, focused career plans, and ultimately, provide job placement. For more information, visit www.onedayimmersion.com.

About Girls Inc.

Girls Inc. inspires all girls to be strong, smart, and bold through direct service and advocacy. Our comprehensive approach to whole girl development equips girls to navigate gender, economic, and social barriers and grow up healthy, educated, and independent. These positive outcomes are achieved through three core elements: people - trained staff and volunteers who build lasting, mentoring relationships; environment - girls-only, physically and emotionally safe, where there is a sisterhood of support, high expectations, and mutual respect; and programming - research-based, hands-on and minds-on, age-appropriate, meeting the needs of today's girls. Informed by girls and their families, we also advocate for legislation and policies to increase opportunities for all girls. Join us at www.girlsinc.org.

About the Lubin School of Business at Pace University

Globally recognized and prestigiously accredited, the Lubin School of Business integrates New York City's business world into the experienced-based education of its students at Pace's suburban and downtown campuses, implemented by the region's largest co-op program, team-based learning, and customized career guidance. Its programs are designed to launch success-oriented graduates toward upwardly mobile careers. www.pace.edu/lubin.

About Pace University

Since 1906, Pace University has educated thinking professionals by providing high quality education for the professions on a firm base of liberal learning amid the advantages of the New York metropolitan area. A private university, Pace has campuses in New York City and Westchester County, New York, enrolling nearly 13,000 students in bachelor's, master's, and doctoral programs in its Dyson College of Arts and Sciences, Lubin School of Business, College of Health Professions, School of Education, School of Law, and Seidenberg School of Computer Science and Information Systems. www.pace.edu.

About the Emma Bowen Foundation

Over our 26-year history, the Emma Bowen Foundation has provided internships for almost 800 students of color. We believe the key to our continued success is a top-down commitment to diversity, a spotlight on excellence, and careful monitoring of our students' and graduates' on-going progress — a “leave nothing to chance” approach focused on results.

When they graduate, our fellows join a distinguished group of alumni. Over 65% of our alumni remain in media and 72% of 2015 graduates are employed in the industry. They work for major media companies across the country in fields ranging from production to finance to public affairs. They are account executives, analysts, and on-air reporters; Emmy and Peabody award winners; and key members of the industry from the edit room to the boardroom.

www.emmabowenfoundation.com.

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