



News Release

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AT&T Donates \$500,000 to Support Cuban Missile Crisis Exhibit at the National Archives Experience and Kennedy Presidential Library

50th Anniversary Exhibit Features Documents, Images and White House Recordings of JFK Made Available Online with Support from AT&T

Washington, DC September 20, 2012 – AT&T has donated \$500,000 to support the upcoming National Archives Experience exhibition “To the Brink: JFK and the Cuban Missile Crisis,” which opens at the National Archives’ Lawrence F. O’Brien Gallery in Washington on October 12 and will travel to the John F. Kennedy Library and Museum in Boston in 2013.

The gift will be shared by the Foundation for the National Archives -- the National Archives’ private partner in Washington, DC -- and the Kennedy Library Foundation in Boston, a non-profit organization supporting the work of the John F. Kennedy Presidential Library and Museum. Combined with a generous contribution from the Lawrence F. O’Brien family, it will support the 50th anniversary exhibition, which includes audio recordings of White House meetings made by President John F. Kennedy at the height of the Cuban Missile Crisis in the fall of 1962.

Visitors to “To the Brink” will hear the President in White House meetings with his closest advisors, who were working to avert thermonuclear war after the Soviet Union installed missiles in Cuba capable of targeting the United States. The recordings and other National Archives records document the dramatic events that brought the United States and the Soviet Union to the brink of war and back again.

Some of the recordings featured in the exhibition and on an accompanying Web site, as well as other presidential records from the Kennedy Administration, were digitized through a previous generous donation by AT&T.

“AT&T is proud to be sponsoring this truly innovative exhibit at the National Archives, which follows naturally from our help in digitizing John F. Kennedy’s presidential papers,” said Jim Cicconi, AT&T senior executive vice president. “‘To the Brink’ commemorates the thirteen most important days of JFK’s presidency on the 50th anniversary of the Cuban Missile Crisis. Not only is this a fascinating exhibit, but it also demonstrates the power of innovative technologies and networks to help more Americans access our nation’s vibrant history.”

“We thank AT&T for its generous support of ‘To the Brink,’ and for its longtime partnership with the National Archives,” said Archivist of the United States David S. Ferriero. “AT&T, through its contributions to the Foundation for the National Archives and the Kennedy Library Foundation, furthers our efforts to inspire more people to come here to explore, discover, and learn. This exhibit showcases a pivotal moment from our history. It provides the perfect opportunity to bring these records to new audiences.”

AT&T’s previous support includes a \$1 million gift to the Foundation for the National Archives in 1999 toward the National Archives Experience capital campaign and a \$100,000 donation in 2009 in support of NAE’s “Discovering the Civil War” exhibition commemorating the 150th anniversary of the war.

The company also has contributed to the Foundation for the National Archives in support of Constitution Day events and educational activities, and has served as lead sponsor of the Foundation’s annual Gala for the past two years.

“We truly value our partnership with AT&T and are grateful for the continued confidence in our initiatives and programs,” said A’Lelia Bundles, President of the Foundation. “As lead sponsors of this significant exhibition, they are playing a critical role in helping us educate our fellow citizens about American history and about the importance of the records of the Federal Government.”

In 2007, on what marked the 45th anniversary of the Cuban Missile Crisis, AT&T awarded a \$250,000 grant to the John F. Kennedy Library Foundation to help digitize and catalogue the Kennedy Library’s textual, audio and video archives to make them available to the public through the World Wide Web. The grant from AT&T allowed the Kennedy Presidential Library to retain highly skilled archivists to scan, digitize and metatag the collection in a manner that enabled historians, academics and the general public to easily search online and find specific information within the presidential library’s vast archives. Among the documents digitized with AT&T’s support were many used by President Kennedy during the Cuban Missile Crisis of 1962, and which will be on display in the exhibit, including a map used by President Kennedy to visualize the location of Soviet Missile batteries located throughout Cuba.

Again in 2009, AT&T signed on as a lead Technical Partner in the creation of the Kennedy Presidential Library’s online digital archives, providing more than \$2.2

million in-kind support of hardware, software, and technical expertise, including EVPN connectivity and Synaptic Website Hosting, required for the pioneering initiative.

“The Kennedy Library Foundation is most grateful to AT&T for its generous support and commitment to preserving our nation’s historical records, which has enabled us to make these materials available to a global audience,” said Tom McNaught, Executive Director of the John F. Kennedy Library Foundation. “AT&T helped us create the nation’s largest and most sophisticated online digital archives of a U.S. President. Were it not for their support and technology, this historical initiative providing unprecedented global access to the most important papers, records, photographs, and recordings of President John F. Kennedy’s thousand days in office would not have been possible. What a truly remarkable gift AT&T has made to the American people.”

About the Foundation for the National Archives

The Foundation for the National Archives is an independent nonprofit that serves as the National Archives’ private-sector partner in the creation of and ongoing support of the National Archives Experience, which includes permanent exhibits, educational programs, traveling exhibits, special events and film screenings, educational literature, and historical/records-related products and media. The Foundation helps the public understand the importance of the holdings of the National Archives by presenting the depth and diversity of the records through award-winning, interactive educational exhibits and programs. It generates financial and creative support for the National Archives Experience from individuals, foundations, and corporations who share a belief in the importance of innovative civics education.

About the National Archives Experience

The National Archives Experience, created by the National Archives in partnership with the Foundation for the National Archives, has transformed the visitor experience at the National Archives’ Washington, DC building, and includes a renovated Rotunda for the Charters of Freedom, the award-winning Public Vaults permanent interactive exhibition, the William G. McGowan Theater, the Lawrence F. O’Brien Gallery for special exhibits, the Boeing Learning Center, and the Digital Vaults online exhibit. These components make the rich resources of the National Archives accessible to Americans nationwide.

About the John F. Kennedy Library and Museum

The John F. Kennedy Presidential Library and Museum is a presidential library administered by the National Archives and Records Administration. In addition to being the world’s principal center for research on the life of John F. Kennedy and American democracy in the early 1960s, the Library serves as a living memorial to President John F. Kennedy and a source of inspiration about the values of a democratic society in a free world and how they can be served today.

About the Kennedy Library Foundation

The John F. Kennedy Library Foundation is a 501 (c) (3) non-profit organization that provides financial support, staffing, and creative resources for the John F. Kennedy Presidential Library and Museum. The Kennedy Library Foundation is not a grant-making foundation. Through its Board of Directors, its committees and staff, the Foundation assists the Library in the planning and establishment of its long-term strategic goals and objectives and provides the Library with financial and creative resources with which to enrich its many educational programs, to expand its research and archival capacity and to enhance its museum and exhibits.

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company and one of the most honored companies in the world. Its subsidiaries and affiliates - AT&T operating companies - are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's largest 4G network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile Internet, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse(r) and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world.

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