

SONY

Using the power of creativity and technology,
Sony's main purpose is to fill the world with emotion.
Harnessing diversity and varying viewpoints is key to not only
the pursuit of creating the very best products, but to pioneering
the future with dreams and curiosity that reflect the whole.
The ALPHA Female+ program aims to seek out and cultivate
these diverse viewpoints by supporting the growth of women
in photography, videography, and filmmaking.
alphauniverse.com/alpha-female



Current Grant Winner
Ruth Carter Hickman

ALPHA FEMALE+

Why you should apply

You have a photo or video project idea that you believe in, and this grant will help you bring it to life. Besides funding, we'll provide the Sony gear to shoot on, Adobe software to edit with, and the opportunity to have your project seen worldwide by countless creators who will be inspired to create alongside you.

#SonyCares @Sony



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MORNING'S PROGRAM
MONDAY, NOVEMBER 9, 2020 | 10:30 AM PACIFIC | LIVE ONLINE

WELCOME

DIVERSITY SPOTLIGHT

CHERYL K. GOODMAN

Director, DEG Board; Advisor, Canon Club;
and Head of Corporate Communications & Corporate Social Responsibility,
Sony Electronics

PRESENTATION OF HEDY LAMARR ACHIEVEMENT AWARD FOR EMERGING LEADERS IN ENTERTAINMENT TECHNOLOGY

TO

MOLLY MIELKE

UCLA

KEYNOTE

PAULA KERGER

President & CEO, PBS

PRESENTATION OF HEDY LAMARR AWARD FOR INNOVATION IN ENTERTAINMENT TECHNOLOGY

Paula Kerger

TO

SARA DEWITT

VP, PBS Kids Digital

DEG and Canon Club thank Presenting Sponsor **SONY**

ABOUT SARA DeWITT

2020 RECIPIENT OF THE HEDY LAMARR AWARD FOR INNOVATION IN ENTERTAINMENT TECHNOLOGY



SARA DeWITT is passionate about improving children's digital media and making children's screen time an experience that helps them learn, become critical thinkers, develop social-emotional skills, and inspires them to take that learning off-screen and into the real world.

With DeWitt at the helm as VP, PBS KIDS Digital now serves more than 11 million visitors per month. Under her leadership, PBS KIDS has produced and published innovative experiences for children including AR games, podcasts, short-form video series, game-video hybrids, livestreams, personalized and adaptive games, and texting programs.

However, DeWitt is not content with simply creating content that is proven to help children learn. Rather, she continues to push the envelope to be on the cutting edge of innovative breakthroughs in educational technology. 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 and her 2017 TED talk on the subject has been viewed more than 1.5 million times.

PAST HEDY LAMARR AWARD WINNERS

2019



Willow Bay,
Dean, USC
Annenberg School for
Communication and
Journalism

2018



Nonny de la Peña,
CEO, Emblematic
Group

2017



Geena Davis,
Founder & Chair,
Geena Davis Institute
on Gender in Media

ABOUT MOLLY MIELKE

2020 RECIPIENT OF THE HEDY LAMARR AWARD FOR EMERGING LEADERS IN ENTERTAINMENT TECHNOLOGY

MOLLY MIELKE is an Honors student at the University of California, Los Angeles, 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 School of Theater, Film and Television Class of 2021 as an advocate for her classmates, giving a voice to student needs and leading initiatives to address their resolution with administrators. Mielke expects to graduate in Spring 2021.



“ I have always been drawn to technology, computing and storytelling, and vividly remember the inspiration I felt at the age of 12 when my father taught me about Hedy Lamarr's prolific and industry-spanning accomplishments in technology and entertainment as we watched 'Ziegfeld Girl.' Since then, I have been consistently inspired by Lamarr's pioneering work on the concept of frequency hopping, as well as her ability to look beyond the technological limitations of the time and imagine solutions outside the scope of current innovation.”

PAST HEDY LAMARR EMERGING LEADERS AWARD WINNERS

2019



Maya Tribbitt,
USC

Tribbitt has interned at HBO's *Last Week with John Oliver* and at *Bloomberg News*. She is the Arts and Entertainment Editor for USC's Annenberg Media student-run digital news outlet and expects to graduate in May 2021.

2018



Cassidy Pearsall,
Carnegie Mellon
University

Pearsall works in Los Angeles as a support specialist focusing on Extended Reality (xR) workflows for virtual live productions at disguise, a platform for spectacular visual experiences.

2017



Johanna Baumann,
University of Michigan

Baumann is a Philadelphia-based sound engineer, songwriter, performer and educator. She works with indie rock artists as an engineer through Headroom Studios.

ABOUT HEDY LAMARR



OFTEN CALLED "THE MOST BEAUTIFUL WOMAN IN FILM," LEGENDARY ACTRESS **HEDY LAMARR** (*Ziegfeld Girl*, *Tortilla Flat*, *Samson and Delilah*) was also a lifelong inventor whose 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 is utilized today for a variety of cellular, Wi-Fi and Bluetooth applications. Inspired by her work, DEG recognizes pioneering work by the multi-faceted female leaders in our industry today.

DEG thanks Presenting Sponsor **Sony**, **Anthony Loder** and Hedy Lamarr Awards judges **Darcy Antonellis**, **Drew Davidson**, **Andrea Downing**, **Michele Edelman**, **Nadia Haney**, **Meri Hassouni**, **Beth Kerns**, **Henry McGee**, **Loren Nielsen**, **Robin Taruffelli** and **Ken Williams**.

NOW ON BLU-RAY, DVD AND STREAMING ON KINONOW

BOMBSHELL

THE HEDY LAMARR STORY

Aug. 11, 1942.

"MOVING AND INSPIRING."
-FLAVORWIRE

"EYE-OPENING."
-THE HOLLYWOOD REPORTER

"SUPERB! A BRILLIANT WOMAN... FINALLY GETS HER DUE."
-THE VILLAGE VOICE



"CRITIC'S PICK. VERY ENJOYABLE."
-THE NEW YORK TIMES

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-NERDIST

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