

# Sisters of '77

## Community Engagement and Educational Outreach

In November 1977, 20,000 women and men left their jobs and homes in cities and small towns around the country to come together at the first National Women's Conference in Houston, Texas. Their aim was to end discrimination against women and promote their equal rights. Present were two former first ladies—Lady Bird Johnson and Betty Ford—and the current first lady, Rosalyn Carter. Also present were grandmothers and lesbians, Republicans and Democrats, African Americans, Asian Americans, Latinas, and Native American women—and the most influential leaders of the burgeoning women's movement—Bella Abzug, Betty Friedan, Gloria Steinem, Eleanor Smeal, Ann Richards, Coretta Scott King, Barbara Jordan and others. **SISTERS OF '77** provides a fascinating look at that pivotal weekend and how it changed American life and the lives of the women who attended.



Using the film as a focus piece, ITVS's Community Connections Project (CCP), community engagement and educational outreach campaign, **reaches** out to:

- Organizations that invest in building young women leaders
- University and high school students who participate in gender studies, political science, history and social studies
- Organizations that promote women's equal rights, reproductive freedom, lesbian and minority rights
- Internet groups that focus on democracy in action, social change and human rights

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The **goals** of the engagement and educational outreach campaign are to:

- Support organizations that have leadership programs
- Educate young people on the history of feminism and encourage discussion and participation in social change for women
- Encourage corporations to become involved in promoting and supporting women's issues
- Educate elected officials and policy makers about human rights issues

The SISTERS OF '77 Campaign invites national and local organizations to participate in this effort by:

- Sponsoring preview screenings, discussions and complementary activities on women's issues
- Using the film to initiate and develop leadership workshops for young girls and boys
- Using internet resources to disseminate information about the education outreach campaign
- Incorporating the film and discussion guide for use in university, college and high school classrooms

For more information about ITVS's Community Connections Project, go to [www.itvs.org/outreach](http://www.itvs.org/outreach) or contact [outreach@itvs.org](mailto:outreach@itvs.org).

The Independent Television Service (ITVS) brings to local, national and international audiences high-quality, content-rich programs created by a diverse body of independent producers. ITVS programs take creative risks, explore complex issues and express points of view seldom seen on commercial or public television. ITVS programming reflects voices and visions of underrepresented communities and addresses the needs of underserved audiences, particularly minorities and children. The ITVS Community Connections Project (CCP) is a public education and outreach project that transforms timely social issue independent film and public television broadcasts into tools that educate, engage and encourage positive action.

SISTERS OF '77 was produced by Cynthia Salzman Mondell and Allen Mondell of Media Projects, Inc., and Executive produced by Ed Delaney and Circle R Media, in association with the Independent Television Service (ITVS), with funds provided by the Corporation for Public Broadcasting. Additional funding provided by Blockbuster Inc.

SISTERS OF '77 will be broadcast on the acclaimed PBS series *Independent Lens* March 1, 2005 at 10:00 pm (check local listings).

