



THE PALEY CENTER FOR MEDIA

THE PALEY CENTER FOR MEDIA TO LAUNCH THE JAMES P. JIMIRRO MEDIA IMPACT SERIES

The Annual Series Will Launch on September 27, 2017

NEW YORK, NY — August 15, 2017 — The Paley Center for Media today announced that Mr. James P. Jimirro, creator and founding President of The Disney Channel and Walt Disney Home Video, has made a \$1 million gift to establish an endowment for *The James P. Jimirro Media Impact Series*. The annual program which will launch on September 27, 2017.

The goal of *The James P. Jimirro Media Impact Series* will be to cast light on the role of media in influencing thought and behavior. Designed to reach media professionals, students, and the public at large, the series will aim to encourage careful consideration of media's impact on society and, accordingly, foster more critical viewers and readers. The first program in the series *Clash of the Titans: The Continuing Tensions Between the Presidency and the Press*, will reflect on the complicated relationships between U.S. presidents and the media from President Franklin D. Roosevelt to President Donald J. Trump. The program, moderated by author and journalist Thomas Frank, will feature Ari Fleischer, former Press Secretary to President George W. Bush; Nancy Gibbs, Editor-in-Chief *Time* magazine; Bill Hemmer, Co-anchor, *America's Newsroom*; Joe Lockhart, former Press Secretary to President Bill Clinton; and *60 Minutes* correspondent Lesley Stahl. Additional participants will be announced at a later date.

"The role of media in our society has always played a significant part in my life and work, and I'm honored to partner with the Paley Center on this timely program," said Mr. Jimirro. "Combining my interest in this area with the extraordinary resources, talent, and reach of the Paley Center promises to be an important and meaningful ongoing series."

"This is a truly historic gift for the Paley Center, and we are grateful that through Mr. Jimirro's generosity we are able to produce this informative series, that will spark thought-provoking discussions," said Maureen J. Reidy, the Paley Center's President & CEO. "This speaks to the Paley Center's mission since its founding by William S. Paley forty years ago."

Throughout his forty-plus year media career, Mr. Jimirro developed a reputation of a true pioneer. As founding President of The Disney Channel, he was responsible for the conception, development, and launch of the fastest-growing pay service in history. From 1979 to 1985, Mr. Jimirro was President of Walt Disney Home Video and during this period he introduced a number of innovations in the marketing of home video, among them the world's first home video direct marketing campaigns.

This new series not only continues Mr. Jimirro's legacy as a media innovator, but will also build on the Paley Center's ongoing programming that explores the role of media and technology in shaping public discourse on important social, cultural, and political issues.

For more information please visit paleycenter.org

Media Contact: Teresa Brady, The Paley Center for Media, tbrady@paleycenter.org, 212-621-6697

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About The Paley Center for Media

The Paley Center for Media, a 501(c)(3) nonprofit organization with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the Paley Center's permanent media collection which contains over 160,000



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television and radio programs and advertisements, and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit paleycenter.org