

*Discovering a world few have seen ... but millions have shared -
The virtually untold story of Catholic sisters in America.*

Women & Spirit: Catholic Sisters in America documents the vital role sisters have played in shaping American life throughout U.S. history.

Narrated by noted network TV news analyst Cokie Roberts, the documentary examines their courageous and at times controversial leadership, exercised during many dramatic moments in U.S. history, begun in a time when women had few rights.

Millions of Catholics and non-Catholics alike have passed through the doors of their schools, colleges, hospitals and social service institutions, but few have known the full, nearly 300-year-old story of American Catholic sisters ... until NOW!

This film is presented by the Leadership Conference of Women Religious, executive producers.



Available for broadcasts by NBC stations nationwide, beginning Sept. 15, 2013, as part of NBC's "Horizons of the Spirit" series. It's not a "must carry" program, so ...

WE NEED YOUR HELP!

Call or write your local NBC station ASAP to request a broadcast. You can make a difference.

To find your local NBC station, you can use the online NBC Directory at www.nbc.com/local-stations

See back of this flyer for sample items for use in contacting your local station and in encouraging others to do so. **This flyer and those items on the back as well as film photos can be downloaded from www.womenandspirit.org.**

If you learn of any broadcasts, please email WomenandSpiritFilm@verizon.net. Known broadcasts will be posted on the film's website.





Sample messages to help you when contacting your local NBC station.

Email or letter

Dear Station Manager or Programming Manager,

As a viewer living in your station's market area, I have become aware that a new documentary, "Women & Spirit: Catholic Sisters in America," will be available for broadcast to all NBC stations and affiliates, starting September 15, 2013. I understand this is as part of the NBC "Horizons of the Spirit" series and that the technical information and blurb about the program is on the NBC Universal APT system.

Narrated by noted network TV journalist Cokie Roberts, this documentary promises to give us an authentic inside look at the mystery that has shrouded Catholic women religious since they first stepped onto what is now American soil in 1727 to serve those most in need.

This film is virtually the untold story of the Catholic sisters in America, the vital role they have played and the impact they have had in shaping our nation's social, cultural and spiritual landscapes. Millions of Catholics and non-Catholics alike have benefited from their services through their schools, colleges, hospitals, social service centers and other ministries. Yet, their story has virtually been untold.

Would you please allow this story to be told to us, your viewers, by scheduling broadcasts in a family friendly time slot for optimum viewership? I will help spread the word regarding air time and date among my family, friends and others, and there is a publicist for the film who will implement an area wide publicity campaign for any scheduled broadcasts by your station.

Thank you for your consideration of this request.

Proposed item for parish bulletins, Catholic organizational newsletters and websites

"Women & Spirit: Catholic Sisters in America," a one-hour documentary, will be available for broadcast to our local NBC station beginning September 15, 2013, as part of the NBC "Horizons of the Spirit" series. Please write or call the station's manager and/or program director and ask them to schedule a broadcast of this program because of high community interest and benefit. It is the virtual untold story of the nearly 300-year history of Catholic sisters in the U.S., and how they have helped shaped our nation's social, cultural and spiritual landscapes. A sample email, letter and phone call script and more information is available at www.womenandspirit.org.

Phone script

I am a local resident and viewer, and I've learned that a new documentary, "Women & Spirit: Catholic Sisters in America," will be available for broadcast to your NBC station, starting September 15. I understand it's part of the NBC "Horizons of the Spirit" series and that information about the program is on the NBC Universal APT system. Are you aware of it and have any plans to broadcast it? This is the virtual untold story of the nearly 300-year history of Catholic sisters in the U.S. and how they have helped shaped our nation's social, cultural and spiritual landscapes. A lot of people in your viewing area are becoming interested in this program. And I will help spread the word about any broadcasts. So can we count on your station to air this program?

The above sample email/letter and call script are not necessarily intended to be used verbatim but to put in your own words, especially the call script, which will be more effective when used in a conversational tone.