



CONTACT: Bekah Sturm
Bekah@degonline.org

DEG PRESENTS “HEDY LAMARR AWARD FOR INNOVATION IN ENTERTAINMENT TECHNOLOGY” TO SARA DEWITT OF PBS KIDS DIGITAL

LOS ANGELES (October 1, 2020): DEG: The Digital Entertainment Group will present its fourth annual **"Hedy Lamarr Award for Innovation in Entertainment Technology"** to **Sara DeWitt, VP of PBS Kids Digital**. DEG created the Innovation Award to recognize female executives in the



fields of entertainment and technology who have made a significant contribution to the industry.

DEG also will present the **"Hedy Lamarr Achievement Award for Emerging Leaders in Entertainment Technology,"** which recognizes female college students whose studies in the fields of entertainment and technology have shown exceptional promise. The Emerging Leader award will be presented to Molly Mielke, who is earning her bachelor's degree in Film, TV & Digital Media at the University of California, Los Angeles (UCLA). To honor Lamarr, and to encourage and enable this highly motivated student to pursue

opportunities in entertainment technology, Mielke will receive a financial award to continue her education.

Sony Electronics is generously supporting the Hedy Lamarr Awards as Presenting Sponsor. The awards will be presented during an online event on November 9, to coincide with the 106th anniversary of Lamarr's birth (November 9, 1914).

"We are thrilled to present DEG's 2020 Hedy Lamarr Innovation Award to Sara DeWitt, who is a potent example of the power of media, and of women in media, to push technological innovation forward and at the same time, benefit society on a larger level," said Amy Jo Smith, President & CEO, DEG. "I'm equally excited to present our Emerging Leader Award to Molly Mielke to support her vision for immersive storytelling. These communicators embody Hedy Lamarr's dedication to progress through innovation in media and technology."

"I am honored to receive this award," said DeWitt. "I am truly amazed to be associated with Hedy Lamarr and the other pioneers recognized by DEG through this program! I know that I am fortunate to
DEG: The Digital Entertainment Group • 11693 San Vicente Blvd., #116, Los Angeles, CA 90049 • 424-248-3809 • www.degonline.org

work with a team at PBS Kids who is passionate about improving technology and media for young children, and I am so grateful for this recognition.”

Austrian-American actress Lamarr was a Hollywood legend who is best known for her roles in film classics including *Samson and Delilah*, *The Strange Woman*, and *Tortilla Flat*. She was also a lifelong inventor whose innovative work included pioneering "frequency hopping," which became the foundation for spread spectrum technology. Conceived by Lamarr and composer George Antheil for radio guidance systems and patented in 1942, this highly secure technology resists interference and dropout, and is utilized today for a variety of cellular, Wi-Fi and Bluetooth applications.

To honor Lamarr, the Innovation Award seeks to recognize and commemorate female industry leaders who have made a similar impact in the field of entertainment technology. Past honorees include Geena Davis, Founder and Chair of the Geena Davis Institute on Gender in Media; Nonny de la Peña, CEO of Emblematic Group; and Dean Willow Bay of the USC Annenberg School for Communication and Journalism.

To determine the award winners, DEG enlisted its Canon Club Advisory Board, which comprises a cross-section of leaders representing the entertainment, technology, IT and consumer electronics industries. Among other factors, the judging panel based its decisions on the candidates' embodiment of the following principles: Innovation, Engagement and Excellence.

About Sara DeWitt:

DeWitt is passionate about improving children's digital media and making children's use of screen time an experience that helps them learn, become critical thinkers, develop social-emotional skills, and inspire them to take that learning off-screen and into the real world. In her role, DeWitt also engages with the wider entertainment technology community, speaking at a range of conferences and forums on topics such as educational technology, gaming, and parenting in the digital age, including on the TED stage. With DeWitt at the helm, PBS Kids digital media now serves more than 11 million visitors per month. DeWitt is especially focused on bringing great content and experiences to kids in lower-income households, helping to make educational entertainment available to all children. Her drive to dive deeper into how digital media can positively impact children's learning has produced profound findings from a variety of research studies.

About Molly Mielke:

Mielke is an Honors student at UCLA, where she focuses her studies on Digital Media, particularly the combination of complex storytelling and innovation to create immersive experiences. Mielke has won multiple awards for her short films. Outside of class, she represents UCLA TFT Class of 2021 as an advocate for her fellow classmates, giving a voice to student needs and leading initiatives to address their resolution with administrators. Mielke expects to graduate in the Spring of 2021.

###

About DEG

DEG advocates and promotes entertainment platforms, products and distribution channels that support the movie, television, music, consumer electronics and IT industries.

DEG membership is comprised of: A+E Networks, AT&T, Amazon Prime, Amazon Studios, AMC Theatres, BBC Studios, bitMAX, Blu, Cinelytic, Comcast Cable, DTS Inc., Deloitte, Deluxe Digital, Disney+, Dolby Laboratories, ESPN+, Fandango, FilmRise, Giant Interactive, GfK Entertainment, Google Play, The Great Courses, HBO, IMAX, Intel, LG Electronics USA, IYUNO Media Services, Lionsgate, MGM, Microsoft, NPD Group, Ownzones, Paramount Home Entertainment, PBS Distribution, Peacock, Premiere Digital, Redbox, Reelgood, Row8, Samsung Electronics, Screen Engine/ASI, Snap Inc., Sonopress, Sony New Media Services, Sony Electronics, Technicolor, Universal Operations Group, Universal Pictures Home Entertainment, Verizon Digital Media Services, ViacomCBS, Vubiquity, Warner Bros. Home Entertainment, Whip Media Group and ZOO Digital.