



ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE



JULY 2014 Newsletter



2014 AWM BOARD



Austin A.W.M. Publication
JULY 2014
VOLUME 132



SAVE THE DATE
THURSDAY, SEPTEMBER 18TH FROM 3-5:30

The Battle is coming September 18th...

Are you ready?



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25TH
ANNUAL

BATTLE OF THE MEDIA STARS

**COLOR
WARS**



25th Annual Battle information- *At a glance:*

September 18th, 2013 3pm-5:30pm

Zilker Park Polo Fields

Registration opens at 2:15pm

ALL PROCEEDS BENEFIT THE AWM SCHOLARSHIP

**How the Color Wars work...Each team will get an assigned color as they sign up.
The team will need to base their costumes and theme off this color.**

- Minimum of eight players & maximum of ten- \$160 per team
- At least one active member of AWM must be on each team roster and in attendance on the day of the event. This can be an employee of your company OR a client!
- At least two team members must be female
- Payment & forms due by 8/20/14 for 3 Early Bird Bonus Points
- Sign up a new AWM member on your team for 3 Bonus points
- All other payment & forms due at Battle on 9/18/14
- Raffle tickets & payment due at check in, day of battle 9/18/14.
Earn 10 bonus points for selling \$250 in raffle tickets!
- Remember to bring the SPIRIT! 3 teams will receive 5 bonus points for being the most SPIRITED team at Battle. The top team will get the coveted trophy!



Direct all questions see Leah Woodard or Renee Combs
leahwoodard@clearchannel.com
reneecombs@clearchannel.com





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Texas Association of Broadcasters

TAB Convention focuses on broadcast sales strategies

Whether you're a manager or AE, get ready for some fast-paced, relevant sales training at the Texas Association of Broadcasters Convention (Aug. 6-7 at the Renaissance Austin Hotel).

Managers can [send their entire sales department](#) for a day and a half of training for only \$45/person (\$65 w/Thursday lunch).

That's a bargain for great sales trainings like...

Kelly Wirges, CEO of ProMax Training
(Thurs., Aug. 7 at 9:30 am)

Bottom line: most sales people detest and, therefore, avoid prospecting. The **"Prospecting that Pays"** session will help even those who are uncomfortable with the process implement a methodology that not only creates sales opportunities, but is also enjoyable – really!

Bridget Brennan, CEO of The Female Factor
(Thurs., Aug. 7 at 9:30 am & 1:30 pm)

Women are the engine of the global economy and buy nearly 80% of all consumer products. They hold the purse strings, and companies must be shrewder than ever to win them over.

The **"Top Ten Trends in Marketing and Selling to Women Consumers"** session will delve into what's driving women's purchasing decisions, with a special emphasis on marketing to millennial women.

Paul Weyland, Pres. of Paul Weyland Communication Strategies
(Thurs. Aug. 7 at 11 am & 2:45 pm)

"To Sell the Truth," Paul Weyland will teach you how to sell an advertising strategy that mirrors the client's own sales methods in his own business. Mirrors don't lie. No more disclaimers. No more cliché commercials that don't work. No more tired on-air promos either. Even veteran sellers say that this session will radically and forever change the way you sell local direct.



This is just a taste of what's in store for you!

Take a look at our [convention info online](#) and register today!
Registration questions? call (512) 322-9944.

20
14

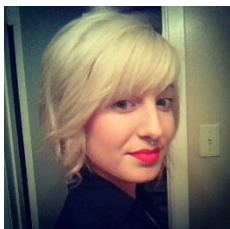
TAB

CONVENTION
& TRADE SHOW



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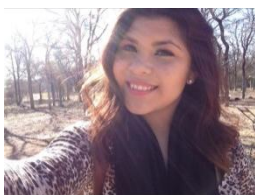
Promotions



Brooke Hampton – promotion to National Promotions Coordinator



Monica Andrade - promotion to EMG Project Manager



Angela Gaona – promoted to Lead Promotions Coordinator for KLZT and Latino



JT Bosch - Congrats to the new Vice President of Programming



Do you have a new face or a celebration you want to share?
Be sure to send us the information at newsletter@awmaustin.org



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New Hires

(media is looking good with all these new faces).



Hema (Hey-ma) Mullur- KEYE Anchor- Hema is a native Texan and a proud longhorn! Hema says it is a dream come true to return to Austin and she is honored to follow in the footsteps of Judy Maggio.



Brooks Radla- joined the KEYE team as an Account Executive



Taylor Levos joined the Telemundo team as an Account Executive



Mason Myska- Financial Analyst



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New Hires



Beth Sugrue- Director of Strategic Partnerships



Jamie Jordan- Account Executive for KHFI & KPEZ



Tomi Fanning- Account Executive for Entercom Austin



Rachel Account Executive for Entercom Austin



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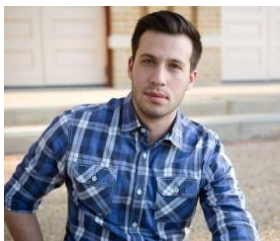


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New Hires



Chris Saldana – Co Host with current meteorologist Allison Miller for a new lifestyle driven show on KEYE- “We are Austin.” Premiering June 30th.



Zachary Harrow – Account Executive for 101X



Adria Lawrence – New Sales assistant for 101x and KLBJ FM



Congratulations



Jessica Dvorscak, KXAN Account Executive had Andrew Oliver Dvorscak born on 6/9 and weighed 6.6 pounds.



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Did you know????



IMPORTANT: Online Portal Changes Coming.
my.arbitron.com to be retired.

They will be moving all of the products and services currently available on the my.arbitron.com portal to a new online home: Nielsen Answers.

Nielsen Answers will house all of your tools and data in one convenient place.



HBO, Amazon set to produce TV dramas focused on Austin- God Saves Texas and Hysteria. Both have plans to depict Austin front and center in front of viewers with a pair of upcoming television series.



**Did you know Austin just held our
3rd Annual Austin Television Festival?**
Some Highlights...



Have you seen us lately?



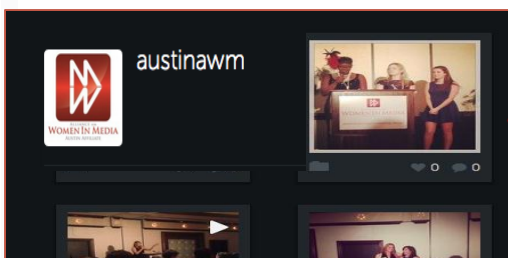
Our website: awmaustin.org



Our Facebook page:
www.facebook.com/AustinAWM



Our Twitter feed:
twitter.com/AWMAustin



Our Instagram feed:
instagram.com/austinawm



AWM Dates To Remember...

July

8– AWM Board Meeting, 12n

Crista Broadcasting, 3600 N Cap of Tx Hwy

16-AWM Luncheon, Maggiano's, 11:30a

24-AWM Newsletter Submissions Due

August

5– AWM Board Meeting, 12n

KEYE-TV, 10700 Metric Blvd

13-AWM Luncheon, Maggiano's, 11:30a

21-AWM Newsletter Submissions Due

September

9– AWM Board Meeting, 12n

Entercom Radio, 4301 Westbank Drive, Escalade B, 3rd Floor

18--BATTLE OF THE MEDIA STARS

Zilker Park

26-AWM Newsletter Submissions Due





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CAREERS



Account Executive



**Program Director KHFI FM and KPEZ FM
Account Executive**



**Traffic Assistant
Account Executive
Sales Assistant**



**AE
AE—SMB Team
Interns
Sales Recruitment Specialist**



News Editor



Director of Sales



**Media Planner
Media Planner Buyer
Broadcast Negotiator**



**Reporter
Promotion Producer
Photographer
Sr. Web Producer
Director/Editor Director
Account Executive,
Anchor/Reporter**

**Listings expire after 30 days.
Please see individual
web-sites for more details.**



AWM Austin Affiliate Corporate Membership Benefits:

Public support of our professional organization that has a commitment to the advancement of women and minorities in our industry.

Corporate Membership for 6 Includes:

- AWM National Membership and Austin Affiliate Membership for 6 employees.
- Pre-paid luncheon table for 6 at all monthly luncheons (7 luncheons).
- Name and logo in AWM Austin Affiliate Newsletter.
- Name and logo on all luncheon promotional materials.
- Corporate member recognition at all AWM Austin Events.
- Complimentary access to AWM Job Bank for posting job openings.
- Reserved and pre-paid team for Battle of the Media Stars.
- Complimentary link from Austin AWM website to your company.

Sponsorship Value: \$4820
Sponsorship Package: \$2500

Corporate Membership for 3 Includes:

- AWM National Membership and Austin Affiliate Membership for 3 employees.
- Pre-paid luncheon table for 3 at all monthly luncheons (7 luncheons).
- Name and logo in AWM Austin Affiliate Newsletter.
- Name and logo on all luncheon promotional materials.
- Corporate member recognition at all AWM Austin Events.
- Complimentary access to AWM Job Bank for posting job openings.
- Reserved and pre-paid team for Battle of the Media Stars.
- Complimentary link from Austin AWM website to your company.

Sponsorship Value: \$3890
Sponsorship Package: \$1600





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Austin Alliance for Women in Media
corporate sponsors:**



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