



ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE

AWM SEPTEMBER CONNECTION

Battle Team Happy Hour
9.24.15 @ 530p
The Tavern, 12th & Lamar



**Get early bird points and
select your team's theme**



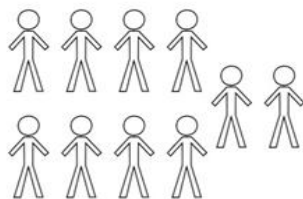
ALLIANCE FOR
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BATTLE OF THE MEDIA STARS



26th Annual Battle Info

OCTOBER 22 3p - 5:30p @ ZILKER PARK PECAN GROVE
registration starts at 2:15p
\$160 x team due by registration



minimum 8 players
maximum 10



@ least 1 active
AWM member
Employee or Client



@ least 2 team
members must be female

**EARN
EXTRA
POINTS**



3 Early bird points
register by 09/24



10 Bonus Points
for selling \$250
in raffle tickets



3 Bonus Points
for signing up new
AWM members



3 teams get
5 SPIRIT pts
THE TOP TEAM
wins the
SPIRIT TROPHY!

SPONSORS



HOUSTON
TEXANS

SOUTH
CONGRESS
HOTEL



Special thanks to
this year's host,
Mix 94.7's Alex Franco!





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CONFERENCE CONNECTION

★ THE ★
TEXAS
CONFERENCE FOR
WOMEN

AWM Austin would like to send you to the Texas Conference for Women October 15, 2015 at the Austin Convention Center.

AWM Austin is proud to announce that we have purchased a table at the **Texas Conference for Women**, scheduled Thursday October 15th at the Austin Convention Center. For event information

www.txconferenceforwomen.org.



ROBIN ROBERTS



BERT JACOBS



PATRICIA ARQUETTE



CANDY CHANG

AWM will hold a random drawing for 10x individual seats at the AWM Austin table (8x for Board Members and 2x for Members). In order to have your name entered in the drawing, the following is required:

- ✓ **Must be a current AWM Austin Board Member or Current Member**
- ✓ **Must submit a professional recommendation from a manager or co-worker**
- ✓ **Must submit a written request as to why you would like to attend, max 500 words**
- ✓ **Must be able to attend the full day of the conference 730a-530p (*hours subject to change*)**
- ✓ **Must be able to attend the November Board Meeting and provide feedback on the conference (Scheduled Noon, Wed 11/4 at Univision)**

Submit your name, contact phone number, along with a professional recommendation and reason for attending to info@awmaustin.org by **Fri, October 2, 2015 at 5pm.**

**FOR COMPLETE ENTRY REQUIREMENTS VISIT
AWMAUSTIN.ORG/SCHOLARSHIPS**



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SEPTEMBER LUNCHEON

Bridge the Gap: Connect Social Media to all Media Activities Wednesday, September 16th, 11:30am



Our guest speaker will be
Dana Arnold
Director of PR and Social Media

Ⓜ **Hiebing**

Discover a 6-step process to create marketing programs that are amplified with social media.

LOOK!!

**NEW LUNCHEON LOCATION
ABEL'S ON THE LAKE**

**All RSVP's received after September 14th are \$35
Confirm your seat on-line at awmaustin.org**



Wednesday, September 16th 11:30a-1p
3825 Lake Austin Blvd.
Members \$25 Non-members \$30
Non-RSVPs \$35 after September 16th
NO SHOWS WILL BE BILLED!



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AWM MEMBER UPDATE

We're happy to announce that the following people have joined or renewed their membership recently.



Leslie Lockett Sweet – H-E-B

Catalina Berry – Seton Health Plan

Dori Marie Witt – Time Warner Cable Media

Holly Breaux – KTBC/Fox 7



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Membership Information

Individual Annual Membership

There are two types of individual Austin memberships available: \$60/Professional and \$30/Student.

Sign up online at <http://awmaustin.org/join.php>

Corporate Annual Membership for 8 Includes:

- AWM National Membership and Austin Chapter Affiliation for 8 employees.
- Pre-paid luncheon table for 8 at all monthly luncheons (7 per year).
- Name and logo in Austin AWM Chapter 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.
- One reserved and pre-paid team for Battle of the Media Stars.
- Complimentary link from Austin AWM website to your company.

Sponsorship Value: \$5440 / Sponsorship Cost: \$3000

Additional corporate memberships available:

For 6 - Sponsorship Value: \$4820 / Sponsorship Cost: \$2500

For 3 - Sponsorship Value: \$3890 / Sponsorship Cost: \$1600

Same benefits as those listed above, for corresponding number of people.



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MEMBERSHIP DRIVE

September 1st - October 1st is the Annual AWM Austin Affiliate's *Fall Membership Drive*.

We encourage you to **refer** friends, co-workers and/or vendors to join AWM. The following is offered as **referral incentives** to our current members:

- Need to update your headshot?
AWM members will receive 33% off headshots with LUCIANO PHOTOGRAPHY (normally \$75, but \$50 for any session booked this month).
<https://www.facebook.com/VaughnLucianoPhotography>
- 10% off AWM membership* on your next renewal date.



Any questions? Please contact Membership Chairperson:
Lora Funderburk, lfunderburk@avalanchemg.com

New members should note the AWM member who referred them on the referral line on the membership application page.

*The maximum is 10% off even if you bring in multiple new members.

WE APPRECIATE YOUR SUPPORT!



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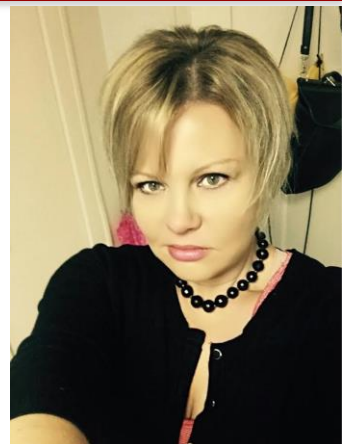
NEW FACES



Sunnie Reagin joins Community Impact Newspaper's Central Austin team as Account Executive



Mary Gilmore and Christie Humphries join KTBC/FOX 7 as Account Executives



Carly Gill named Local Sales Manager at KTBC/FOX 7



Heather Baumli named, Director of Strategic Partnerships



Ryan Scott newest Account Executive

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

COMMUNITY CONNECTION



Emmis employees volunteered at the Capitol Area Food Bank. They had a grand old time, and—more importantly—packaged 4,025 meals for our hungry neighbors in need!



COLLEGIATE DIVISION

TIME TO GET BACK TO CLASS!

The Affiliate's Collegiate Division has officially kicked off! After a successful week of connecting with students on UT's campus, we are looking forward to the rest of the semester with our first **student hosted event on September 22nd.**



ST. EDWARD'S
UNIVERSITY



Students will get to meet professionals in Austin and learn what it takes to have a career in the media. Check the collegiate page and social media pages for updates!

MEDIA MOMENTS



August Luncheon Highlights

- KSM's quarterly State of Media developed to quell fears from clients and agency partners regarding "new" media.
- Increasingly found that old was new again. And often the hype didn't match reality.
- With nearly all new platforms and technology, we need to investigate three things: what technology is at play, how strong is the infrastructure, and is there a habit-forming potential that will affect our consumers?

DOWNLOAD A COPY OF THE PRESENTATION AT:

[Put link here after uploading presentation](#)

Connect with us on these social media channels
for more photos and reminders of future events.



AustinAWM



AWMAustin



austinawm

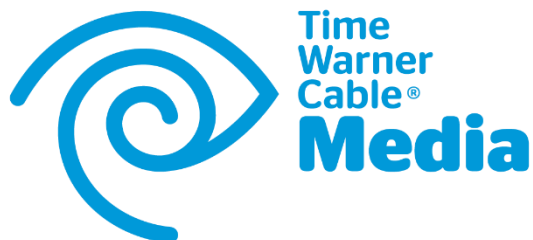


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CAREERS

These companies have posted their open positions on the AWM website.

Visit <http://awmaustin.org/classifieds.php> for information on current positions or to include your job listing. All postings expire after thirty days.





AWM Dates To Remember...

SEPTEMBER

2nd – Monthly Board Meeting 12p-1p
SETON HEALTH PLAN
4515 Seton Parkway, Suite 310



NEW!

16th – LUNCHEON, 11:30a-1p

LOCATION: Abel's on the Lake, 3825 Lake Austin Blvd

Topic: Bridge the Gap – Connect Social Media to all Media Activities

24th – Battle Team Happy Hour, 530p – 730p

LOCATION: The Tavern, 12th & Lamar

OCTOBER

7th – Monthly Board Meeting 12p-1p
GSD&M, 828 W. 6th

22nd - No luncheon this month
BATTLE OF THE MEDIA STARS
3p-530p @ Zilker Park



**Thank you to the following corporate
sponsors for their support.**

