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AWRT and SBE Name Lucinda Hutter Cavell the Outstanding Female Broadcast Engineer of the Year

Sponsored by Broadcasting & Cable

February 23, 2007 (McLean, VA) – In partnership with the Society of Broadcast Engineers (SBE), American Women in Radio and Television (AWRT) named Lucinda Hutter Cavell as the recipient of the annual Outstanding Female Engineer of the Year Award. This award will be bestowed at the 2007 AWRT Annual Leadership Summit & Business Conference, on Saturday, March 10, 2007, at the Renaissance M Street Hotel during the AWRT Power Breakfast.

AWRT has long recognized women making inroads in all areas of electronic media; this includes the growing field of broadcast engineering. Through this innovative partnership, AWRT and SBE (the only organization devoted to the advancement of all levels and types of broadcast engineering) selected a woman who has made significant contributions to the broadcast industry, whose professional track has been technical in nature, and who has advanced the goals and objectives of the SBE and AWRT, while simultaneously promoting the field as a career path for women in the electronic media.

Cavell's impressive 28-year career as a broadcast engineer has taken her from a near plane crash in Brazil to braving missile fire at Desert Storm. Cavell has worked at three separate Olympic Games as well as Presidential travels. She has done it all -- she even had tea with the Dalai Lama. In addition to being highly accomplished, she is adamant about mutual support for women in the broadcasting technical field. It is her fervent belief that there is a lack of effective mentoring in the industry and that the biggest challenges are people -- not technology issues.

"AWRT is thrilled to present this award to Cindy," said Mary Bennett, 2007 AWRT Chair and EVP of the Radio Advertising Bureau. "She embodies the characteristics that this award was intended to honor: She is both extremely accomplished and a giving member of the electronic media community.

The AWRT Leadership Summit & Business Conference is an annual gathering of professionals and leaders for information exchange, professional development and networking. For more information, and to register for the 2007 AWRT Leadership Summit & Business Conference, please visit www.awrt.org.

About AWRT: The year 2007 marks the 56th Anniversary of American Women in Radio & Television (AWRT), the longest established professional association dedicated to advancing women in media and entertainment. 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 field; foster communication and idea exchange; and give back to the community we serve.

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.