



The Lifetime Network: Essays on "Television for Women" in the 21st Century

Emily L. Newman, Emily Witsell

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For more than 30 years, Lifetime has aired a broad range of programming, including original movies, sitcoms, dramas and reality shows. As other networks dedicated to women have come and gone, Lifetime continues to thrive in an ever-expanding cable marketplace, exploring such sensitive topics as race, commercialism, eating disorders, rape and domestic violence. This collection of new essays is the first to focus on Lifetime and the programs that helped define the network's brand that appeals to both viewers and advertisers. Series like Project Runway, Girlfriend Intervention and Army Wives are explored in depth. The contributors discuss the network's large opus of original films, as well as its online presence.

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