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Media Contact: Marge Ostroushko
Launch-Minneapolis
Phone: 612 529-2884
E-mail: mostroushko@visi.com

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LAUNCH PROGRAM FEATURING MAJORA CARTER RECEIVES CPB GRANT

The Promised Land with Majora Carter begins production.

The Corporation for Public Broadcasting announced today that *The Promised Land*, produced by public radio veteran Marge Ostroushko, is the recipient of a grant for development and production of the program. The show's host is environmental activist and Sustainable South Bronx founder Majora Carter.

Launch, a company devoted to seeking out and developing new talent and media projects, recently completed a yearlong artist search. The hunt was in response to the CPB's Public Radio Talent Quest, for which **Launch** was tapped to conduct a year's initiative to develop new public radio stars.

Launch is the partnership of award-winning producers Mary Beth Kirchner, Julie Burstein, and Marge Ostroushko, who have lent their expertise to public radio favorites such as *A Prairie Home Companion*, *This American Life*, *Speaking of Faith*, PRI's *Studio 360*, and *American Routes*.

In the past year, they scouted the nation's top musicians, writers, and thinkers in search of potential program hosts. After compiling a list of more than 60 willing candidates, the three conducted interviews and audio "screen tests" that narrowed the field and sharpened the focus.

After identifying their hosts, the Launch team produced three pilot programs, from which the CPB selected *The Promised Land* to receive grant money.

"What an opportunity, bringing Majora Carter's personality and intelligence to public radio!" says *Promised Land* producer Ostroushko. "As a MacArthur Foundation 'genius' grantee and one of *Newsweek*'s People to Watch in 2007, she has her pick of projects. But she also has a gift for radio and a passion for the medium. She epitomizes the type of talent Launch has been cultivating."

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About *The Promised Land*:

There are visionaries among us — men and women with innovative ideas about changing lives and transforming communities. You may find them in the far-flung corners of the world or right down the street. With *The Promised Land*, host Majora Carter seeks out these extraordinary yet everyday people and reveals their dreams and struggles — what inspires and challenges their work and their lives. From neighborhoods in east Belfast grappling with a polluted river to kids interviewing for Green Jobs Corps in East Oakland, *The Promised Land* promises a steady stream of powerful radio.

Other Launch programs currently in development feature *Saturday Night Live* alum **Julia Sweeney** and *New York Times* columnist **Mark Bittman**.

***Home Sweet Earth* with host Julia Sweeney**, produced by Mary Beth Kirchner

Julia Sweeney is a funny lady. Remember Pat and her other *Saturday Night Live* characters? But here's the twist: She's a funny lady with a great passion for science. While she has no formal background in the field, she satisfies her ongoing curiosity through ***Home Sweet Earth*** interviews with some of the most fascinating science-minded people around — from pioneering astronaut Sally Ride to Caltech professor of planetary astronomy Mike Brown to legendary biologist and Harvard professor E.O. Wilson.

***Food Matters* with Mark Bittman**, produced by Julie Burstein

Food Matters is like a great conversation over a good meal — relaxed, intimate, and funny. Host Mark Bittman, the popular *New York Times* columnist and award-winning cookbook author, offers a rich and entertaining exploration of food from all angles. He counsels callers (a young, inexperienced cook needs advice about how to share a kitchen with her traditional Italian mother-in-law); he spends time with interesting kitchen mavens (players from the New York Mets, for instance); he talks about food in the news (from intricacies of the farm bill to the growing food shortages around the world); and he takes listeners to where our food comes from (ranches, farms, and fishing boats).

Read more about Launch's search for new talent and the shows they're working on at <http://www.LaunchProduction.com>.

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