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NEW PROGRAM CONNECTS GIRLS WITH WOMEN SCIENTISTS
TO CREATE A RADIO SHOW

GirlTalk program accepting applications from girls ages 11-15

PITTSBURGH, March 1, 2007 — Girls who love to ask questions will have a chance to become radio personalities this spring through **GirlTalk**, a new experience from the Girls, Math & Science Partnership (GMSP), a program of Carnegie Science Center, and The Saturday Light Brigade, an award-winning public radio program. Over the course of 10 weeks from April to June 2007, GirlTalk participants will interview emerging and established woman scientists working in the Pittsburgh region in science, math, engineering and technology fields, then turn those interviews into a series of radio broadcasts and podcasts. This after-school and Saturday program is designed for girls ages 11 – 15 and is free of charge thanks to underwriting from PBS' popular teen science show, DragonFly TV.

“The new GirlTalk program is a wonderful opportunity to put girls in touch with the women scientists working in our region,” said Jennifer Stancil, Executive Director, Girls, Math & Science Partnership. “Our research says girls don’t have enough access to successful female scientists as role models and mentors. By exposing girls to these women, one on one, not only do you take the intimidation out of science, but you put a real face, name, and voice with how women are changing our region in areas as diverse as nanotechnology to human/computer voice recognition.”

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Larry Berger, executive director of The Saturday Light Brigade, will lead a team of seasoned broadcasters who will provide participants with hands-on training in interviewing, digital recording and audio production, thus giving participants control of the process and exposure to the latest in digital audio technology. Working in small groups, GirlTalk participants will identify and interview woman scientists working in the Pittsburgh region. They will then edit and publish these audio interviews using professional equipment in The Saturday Light Brigade production studio. The resulting interviews will debut on-air in summer 2007 after a red carpet premiere party at Carnegie Science Center. Podcasts will be available for download at www.braincake.org, www.slbradio.org and the DragonFly TV websites.

The GirlTalk program will accept up to 16 girls. Applicants should be excited, adventurous, curious and willing to work hard; interested in talking to adults and learning about what they do; and fascinated by science, technology, digital audio, radio and/or podcasting. Interested girls can find applications at the GMSP website, www.braincake.org, at the Saturday Light Brigade website, www.slbradio.org, and at any Carnegie Library. The application deadline is March 20.

About the Girls, Math & Science Partnership

A program of Carnegie Science Center, the Girls, Math & Science Partnership engages, educates and embraces girls as architects of change. Our vision is of a society where women's contributions and equitable placement in the science and technology workforce are instrumental to humanity's success. We are committed to the elimination of barriers that discourage girls from becoming full participants in the Pittsburgh region's future science- and technology-based workforce. By focusing on girls ages 11-17, the most at-risk for reject science as a career field, GMSP hopes to build a network of girls who just might change the world through math, science and technology.

About 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 the radio together! The Saturday Light Brigade airs from 6 am - noon Eastern on Saturday mornings and can be heard throughout Western Pennsylvania on 88.3 WRCT, 1550 WURP and 91.1 WSAJ. Live and on-demand broadcasts also are available at www.slbradio.org.

About DragonFly TV

DragonflyTV is an award-winning multi-media science education program combining television, community outreach, the Web, and fun. Produced by Twin Cities Public Television, creator of the long-running family science series Newton's Apple, DragonflyTV engages tens of millions of children, parents and teachers in accessible, hands-on science activities. DragonflyTV is designed to appeal to children from diverse ethnic, socioeconomic, and educational backgrounds. The DragonflyTV television program is broadcast nationwide on PBS stations, and presents real-life science investigations in a style of television that captures the attention of today's MTV and video-game generation. Against a pop-music soundtrack, children tell about their investigations, communicating the infectious excitement that comes with making their own discoveries. DragonflyTV extends beyond the television screen, offering a variety of standards-based learning tools.

About Carnegie Science Center

Carnegie Science Center is dedicated to inspiring learning and curiosity by connecting science and technology with everyday life. By making science both relevant and fun, the Science Center's goal is to increase science literacy in the region and motivate young people to seek careers in science and technology. One of the four Carnegie Museums of Pittsburgh, the Science Center is Pittsburgh's premier science exploration destination, reaching more than 700,000 people annually through its hands-on exhibits, camps, classes and off-site education programs.

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