



For Immediate Release: May 21, 2009
Headquarters Contact: Amy Lotz, AWRT
Tel: 703-506-3290 ~ alotz@awrt.org
PR Contact: JLM PR, Inc./Jody L. Miller/ Pamela Lipshitz
Tel: 212-431-5227 ~ jody@jlmpr.com / lip@jlmpr.com



MTV Network's Chairman and CEO Judy McGrath to Receive Foundation of AWRT Achievement Award at 34th Annual Gracies Gala

(McLean, VA – May 21, 2009) – American Women in Radio and Television (AWRT) is pleased to announce that MTV Networks Chairman and CEO **Judy McGrath** will receive the esteemed 2009 Foundation of AWRT Achievement Award at this year's Gracie Awards Gala on Wednesday, June 3, 2009 at New York's Marriott Marquis Hotel. The AWRT Achievement Award is bestowed upon an individual who has made extraordinary strides and accomplished tremendous successes in the field of electronic media.

The 2009 Gracie Awards Gala, to be hosted by **Niecy Nash** of the Style Network's *Clean House* and Comedy Central's *Reno 911*, will recognize exemplary programming created for women, by women, and about women in all facets of electronic media, including radio, television, cable and new media.

As Chairman and CEO of MTV Networks since 2004, Judy McGrath has overseen the development of some of cable TV's most beloved programs and events, many of which have become cultural landmarks, including "MTV Video Music Awards," "MTV Movie Awards," "Total Request Live," "The Real World," "Punk'd," "Laguna Beach," "Newlyweds," "The Osbournes," VH1's long-running, award winning *Save the Music* campaign, "Flavor of Love," "The Hogans," CMT's "CrossRoads," Nickelodeon's "Go, Diego, Go!," and Spike TV's "Ultimate Fighter," among countless others.

"Judy McGrath's cultural vision and business acumen have helped build MTV Networks into an international multi-platform success story," emphasized AWRT President, Maria E. Brennan. "Her extraordinary achievements have set a strong example and raised the bar for women everywhere."

"Women in media have an imperative to break down barriers, and we can find that strength in numbers," said McGrath. "It's an honor for MTV Networks to be recognized by the AWRT, a galvanizing force for the many brilliant and talented women in our industry."

A longtime member of the MTV family, McGrath got her start at the channel writing on-air promos before working her way up the ranks to ultimately become its President. Under her direction, MTV grew from an irreverent cable channel to the influential global brand it is today, symbolizing a culture, a style, an attitude and a vibrant musical landscape which indelibly brought the creativity of music, with its passion, originality and energy, to television. In her current role, McGrath supervises the management and operation of more than 150 channels and more than 350 web sites, reaching more than 560 million households worldwide in more than 160 countries in 32 languages.

MORE

May 21, 2009

Page Two

Consistently recognized as an inspiring and creative leader, Judy McGrath has always maintained a passionate commitment to developing pro-social initiatives at the channels. Among the programs she has championed are MTV's Choose or Lose, Nickelodeon's Big Green Help and VH1's Save the Music. She is on the board of Rock and Roll Hall of Fame, the Ad Council, and serves on the advisory board of LIFEbeat. McGrath has been honored by Women in Cable & Telecommunications, GLAAD and the Harlem Children's Zone. In 2003, she was named "Humanitarian of the Year" by the T.J. Martell Foundation. She is in both the Cable Hall of Fame and the Broadcasting & Cable Hall of Fame.

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 Awards, established in 1975, honors programming and individuals of the highest caliber in all facets of radio, television, cable and web-based media, including news, drama, comedy, commercials, public service, documentary and sports.

The event is made possible through the generous support of the 2009 title sponsor Dove and *The Campaign for Real Beauty* and the following additional sponsors: Arbitron, CBS News, CBS Television, CNBC, CNN, Disney-ABC Television Group, Ford Motor Company Fund, Harpo Radio, Katz Media Group, MTV Networks, National Public Radio, NBC, NCTA, The Style Network, VCI Solutions, and WE tv.

For more information about the 2009 Gracies, please visit www.thegracies.org. For the most up-to-date, insider information, follow the Gracie Awards on Twitter @thegracies.

CREDENTIALLED PRESS: For press information in regard to covering the red carpet and the event, please contact JLM Public Relations at 212-431-5227.

About AWRT: The year 2009 marks the 58th 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 Awards®, a live, New York-based gala that awards exemplary programming created for, by, and about women. Please visit its web site at www.awrt.org.