Media Entrepreneur Paula Madison

Wins EWP/AARP Real Possibilities Visionary Award

Paula Madison, AWP/AARP Real Possibilities Visionary Award winner and Daphne Kwok, AARP Vice President of Multicultural Markets and Engagement for the Asian American and Pacific Islander Audience.

LOS ANGELES, April 22, 2015 – With support from AARP, East West Players awarded media entrepreneur Paula Madison the inaugural EWP/AARP Real Possibilities Visionary Award for her ground-breaking work that promotes dialogue about Asian American experiences. The award was presented to Madison at East West Players’ annual gala on Monday, April 20 in Los Angeles, an occasion celebrating their 50th anniversary season as the nation’s premiere Asian American theater company.

“AARP is proud to support East West Players during its golden anniversary in recognizing remarkable individuals like Paula Madison who are not defined by their age, but by their experience, strength, contributions, and stories,” said Daphne Kwok, AARP Vice President of Multicultural Markets and Engagement for the Asian American and Pacific Islander Audience. “Our goal at AARP is to help people age 50-plus embrace their Real Opportunities and live life to the fullest. Paula is an extraordinary role model who has excelled professionally and now is sharing with all of us her personal family journey.”

“I am so excited,” said Paula Madison about receiving the honor. “There are probably a million of us who are Asian and African descent in the Americas, who are not recognizable as Asian by our features, but I am so appreciative that I was seen as a person of the community who has championed the community’s rights. I'm ecstatic.”

Paula Madison is chairman and CEO of Madison Media Management LLC, a Los Angeles-based media consultancy. She is the executive producer and subject of “Finding Samuel Lowe: From Harlem to China,” a compelling documentary that chronicles her journey to her maternal grandfather’s homeland and her reunion with his 300 descendants in China. Her memoir, “Finding Samuel Lowe: China, Jamaica, Harlem” was published in April 2015.
Previously Madison was Executive Vice President of Diversity NBCUniversal and Vice President of the General Electric Company (GE), then the parent company of NBCU. During her 22 years with NBCU, she held a number of successful leadership roles, including President and General Manager of NBC4 Los Angeles, Los Angeles Regional General Manager for NBCU’s Telemundo TV stations and Vice President and News Director of NBC4 New York.

“Thanks to the generous support of AARP, we can continue to acknowledge those who pave the way for Asian American artists,” said Tim Dang, Producing Artistic Director of East West Players. “This partnership speaks volumes about AARP’s commitment to the Asian American and Pacific Islander community, and we are honored to have them as our Platinum Circle Sponsor.”

For more information about how AARP helps Asian American and Pacific Islander families get more out of life, visit www.facebook.com/AARPAAPICommunity and www.twitter.com/AARPAAPI.

# # #

About AARP
AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

# # #