

SENIORITY AUTHORITY

After developing an initial series of video shorts to help us all get smarter about aging, the half-hour pilot of SENIORITY AUTHORITY, hosted by Cathleen Toomey, premiered in January of 2024. The pilot garnered national attention, high praise and a green light for a full 13-episode series. Through a combination of expert interviews and feature segments, the multi-platform broadcast series will offer actionable suggestions and cover topics including memory, loneliness, fitness, and legal and financial planning.

SENIORITY AUTHORITY HISTORY:

Cathleen has worked for 17 years at RiverWoods Group, the largest family of charitable nonprofit continuing care retirement communities (CCRCs) in New Hampshire, where she is the vice-president of mission advancement. Cathleen knows that good information is key to aging well. Over the years, she's been asked so many questions about aging that she decided to share her knowledge by launching a podcast in 2021. The podcast features in-depth conversations with national experts on a variety of topics, tackling essential advice, common dilemmas and uncomfortable topics with warmth and humor.

NEW SENIORITY AUTHORITY BROADCAST SERIES:

New Hampshire PBS, one of the Granite State's most trusted storytellers, is gearing up to bring Toomey's down-to-earth wisdom to viewers across Northern New England. After a successful launch of a series of eleven short videos and a pilot premiere, the series (13 x 30 minute programs) will dive into some of our most pressing questions about aging.

Using Toomey's invaluable knowledge and perspective, the broadcast series of SENIORITY AUTHORITY will reach a larger audience than ever before, helping more people get smarter about growing older and make sure that our Golden Years are as rich and full as any other time of life.

SENIORITY AUTHORITY is a co-production of NHPBS and RiverWoods and aims to help aging Granite Staters and their adult children, who may need information on caring for their parents.

Read more about the Pilot:
[Seniority Authority Premiere](#)

View the Pilot Promo here:
[Seniority Authority Promo](#)

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