

**INDIVIDUAL PROJECT/ PROGRAM/ EVENT 2011-2012:**

**Note: Any program since last year's deadline is eligible.**

**Category: (Please circle or highlight the category for which this program is being submitted.)**

- Women - Education - Community - International - Cultural - Diversity - Public Policy

**Title:** Women at the Front

Part I:

- 30
- Other community groups** involved, if any (list):(5 points) WPBS public broadcasting ✓
  - Number of members involved in planning or putting on** the program (5 points) 11 ✓
  - Number of nonmembers involved** in the program (5 points) 2 ✓
  - Number of members who attended or benefitted** (5 points) 24 ✓
  - Number of nonmembers** who attended or benefitted (5 points) broadcast via PBS ✓
  - Number of new members** who joined (if any)(5 points) 3 ✓

Part II:

**Describe** your project/ program/ event in 75-150 **words**. Be sure to include:

- how the project addressed **AAUW's mission** (15 points)
- branch goals** in doing this program (10 points)
- specific action steps** in planning this program (15 points)
- steps taken for **community visibility** (Attach newsletter and newspaper articles.)(10 points)
- measurable **impact on the community** (10 points)
- lessons learned** for future programs/ projects/ events (10 points)

**Attach copies** of newsletter and newspaper articles about this project/ program/ event.

(No more than 4 pages maximum)

**Mail or email** the original of your entire application with supporting materials to:

- Peggy Kelland, AAUW-NYS Program Vice President
- 13 Susan Lane, Poughkeepsie, NY 12603

[smkell45@aol.com](mailto:smkell45@aol.com)

Questions? (845)297-0507

Women at the Front, was a three-pronged program which addressed the themes of women and war and women in leadership roles in the community. The three segments included:

- Panel discussion of women in the military / women veteran's (September 21, 2011)
- Underwriting of the PBS series *Women: War and Peace* (October – November 2011)
- Live panel discussion among women community leaders in New York and in Canada (broadcast via WPBS October 11, 2011)

The program was advertised via the Branch newsletter, Branch Blog, handbills and table tent advertisements, in press releases and announcements through WPBS.

Through the underwriting opportunity, the visibility of AAUW (logo, mission statement) was broadcast throughout the entire WPBS viewing area of Northern New York and Canada multiple times during the live panel discussion and the 5-part televised series *Women: War and Peace*.

The collaboration with WPBS netted two new members from the station and a partner for future projects. The program also allowed us to collaborate with other Branches in our District (St. Lawrence and North Country also shared the underwriting and a member of St. Lawrence Branch moderated the military panel).



Jefferson County AAUW

# Women AT THE FRONT

In partnership with the American Association of University Women (AAUW), moderator Andrea Pedrick hosts a "live" panel discussion regarding the roles of women in leadership positions. Whether it's the home front or the battle front, class room or board room, WPBS and the AAUW explore issues facing "Women at the Front."

**Tune in to WPBS: Tuesday, October 11 at 7:30**

Hosted by: Andrea Pedrick

Panelists: Dr. Carole McCoy      Dr. Estevez  
Judy Getner                      Karen McCrimmon

Created to coincide with *Women, War & Peace*, a new 5-part series, which uncovers the untold stories of women's strategic role in global conflict and premieres Tuesday, October 11 at 10 pm on PBS.

Narrated by actors Matt Damon, Geena Davis, Tilda Swinton and Alfre Woodard

Learn more about women's changing roles in today's wars at [womenwarandpeace.org](http://womenwarandpeace.org)

Women at the Front is brought to us by: Women and Girls Lead, a multiyear public media initiative presented by ITVS, and the Northern New York Branches of the AAUW



# Women AT THE FRONT

Dinner and panel on issues facing active duty women and women veterans

**Wednesday, September 21, 2011**

Moderator: Dr. Jennifer L. Ball

Panelists: Lisa Lynch  
Addie J. Russell  
SGT. Darlene Martinez

## Panelists:

**Jennifer L. Ball** is a historian specializing in gender and sexuality in the Humanities and Social Sciences Department at Clarkson University. She received her MA and Ph.D from Purdue University. Her historical research focuses on the history of contraception in Connecticut, 1940-1965. Her research on contemporary issues focuses on media literacy as it relates to gender and sexuality. She has a background in non-profit advocacy, management and resource development. Dr. Ball is the Program Director and co-founder of Value U., a bystander intervention and media literacy initiative promoting pro-social behavior in students from grade 7 through college. Her teaching interests include gender, sexuality, social activism, historical media studies, social documentation and digital humanities.

**Addie Jenne Russell** represents the 118th Assembly District, also known as the "River District," which follows the St. Lawrence River from northeast Lake Ontario to Massena and borders Fort Drum and the Black River to the east. Mrs. Russell was formerly an attorney at Conboy, McKay, Bachman & Kendall, LLP, where she practiced in the areas of trust and estate administration, real estate, guardianships, elder law and estate planning. She was elected to the Assembly in 2009. She is chairwoman of the Assembly's Subcommittee on Women Veterans and a member of the Committee on Agriculture; the Committee on Corporations, Authorities and Commissions; the Committee on Economic Development, Job Creation, Commerce and Industry; the Committee on Energy; the Subcommittee on Export Trade; the Committee on Local Governments; and the Committee on Veterans' Affairs. She lives in Theresa with her husband, James; son, Aaron; and daughter, Cora.

**Sergeant Darlene D. Martinez** joined the Army in July 2002 as a Human Resource Specialist. She was assigned to the 55th PSB in Friedberg Germany where she deployed in support of Operation Iraqi Freedom. During 2007 to 2009 she completed assignments with Training Commands as a Drill Sergeant and later as a Retention NCO. In 2009 SGT Martinez completed training at Fort Leonard Wood, Missouri, and was assigned to the 511th Military Police Company Fort Drum New York as a Team Leader. She is currently assigned as the IO, PAO, and MRT for HHD 91st Military Police Battalion, 10th Mountain Division, Fort Drum New York.

SGT Martinez has received awards and decorations including: ARMY Achievement Medal (4), National Defense Service Ribbon, Iraqi Campaign Medal (CS), Global War on terrorism Service Medal, Noncommissioned Officer Professional Development Ribbon, Army Service Ribbon, Overseas Service Ribbon, Good Conduct Medal and the Purple Heart.

SGT Martinez and her husband, Robert Vega, have two children, Crystal and Robert.

**Lisa Lynch** is a retired Marine Veteran, she served from 1979-1983 as an Electrical Equipment Repairer at Camp Pendleton, California, and is a member of the Marine Auxillary League. Ms. Lynch, a graduate of Indian River High School originally lived in New Jersey and moved to Philadelphia, NY when she was 11 years old. Currently, Ms. Lynch is employed at the Italian American Club.



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## **October 11, 2011**

WPBS and District 7 AAUW have joined together to bring you *Women* at the Front a “live” panel discussion regarding the roles of women in leadership positions. Come meet our panelists at a reception starting at 6:30 p.m. at WPBS, 1056 Arsenal Street, Watertown, and become part of the “live” studio audience during the broadcast of the panel discussion from 7:30-8:00 p.m.

*Women* at the Front will launch a WPBS 5-part series titled “Women: War and Peace” which will air Tuesday nights beginning October 11.

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