

**Carol M. Rosenbaum Wins an EMMY**  
for *Temple Lifelines: Beating the Odds*

**Rosenbaum's 13th National Award**

---

**Carol M. Rosenbaum** has won an Emmy in the Health and Science Category for *Temple Lifelines: Beating the Odds* - second program in her Temple Lifelines series broadcast by CBS 3 in Philadelphia.

The mid-Atlantic Emmy Awards, given by the National Television Academy, are television's most prestigious, and honor excellence in news, programming and individual achievement.

Ms. Rosenbaum writes and produces the series for CBS 3. This is her 13th national award. Another program in the series, *Breathing Easier*, won a national Telly Award earlier this year.

*Temple Lifelines: Beating the Odds* explores heart treatments and transplants, and features the wrenching story of a man who bonds with the mother who donated her daughter's heart to him.

The *Temple Lifelines* documentary health series focuses on patients with advanced disease, sudden illness or injury who have been treated and dramatically helped in different centers at Temple University Hospital. CBS 3 Health Reporter Stephanie Stahl hosts the series.

In recent years, Ms. Rosenbaum won many national awards for her writing/producing/directing, including awards for *African-American Women CAN Beat Breast Cancer*, her TV Public Service Announcement *A Blanket of Warmth* (produced for the Utility Emergency Services Fund) and for *Maria's Story*, a healthcare docu-drama. She also won a Robert F. Kennedy Journalism Award for her TV news series, *Poverty Has A Woman's Face*.

Ms. Rosenbaum is an independent video writer/producer with more than twenty years' experience in creating tapes - from script to screen - for the pharmaceutical industry, corporations, television and not-for-profit groups. Clients include: GlaxoSmithKline, Wyeth-Ayerst, Aventis, Quest Diagnostics, The Rothman Institute of Pennsylvania Hospital, Medical College of Pennsylvania, American Association for Clinical Chemistry, Subaru of America, American Bar Association, Ernst & Young, Carelift International, WPVI-TV (ABC), CBS 3, Philadelphia Young Playwrights Festival, City of Philadelphia.

In addition to her documentary work, Ms. Rosenbaum is Senior Associate at the executive communication firm of *Martel &*

*Associates.*

### **Other programs in the Temple Lifelines series**

*Temple Lifelines: Breathing Easier* focuses on two patients with life-threatening lung diseases: emphysema and pulmonary hypertension ...two patients among the 16 million that suffer from severe lung disease. TELLY-AWARD WINNER.

*Temple Lifelines: Back in Action* highlights five orthopedic success stories that prove patients can overcome severe pain in knees, hips, shoulders - and get back to active, pain-free lives.

*Temple Lifelines: Fighting Stroke* stresses the symptoms and emergency nature of stroke, featuring four people who suffered a stroke - received life-saving treatment - and fought their way back to life.

*Temple Lifelines: Gift of A Kidney* explores the compelling stories of living kidney donors - a son...a stranger... who decide to give up one of their kidneys so that another person can live.