



**For Immediate Release:** June 15, 2005  
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## **AT&T Foundation Renews Commitment to *AWRT Empowering America* Radio PSA Campaign**

June 15, 2005 (McLean, VA) — Today, American Women in Radio & Television (AWRT) announced that the AT&T Foundation has renewed its support of The Foundation of AWRT's radio Public Service Announcement campaign entitled ***Empowering America***. AWRT and the AT&T Foundation first worked together on this campaign in 2002, and the AT&T Foundation will sponsor four new vignettes in the coming year.

***Empowering America*** is an inspiring campaign that touches the hearts of millions of radio listeners while conveying an important oral education in the history of American women. The 60-second spots feature both well-known and relatively unsung female icons who have blazed trails in such diverse areas of endeavor as public service, science and medicine, social reform, sports, literature, broadcasting, music, and aviation. **Nancy O'Dell**, co-anchor of *Access Hollywood*, serves as the campaign's narrator.

The upcoming AT&T sponsored vignettes will feature 60-second biographies about the following pioneers:

**Ethel Percy Andrus** – Founder of the National Retired Teachers Association (NRTA) and the American Association of Retired Persons (AARP) who testified before Congress on nursing-home reform legislation and senior citizens' issues.

**Georgia O'Keeffe** – Artist known for her bold paintings of southwest desert landscapes and of natural objects, flowers, and birds.

**Tina Turner** – International female rock and soul singer who has achieved commercial success in the music business for more than 40 years.

**Wilma Vaught** – One of the most decorated military women in U.S. history and the Air Force's first female general.

AWRT Executive Director, Maria E. Brennan stated, "AT&T has believed in this program from its inception. We will always have a particular appreciation for their insight and dedication to causes that positively impact women and children, and we look forward to continuing our work with them in 2005."

"We have great respect for AWRT's work," said Marie Long, vice president, AT&T Constituency Relations, and president, AT&T Foundation. "As the world's networking company, AT&T is proud to be part of the *Empowering America* campaign and help spread the word about these four women's great accomplishments."

**MORE**

**Empowering America** has enjoyed donated airplay from thousands of radio stations nationwide reaching tens of millions of listeners. Supporting organizations include Blue Chip Broadcasting, Clear Channel Radio, Emmis Communications, Infinity Broadcasting, Metro Traffic Control Network, Nassau Media Partners, Radio Disney, and Radio One, with particular support from Westwood One, the Radio Advertising Bureau, and the MIWs (Most Influential Women in Radio).

For more information about *Empowering America*, or to learn about supporting the program, please contact AWRT at (703) 506-3290 or visit [www.awrt.org](http://www.awrt.org).

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**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<sup>®</sup>, 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](http://www.awrt.org).

**About the AT&T Foundation**

The AT&T Foundation ([www.att.com/foundation](http://www.att.com/foundation)) invests globally in projects that serve the needs of people in communities where AT&T has a significant business presence, programs that encourage and support diversity, initiatives that use technology in innovative ways, and programs in which AT&T employees are actively involved as contributors or volunteers.

**About AT&T**

For more than 125 years, AT&T (NYSE "T") has been known for unparalleled quality and reliability in communications. Backed by the research and development capabilities of AT&T Labs, the company is a global leader in local, long distance, Internet and transaction-based voice and data services.

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