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American Women in Radio & Television Announces René Syler, CBS News *The Early Show* Anchor, as Keynote Speaker for Gracie Allen Awards Local Market Luncheon

April 28, 2004 (McLean, VA) - American Women in Radio & Television (AWRT) is pleased to announce that René Syler, Anchor of *The Early Show*, will be this year's Gracie Allen Awards® Local Market Luncheon Keynote Speaker. The Gracies® luncheon will take place on Monday, June 21, 2004 at 12:30 p.m. in the Mercury Ballroom of the New York Hilton Hotel. The Gracies Luncheon will be hosted by Roz Abrams, New York CBS2 Anchor. The Gracie Allen Awards recognize exemplary programming created for women, by women, and about women in all facets of electronic media, including radio, television, cable and web-based media.

René Syler was named an anchor of *The Early Show* in October 2002. Previously, she anchored the noon and 6:00 p.m. newscasts at KTVT, the CBS owned station in Dallas, since February 2000. Before that, Syler anchored the noon and 5:00 p.m. newscasts, beginning in 1997 when she joined the station. She was the morning and noon anchor at another Dallas station, WFAA-TV (1992-97). Syler was the weekend anchor at WVTM-TV Birmingham, AL (1990-92) and at KOLO-TV Reno, NV (1989-90), and was a weekend reporter at KTVN-TV, also in Reno, before that (1987-89).

She is a recipient of 2004 Gracie Allen Award for Individual Achievement in the National Best Anchor category. She is an active member of the Dallas/Fort Worth Association of Black Communicators and the National Association of Black Journalists. The Dallas/Ft. Worth Chapter of American Women in Radio and Television also awarded her Television Personality of the Year in 1997. Syler is married to Buff Parham, with whom she has two children.

"I am honored to be part of this event that recognizes the achievements of women in the electronic media industry," said René Syler. She added, "My career in television has been both challenging and rewarding, and it is a privilege to address some of the best and brightest women in the business."

A black-tie Gala, hosted by Kelly Ripa, will be held the following evening, June 22, 2004, from 6:30-10:00 p.m. in the Grand Ballroom of the New York Hilton Hotel, to honor the 2004 Gracie Allen Awards National and Grand Award winners.

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The Gracies are presented by the Foundation of AWRT, the philanthropic arm of AWRT that supports educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Gracie Allen Awards, established in 1975, honors programming and individuals of the highest caliber in all facets of electronic media, including news, drama, comedy, commercials, public service, documentary, and sports.

Tickets for the Luncheon are \$140 for AWRT Members, \$165 for Non-Members, and \$175 (if available) at the door. Tickets for the Gala are \$225 for AWRT Members, \$250 for Non-Members, and \$300 (if available) at the door. Tickets for the Gala and Luncheon can be purchased online at www.awrt.org.

Sponsored tables are available. For more information, please contact Shaughna Giracca at (703) 506-3290, ext. 7164.

For more information about the Gracie Allen Awards, please visit www.awrt.org.

About AWRT: The year 2001 marked the 50th Anniversary and a golden highlight for American Women in Radio and Television (AWRT) Inc., the longest established professional association dedicated to advancing the impact of women in the electronic media and allied fields. Headquartered in the Washington, DC-metropolitan area, AWRT carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large. Founded in 1951, AWRT works to improve the quality of electronic media; promote the entry, development and advancement of women in the media; serve as a medium for communication and idea exchange; and become active in community concerns.

About The Foundation of AWRT: The Foundation of AWRT is the philanthropic arm of American Women in Radio and Television, supporting educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Foundation of AWRT 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 of AWRT. The Foundation supports several public service campaigns including most recently *AWRT Empowering America* which pays tribute to many of America's most pioneering and inspiring women. Through this initiative, the Foundation of AWRT 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 Allen Awards®, a live, New York-based gala that awards exemplary programming created 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.

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