



FIRST LADIES Influence & Image

THE WHITE HOUSE®
HISTORICAL ASSOCIATION

C-SPAN
CREATED BY CABLE

New season of C-SPAN's Original Series: "First Ladies: Influence & Image" begins September 9

--In Cooperation with the White House Historical Association --

Edith Roosevelt to Michelle Obama – Each First Lady Gets A Two-Hour Episode

(August 1, 2013): The second season of C-SPAN's First Ladies series begins September 9, 2013 at 9 pm ET and PT, continuing every Monday night through Feb. 10, 2014, beginning with Edith Roosevelt and concluding with Michelle Obama .

C-SPAN is examining the public roles and private lives of the first ladies and their years in the White House in this two- part series, totaling 35 episodes overall, which initially launched on President's Day 2013. The 120-minute HD programs, produced in cooperation with the White House Historical Association (WHHA), air live Mondays at 9pmET on C-SPAN and C-SPAN 3 (which also is the home for American History TV on the weekends), C-SPAN Radio, and via livestream on c-span.org/firstladies. Each episode repeats on C-SPAN at midnight ET, and again the following Saturday at 7pmET. (The series will take a break for the December holidays – see schedule below.)

As with the first season –Martha Washington through Ida McKinley – the new programs will incorporate live expert discussion, video from sites associated with each First Lady, and audience participation via telephone and social media. They will examine:

- the First Ladies' White House years
- the interests they championed
- their policy influences on the presidents
- their stewardship of the White House
- their approach to private and public life

As the series moves into the 20th century, we'll bring viewers the First Ladies in their own words through the use of recorded sound, film and video. The second season will feature these additional elements:

- Original interviews with the First Ladies and/or First Lady family members
- Oral histories from social secretaries
- Broadcast elements – film, radio, TV, photography
- Visits to presidential libraries

Online Resources and Social Interaction

C-SPAN and the WHHA also are collaborating on a video-rich website to accompany the series (<http://firstladies.c-span.org>). The interactive site also features historic letters, recordings and photographs, biographies, and classroom resources.

All 19 of the first season programs can be seen on the First Ladies website. Leading into season two, an encore presentation of each first season episode will air on C-SPAN and C-SPAN Radio every weeknight throughout August (from Martha Washington on Aug. 5 through Ida McKinley on Aug. 26) at 9pmET and midnight.

For TV reviewers and critics – here are five programs from the first season which are representative of the series (click on the name to view each program in its entirety):

- [Martha Washington](#)
- [Dolley Madison](#)
- [Julia Tyler](#)
- [Eliza Johnson](#)
- [Lucy Hayes](#)

[Click here for a trailer on YouTube](#) previewing the second season:.

For this season, the series has added a dedicated twitter feed @FirstLadies. Also new for this season: Pinterest users can browse and re-pin images from the series at <http://pinterest.com/cspannetworks>. The WHHA is also supporting the series' social media experience via tweets from @WhiteHouseHstry.

Our Production Team

Mark Farkas, Peabody Award winning producer for C-SPAN, is the Executive Producer for the series.

Four nationally-known historians are serving as advisors for the project:

- *Richard Norton Smith* -- Presidential historian at George Mason University and former head of five presidential libraries.
- *Edith Mayo* – Curator emeritus in political history at the Smithsonian's National Museum of American History.
- *Rosalyn Terborg-Penn* – Historian and author, focusing on 19th and 20th century African American history and American women's history.
- *William Seale* – Historian and editor of *White House History*, the award-winning journal of the White House Historical Association.

Schedule

The full schedule for the series' second season, September 2013 thru February 2014:

September 9 -	Edith Roosevelt
September 16 -	Nellie Taft
September 23 -	Ellen Wilson and Edith Wilson
September 30 -	Florence Harding

October 7 -	Grace Coolidge
October 14 -	Lou Hoover
October 21 -	Eleanor Roosevelt
October 28 -	Bess Truman
November 4 -	Mamie Eisenhower
November 11 -	Jacqueline Kennedy
November 18 -	Lady Bird Johnson
November 25 -	Pat Nixon
December 2 -	Betty Ford
December 9 -	Rosalynn Carter
January 13, 2014 -	Nancy Reagan
January 20 -	Barbara Bush
January 27 -	Hillary Clinton
February 3 -	Laura Bush
February 10 -	Michelle Obama

About C-SPAN:

Created by the cable TV industry and now in 100 million TV households, C-SPAN programs three public affairs television networks in both SD and HD; C-SPAN Radio, heard in Washington DC and nationwide via XM Satellite Radio; and a video-rich website which hosts the C-SPAN Video Library. Visit <http://www.c-span.org/>.

About the WHHA:

The White House Historical Association is a charitable nonprofit institution whose purpose is to enhance the understanding, appreciation and enjoyment of the White House. To fulfill its purpose, the White House Historical Association produces educational literature and films, school programs, and maintains a website interpreting the White House and its history and the persons and events associated with it. From private funding and the sale of its educational products, the Association supports the acquisition of artwork and objects for the White House collection and contributes to the conservation of the public rooms. www.whitehousehistory.org