

Women's Media Center

The phones have been ringing off the hook at The Women's Media Center (WMC) with calls from television and radio producers looking to book women from SheSource.org, our online database of 500+ women experts. With feedback from these producers that our experts are always top-notch—said Julie Zann of Voice of America, “SheSource.org is a valuable resource to me as it brings new, qualified women to my attention daily, and unlike other services, culls a strong group of experts,”--we were thrilled recently to place five different women in one week in appearances on Voice of America, MSNBC, WBAI’s “Evening News,” and CNBC’s “Power Lunch,” where they gave their expert insights into issues like the swine flu pandemic and Arlen Specter’s party switch. In just *one day* we booked three SheSource.org experts to appear back to back, analyzing the Obama administration's recovery plan in the 6, 7, and 8 o'clock hours of CNN's "American Morning," one of whom, [Jackie Zehner](#) was immediately asked back by producers for a subsequent appearance.

Take a look at a clip of one of these appearances below. Watch as SheSource.org expert and attorney [Tanya Acker](#) skillfully holds her own on [Power Lunch](#) in a contentious discussion about the auto bailout, despite being pitted against a hostile guest and an aggressive co-host (both male.)



Just imagine that discussion without Tanya’s perspective, and you have the reason for SheSource.org’s existence. The producers at CNBC agreed with our assessment—a few days later, they asked her back to **guest host** the program!

We are particularly proud of successes like Tanya’s, as she is a perfect example of someone who merely needed the right platform to help make her more visible. “I cannot say enough about the impact SheSource.org has had on my media visibility,” Tanya declared. “Prior to my affiliation with SheSource.org,” she continued, “I had a few sporadic appearances on smaller outlets but since being included and promoted on the site have been a guest on various national television and radio broadcasts. Indeed, it was because of my inclusion on the site that key producers from major broadcasts first became aware of my work, which led to numerous appearances on such shows as ‘Larry King Live,’ ‘Headline News,’ ‘The O’Reilly Factor’ (and its affiliated radio program), ‘Hannity and Colmes,’ ‘Your World With Neil Cavuto,’ ‘Brian and the Judge,’ ‘Geraldo at Large,’ ‘Studio B with Shepherd Smith,’ ‘The Live Desk with Martha MacCallum,’ ‘Verdict With Dan Abrams,’ ‘Kudlow & Company,’ ‘CNBC Reports,’ ‘Power Lunch’

and 'Anderson Cooper 360,' where I am now a [regular contributing blogger](#) (as well as a frequent guest.”

To learn more about the other impressive experts that The Women’s Media Center is making more visible and powerful in the media, visit www.shesource.org. To learn about the WMC’s media advocacy work, read our WMC media and learn about our media trainings, visit www.womensmediacenter.com