

Title: Sizzle Reel – Pioneers: Reginald F. Lewis and the Making of a Billion Dollar Empire

Type:	Interstitial/Promo
Subject(s):	N/A
Project Contact:	Name: Sasha Schechter, Geraldine Moriba, Liz Muentes, Rachel Taylor Company: WLIW Email: schechters@wliw.org, moribag@wnet.org, muentese@wliw.org, taylorr@wliw.org
Original Broadcast/Publish Date:	01/11/2018
Runtime:	00:02:43
Short Description:	Pioneers: Reginald F. Lewis and the Making of a Billion Dollar Empire will be offered at no cost to stations starting Friday, February 16 on Wavelength.
Long Description:	<p>In time for Black History Month, Pioneers: Reginald F. Lewis and the Making of a Billion Dollar Empire chronicles the life and legacy of business pioneer, philanthropist and titan Reginald F. Lewis. A Harvard Law School graduate, Lewis rose to prominence as a lawyer, financier, and leader of the global food company TLC Beatrice International. Lewis was the first African American ever to close an overseas billion dollar leveraged buyout deal. He acquired an unprecedented global conglomerate of 64 companies in 31 countries, and paved the way for future entrepreneurs and black leaders through his life's work until his untimely death at age 50.</p> <p>This film will be offered at no cost to stations starting Friday, February 16. Rights information for the Full Program is as follows (and is also available for download below, under Additional Documents):</p> <p>Media Rights: Specific Manner and Media - Public Television - Free VOD & PBS Passport: public TV website only</p> <p>Territory (*Please note: all internet exploitation of this program must be geo-limited to the specified territory): United States (including territories and possessions)</p> <p>Term: 3 years</p>

	<p>Releases: 4 Editing Allowed?: No Promotional Use: Yes</p> <p>Visit the Pioneers: Reginald F. Lewis and the Making of a Billion Dollar Empire playlist throughout January and February as new assets for the film become available.</p>
Production Credits:	<p>Production Credits: Pioneers: Reginald Lewis and the Making of a Billion Dollar Empire is a production of WLIW LLC in association with WNET. WNET is the parent company of WLIW21 and THIRTEEN, New York's public television stations and operator of NJTV.</p> <p>Geraldine Moriba is executive producer. Ann Benjamin is director. Rachel Kahn Taylor and Elizabeth Muentes are associate producers. Diane Masciale is vice president and general manager of WLIW21 and executive producer of local production, including the Pioneers series.</p> <p>Underwriters: Major support for Pioneers: Reginald F. Lewis and the Making of a Billion Dollar Empire has been provided by Tarrus and Kimberly Richardson, Robert F. Smith, David J. Grain, the Kappa Alpha Psi Foundation, Inc., and Dale LeFebvre. For a complete list of program supporters, please visit wliw.org/pioneers.</p>
Rights Information	
Media Rights:	All manner and media
Territory (*Please note: all internet exploitation of this program must be geo-limited to the specified territory):	Worldwide
Term:	In Perpetuity
Releases:	Unlimited
Editing Allowed?:	Yes
Digital Classroom Rights?:	Yes
Promotional Use:	Yes
Lower Thirds:	n/a
Sensitive Material:	N/A
Special Instructions:	Please feel free to insert your own station identification bug in this sizzle reel, but do not edit the content of the reel. If any questions, contact Geraldine Moriba, Executive Producer.
File Clean of Graphics:	Yes

Embed Code:

No