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Headquarters Contact: Amy Lotz, AWRT,
8405 Greensboro Drive, Suite 800, McLean, VA 22102
Tel: 703-506-3290 ~ Fax: 703-506-3266 ~ alotz@awrt.org

Pierre Bouvard of Arbitron Recipient of AWRT 2003 Achievement Award

February 3, 2004 (McLean, VA) – The Foundation of American Women in Radio and Television (AWRT) is pleased to announce Pierre Bouvard, president of International and New Ventures, Arbitron Inc., as the recipient of the AWRT Achievement Award for 2003.

In his role at Arbitron, Mr. Bouvard oversees the expansion of Arbitron into new industries as well as international markets through the development of new or existing products or services. He is currently overseeing Arbitron Outdoor and Arbitron Mexico. Mr. Bouvard successfully managed the launch of the Arbitron Internet Broadcast Services, which specializes in ratings for radio and video broadcasting over the Internet.

Mr. Bouvard has been a vocal and active supporter of AWRT for many years, especially after becoming an Honorary Trustee of the Foundation of AWRT in 2001. As a leader in the industry and staunch supporter of workplace diversity initiatives, Mr. Bouvard attends all of AWRT's annual activities, including the Leadership Summit, Gracie Allen Awards®, Trustee think-tank, and most recently on the AWRT *Making Waves* Editorial Advisory Board meetings, of which he is a member.

"Pierre is a stellar example of how men can become involved with a women's-based organization and lend the organization a perspective that helps us grow while giving others an example to follow," said AWRT National President Melodie Virtue of Garvey Schubert Barer.

Maria Brennan, AWRT's Executive Director, stated, "We are proud to bestow this honor on Pierre. He's a friend to all women in electronic media."

"I am greatly honored to be a recipient of this award," said Mr. Bouvard. "It is because of supportive organizations like AWRT that our industry is able to grow and move forward. Through its advocacy and educational programs, AWRT has made a great impact on advancing women in our industry."

The AWRT Achievement award is presented annually to a well-respected AWRT member who has strengthened the role of women in the industry and contributed to the betterment of the community. Past winners of this award include Sandra Dorsey Rice, Fay Gillis Wells, Ellen Graham, Diane Sutter, Frances Preston, and Edythe Meserand.

About AWRT: The year 2001 marked the 50th Anniversary and a golden highlight for American Women in Radio and Television (AWRT) Inc., the oldest, continuously operating, non-profit professional association dedicated to advancing women in the electronic media and allied fields. Headquartered in suburban Washington, DC, (McLean, Virginia), AWRT's mission is to advance the impact of women in the electronic media and allied fields by educating, advocating and acting as a resource to its members and the industry.

About The Foundation of AWRT: AWRT's sister Foundation is the philanthropic arm of AWRT, supporting scholarships and promoting educational, literary and charitable programs to create positive change for women in broadcasting and the communities we serve. The Foundation presents the annual Gracie Allen Awards®, a live New York City-based gala that recognizes the nation's best radio, television and cable programming for, by and about women. For more information about AWRT and the Foundation of AWRT, including membership, call its headquarters at (703) 506-3290, or visit its web site at www.awrt.org.