



MEDIA ALERT

For Immediate Release

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GIRLTALK RADIO: SEASON 2 AIRS STARTING JANUARY 3 *PROGRAM ENCOURAGES GIRLS PARTICIPATION IN SCIENCE AND MATH*

PITTSBURGH, PA— Twenty girls will break into radio broadcasting in January with the launch of GirlTalk Radio: Season 2, an initiative to encourage girls ages 11 – 15 to explore careers in science, technology, engineering and math.

An initiative of the Girls, Math & Science Partnership (GMSP), a program of Carnegie Science Center and the award-winning weekly public radio program The Saturday Light Brigade, GirlTalk Radio: Season 2 launches Saturday, January 3, as a segment of The Saturday Light Brigade.

The 20 participants, in grades 6 – 10, conducted interviews with eight women scientists, including a research scientist at the UPMC Hillman Cancer Center, a senior software engineer at Google, the founder of the University of Pittsburgh Technology Leadership Institute, and an engineer who launched a solar and wind power company on her Native American reservation. Chosen by application, each girl dedicated a month of Saturdays during the fall to learning interview techniques and digital recording and audio production skills in preparation for their interviews.

“Research shows that girls in this age group are less inclined to continue their interest in science and technology unless there is a personal connection,” said Jennifer Stancil, Girls, Math & Science Partnership executive director. “GirlTalk Radio connects girls with successful women scientists that they might not have access to otherwise. The goal of the program is to help girls around the country make that same type of personal connection by broadcasting the interviews over the radio, in classrooms and afterschool programs and making them available online.”

The second season of GirlTalk Radio will broadcast through March as a segment of the award-winning weekly public radio program The Saturday Light Brigade, and will be available as podcasts on the websites of the Girls, Math & Science Partnership (www.braincake.org) and The Saturday Light Brigade (www.slbradio.org).

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In addition, the interviews will be available on CD within *The Girl Solution: A Gender Equity Toolkit* and its companion kit for girls, *CanTeen*, distributed by GMSP.

"It's amazing what these girls have done over the past months," said Larry Berger, executive director of The Saturday Light Brigade. "During the interview process, they learned the technical aspects of interviewing and audio production, but also the great responsibility that comes with broadcast journalism. Each of the participants took this very seriously and conducted very professional interviews. It was a very powerful experience for the participants."

"We're very excited about the launch of the second season of GirlTalk Radio," said Stancil. "The first season was extremely successful and popular, and the more girls we bring into program, the greater the likelihood girls around the country will listen and understand there are opportunities for them in science and technology careers. The women we connected them with are extraordinary as well, providing very real role models for these girls. And we've just scratched the surface."

The Girls, Math & Science Partnership is currently looking for girls to participate in future GirlTalk Radio programs. To get more information, email admin@BrainCake.org.

Girls, Math & Science Partnership

The Girls, Math & Science Partnership (GMSP) was created to address issues regarding girls, their participation in science, and the expansion of their opportunities in and influence on the science and technology workforce. Working with girls ages 11–17, their teachers, parents and mentors, GMSP draws organizations, stakeholders and communities together in an effort to ensure that girls succeed in math and science. The partnership's mission is to engage, educate and embrace girls as architects of change. In 1999, The Heinz Endowments began collaborating with the Alcoa Foundation and Family Communications, Inc. to incubate the partnership, establishing its commitment to scientific literacy projects. GMSP's successful website, www.BrainCake.org, receives more than 1 million hits per month. Pittsburgh's Carnegie Science Center is now providing the administrative home for the partnership and acts as a steward of its continuing mission. GMSP's national expansion efforts are manifested in affiliates at other science centers across the US.

The Saturday Light Brigade

Originating from state-of-the-art studios housed in the Children's Museum of Pittsburgh, The Saturday Light Brigade is a radio program featuring acoustic music and family fun. Broadcast since 1978 and honored with 10 national and state awards, it is one of the longest-running public radio programs in the United States. Quality music, on-air telephone calls from kids and adults, participatory puzzles, and interesting guests have made The Saturday Light Brigade a family radio tradition for tens of thousands of people. Kids listen with adults, adults listen with kids, and everyone has fun listening to

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the radio together! The Saturday Light Brigade airs from 6 am - noon Eastern on Saturday mornings and can be heard throughout Western Pennsylvania on WRCT 88.3 FM, WSAJ 91.1 FM, WIUP 90.1 FM and WLFP 1550 AM, as well as simulcast at www.slbradio.org.

Carnegie Science Center

Carnegie Science Center brings the world of science alive for visitors of all ages. One of the four Carnegie Museums of Pittsburgh, the Science Center features more than 400 hands-on exhibits, three live demonstration theaters, a four-story IMAX® Dome theater, an interactive full-dome digital planetarium, a 36,000 square foot science-of sport exhibition, a Cold War submarine moored on Pittsburgh's Ohio River, and a world-renowned model railroad display. Carnegie Science Center is located at One Allegheny Avenue on Pittsburgh's North Shore next to Heinz Field. Visit www.CarnegieScienceCenter.org or call 412.237.3400 for more information.

About Carnegie Museums of Pittsburgh

Founded by Andrew Carnegie in 1895, Carnegie Museums of Pittsburgh is a collection of four distinctive museums dedicated to exploration through art and science: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. In 2007, the museums reached 1.3 million people through exhibitions, educational programs, outreach activities, and special events.