



THE PALEY CENTER FOR MEDIA

THE PALEY CENTER FOR MEDIA APPOINTS JOANNA SCHOLL SENIOR VICE PRESIDENT, MARKETING & COMMUNICATIONS

June 12, 2018, New York, NY – The Paley Center for Media, the entertainment industry’s leading nonprofit, has named Joanna Scholl Senior Vice President, Marketing & Communications beginning June 11, 2018.

Ms. Scholl comes to the Paley Center from HBO, where she most recently held the position of Vice President, Consumer Marketing & Strategy. She will lead the strategic development and execution of marketing, public relations, promotional, and sales campaigns that will continue to build and optimize the Paley brand and mission.

During her tenure at HBO, Ms. Scholl led the development, execution, and company-wide alignment of integrated, buzz-worthy consumer marketing campaigns and innovative partnerships, experiential promotions, and creative for HBO original series, miniseries, films, and documentary films. She played a leadership role overseeing some of the network’s most high-profile, innovative and award-winning marketing campaigns for a wide range of programming including *Game of Thrones*, *Westworld*, *Big Little Lies*, *Girls*, *Silicon Valley*, and *Ballers*, among others. She also launched the campaigns for landmark series including *The Sopranos*, *Sex and the City*, *Six Feet Under*, and *The Wire*.

“We’re thrilled to welcome Joanna to The Paley Center for Media,” said Maureen J. Reidy, the Paley Center’s President & CEO. “With over twenty years of expertise, Joanna will play a crucial role in the Paley Center’s continued growth, and we look forward to the many exciting initiatives she will launch on the Paley Center’s behalf.”

“I am excited to join The Paley Center for Media at this seminal moment in media and emerging technology,” said Ms. Scholl. “I look forward to driving the strategic marketing vision and contributing to the global expansion for an organization that I have long admired.”

Ms. Scholl is also the recipient of multiple industry awards including CTAM, Mark, Effie, Promax, Cannes Lion, Davey, and Buzz Awards. She received the VentureFuel Visionary Award, the Dale Carnegie Highest Achievement in Leadership Award, and the Petrie French Language Award. In 2010, she was named the recipient of the Andrew Heiskell Community Service Award, an annual award recognizing Time Warner employees globally who have made exceptional contributions to public service. She currently serves on the Board of Directors for the Orphaned Starfish Foundation, whose mission to help orphans, victims of abuse and sex trafficking, and at-risk youth, break the cycles of abuse and poverty through computer based education, job training, and job placement assistance. She received a bachelor’s degree in English and French from Lafayette College in Easton, Pennsylvania.

For more information on The Paley Center for Media please visit paleycenter.org.

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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. 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 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.



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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.