



C-SPAN teams with White House Historical Association for new feature series: “First Ladies: Influence and Image”

(May 9, 2012) -- C-SPAN is announcing a two-year feature series on the First Ladies, examining their private lives and the public roles they played in the White House. Produced in cooperation with the White House Historical Association, each week “First Ladies: Influence and Image” will feature the women who served in the role of First Lady over 44 administrations. This project is the first of its kind -- a comprehensive biography series of the First Ladies produced for television.

C-SPAN and the White House Historical Association also will collaborate on a video-rich website to accompany the series. The interactive site will feature historic letters, documents and photographs, classroom resources, biographies, timelines, and additional resources.

Peabody Award winning C-SPAN feature producer Mark Farkas will executive produce the series (picture: <http://bit.ly/IUuxZR>)

Season One, from Martha Washington through Ida McKinley, debuts Presidents Day 2013 (Feb. 18) and continues on C-SPAN every Monday in prime time until June 2013 (15 programs). Season Two, from Edith Roosevelt to the present, debuts September 2013 and continues on C-SPAN every Monday in prime time until Feb. 2014 (20 programs).

A four-person committee will advise the project:

- Richard Norton Smith -- Presidential historian at George Mason University and former head of five presidential libraries. He is a regular advisor to C-SPAN on history-related programming, including most recently C-SPAN’s feature documentary series “The Contenders”
- Edith Mayo – Curator emeritus in political history at the Smithsonian's National Museum of American History. Her books include *First Ladies: Political Role and Public Image* and *The Smithsonian's Book of First Ladies*
- Rosalyn Terborg-Penn – Historian and author, focusing on 19th and 20th century African American history and American women's history. Her books include, *African American Women in the Struggle for the Vote, 1850-1920*. She is University Professor Emerita, Morgan State University.
- William Seale – Historian and editor of *White House History*, the award-winning journal of the White House Historical Association. Author of *The President’s House* and other books about American history and architecture

About the WHHA:

The White House Historical Association is a charitable nonprofit institution whose purpose is to enhance the understanding, appreciation and enjoyment of the White House. To fulfill its purpose, the White House Historical Association produces educational literature and films, school programs, and maintains a website interpreting the White House and its history and the persons and events associated with it. From private funding and the sale of its educational products, the Association supports the acquisition of artwork and objects for the White House collection and contributes to the conservation of the public rooms. www.whitehousehistory.org

About C-SPAN:

Created by the cable TV industry and now in over 100 million TV households, C-SPAN programs three public affairs television networks in both SD and HD; C-SPAN Radio, heard in Washington DC and nationwide via XM Satellite Radio; and a video-rich website which hosts the C-SPAN Video Library. Visit <http://www.c-span.org/>.