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## American Women in Radio & Television Changes Name to Alliance for Women in Media

March 8, 2010 (McLean, VA) – Sylvia Strobel, 2010 Chair of the National Board of Directors of American Women in Radio and Television (AWRT) and the Foundation of AWRT, announced at the organization's Annual Business Meeting on March 6, 2010 that AWRT will now be **known as the Alliance for Women in Media**. The name change was approved by an overwhelming majority vote of the membership earlier this year.

The organization's leadership began discussing a name change nearly two years ago as a part of its multi-year strategic planning process. A twelve-month roll out of the new name and logo is planned for both the national organization and its local chapters.

The new name, Alliance for Women in Media:

- Reflects the changes in the industry and marketplace;
- Resonates with the makeup of the organization's membership; and
- Respects the 59-year legacy of the organization.

"Although a difficult decision to make, our membership agreed that the organization's name must reflect the industry in which it serves as a leader for the advancement of all women," said Strobel.

Founded in 1951, the Alliance for Women in Media promotes progress and advancement for all women in media through education, advocacy and outreach.

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**About the Alliance for Women in Media:** The year 2010 marks the 59<sup>th</sup> Anniversary of the Alliance for Women in Media (formerly known as American Women in Radio & Television), the longest established professional association dedicated to advancing women in media and entertainment. The Alliance for Women in Media carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large. Founded in 1951, the organization works to improve the quality of electronic media; promote the entry, development and advancement of women in the field; foster communication and idea exchange; and give back to the community we serve.

**About The Foundation of Alliance for Women in Media:** The Foundation of Alliance for Women in Media (formerly known as American Women in Radio & Television) is the philanthropic arm of the organization, supporting educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Foundation of the Alliance for Women in Media has created partnerships and joint-initiatives with the National Middle School Association, the Emma Bowen Foundation, the American Red Cross and other organizations that are philosophically aligned with the mission of the Foundation.

The Foundation supports several public service campaigns including most recently *Empowering America* which pays tribute to many of America's most pioneering and inspiring women. Through this initiative, the Foundation has adopted needy urban middle schools around the country and provided educational donations derived from collateral based on the *Empowering America* program. The Foundation also produces nationally acclaimed recognition programs including the Gracie Awards®, a live gala that awards exemplary programming created for, by, and about women.