



SHEconomics: Money, Market and Message October 29, 2012

Sony Wonder Technology Lab HD Theater, Third Floor
550 Madison Avenue @ 56th Street
New York, NY 10022

9:00 a.m. – 2:00 p.m.

Registration is free, but space is limited. Sign up today!

<http://www.allwomeninmedia.org/events/new-york-2012.html>

BATTLE CONNECTION



YOU'RE INVITED!

THURSDAY, SEPTEMBER 27, 2012
ZILKER PARK - POLO PICNIC AREA
2:15PM CHECK-IN | 3:05PM GRAND MARCH

EVENTS

MUSICAL CHAIRS | TUG OF WAR
BALLOON TOSS | DIZZY BAT
THREE-LEGGED RACE

\$160 PER TEAM
SIGN UP FOR A CORPORATE MEMBERSHIP
AND GET A BATTLE TEAM FREE!
CELEBRITY JUDGES & COMMENTATORS
FOOD, BEER AND WATER PROVIDED



MAKE YOUR
TEAM FLAG FOR THE
GRAND MARCH
REPRESENT YOUR
COMPANY! BE LOUD
AND BE PROUD!



ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE

PAY BY CHECK OR BY CREDIT CARD
AT AWMAUSTIN.ORG/BATTLE/

QUESTIONS REGARDING BATTLE? CONTACT
miglehart@spirit1059.com or AngelaHartman@clearchannel.com

<http://www.awmaustin.org/>



PROGRAM CONNECTION



LUNCHEON RECAP: AUGUST 2012/COUPONS



the davis group
media planning & placement



Thanks to everyone who supported our August luncheon. Special thanks to our panelists: **Allison Warren**/Austin Perks-Entercom Radio, **Rebecca Glenn Gindele**/Travelzoo.com and **Caleb Stirling**/Austaco; along with our moderator **Tracy Arrington**/Davis Group.



REMINDER: avoid the check-in line and pre-pay with our online secure shopping cart.

<http://awmaustin.org/luncheons>



LOCAL CONNECTION



Chad Cross
News Director
KXAN



Denise Twellmann
Digital Sales Manager
Emmis Austin Radio



Steve Sherrill
General Sales Manager
KVET FM



Jeff Zimmerman
Vice President/General Manager
Univision TV
Austin/San Antonio



If you have any new hires or recently-promoted employees that you would like listed in the October newsletter, please e-mail newsletter@awmaustin.org by Monday, Sept 24th, 2012.



LOCAL CONNECTION



Yvonne Nava
AM News Anchor
KVUE



Nancy Rodriguez
Account Executive
Univision



Nicole Plascencia
Executive Assistant
Univision



Christine Merki
(not pictured)
Integrated Account Manager
KHFI & KPEZ



LOCAL CONNECTION



Great American Sales & Marketing

The Austin Business Journal published that Great American Sales & Marketing was ranked #26 as one of Austin's Top Advertising and Marketing Agencies. Great American Sales & Marketing is a full-service advertising agency specializing in radio, television, print, outdoor, and direct mail.



Local Agency Awards

Congratulations to these Austin based agencies on being recognized in *Advertising Age's* Small Agency Awards Show and Conference (75-150 employees category)

Proof Advertising received the Silver Small Agency of the Year Award. **LatinWorks** received the Gold Small Agency of the Year Award and was named the Multicultural Agency of the Year.

In addition, **LatinWorks** was named Hispanic Agency of the Year in *Adweek* and received multiple Lions at the Cannes International Festival of Creativity.



AdvertisingAge



ADWEEK

If you have any new hires or recently-promoted employees that you would like listed in the October newsletter, please e-mail newsletter@awmaustin.org by Monday, Sept 24th, 2012.



LOCAL CONNECTION



Join Austin AWM at the Komen Race for the Cure



Sunday, November 4, 2012

Why is Race for the Cure important?

Did you know that one out of eight women will have to fight breast cancer in her lifetime?

That figure is SCARY! Participating in Race for the Cure honors those affected by breast cancer, increases awareness and, most importantly, raises funds for local breast cancer services and screenings and national groundbreaking research to find a cure!

How can I help?

Join the Austin AWM Race for the Cure 2012 team!

We're a fun AND dedicated group of gals that will work hard to recruit team members and take advantage of fundraising opportunities. You don't have to participate in the race to raise money, either. Contact Kelly Welch at kwelch@emmisaustin.com or click the link below for more information on how to join!

So what happens to the **MONEY**?

Where does my donation go?

Seventy-five percent stays in our five county area to provide the following services:

Fund mammograms (screening or diagnostic), ultrasounds, biopsies and treatment

Provide emergency assistance which covers in-home personal assistance, transportation to and from treatment and food, rent & utilities

Fund Patient Navigator Services (provides individual assistance from when someone is diagnosed to the end of their treatment)

Provide breast health educators and educational materials at local health fairs and community events

Connect breast cancer survivors with local resources

Offer bilingual support staff

Spearhead local advocacy efforts

Since 1999, the Austin Affiliate of Susan G. Komen for the Cure® has invested over \$10 million to better the lives of those facing breast cancer in our community. Did you know that 75% of net funds raised LOCALLY stays LOCALLY?

Komen Austin provides funding to LOCAL non-profit healthcare organizations for breast health services for the underserved men and women in Travis, Bastrop, Hays, Williamson and Caldwell Counties. The remaining 25% funds the national Susan G. Komen for the Cure® Grants Program, which funds groundbreaking breast cancer research.



Visit <http://awmaustin.org/race-for-the-cure/> for a link to our team page!



COMMUNITY CONNECTION



UNASE AL RETO



Unase al Reto- (Join the challenge) has brought healthy lifestyles to the front of many of **Univision 62** viewers. Each month the amount of people that show up to walk with Univision 62 continues to grow.



BACK TO SCHOOL BRIGADE



my **FOX** austin.com

The **FOX 7** Care Force teamed up with Operation Homefront Texas and Dollar Tree stores to collect and distribute backpacks and school supplies to hundreds of Texas' military kids in need. On Saturday, August 18th, FOX 7's Mike Warren and Keri Bellacosa volunteered with Operation Homefront to help distribute the donated supplies at Camp Mabry.

<http://www.operationhomefront.net/TEXAS/>



OPERATION HOMEFRONT
TEXAS



If your company has participated in community events that you would like listed in the October newsletter, please e-mail newsletter@awmaustin.org by Monday, Sept 24th, 2012.



COMMUNITY CONNECTION



48 HOUR FILM PROJECT

AWM-AUSTIN congratulates the 48 Hour Film Project (a wild and sleepless weekend in which teams make a movie—write, shoot, edit and score it—in just 48 hours!) on this year's program.

BROKEN RECORDS AUSTIN was among the 42 filmmaking teams from throughout the Austin area who participated. For more information submissions and future screenings check out their site at <http://www.48hourfilm.com/en/austin/>



If your company has participated in community events that you would like listed in the October newsletter, please e-mail newsletter@awmaustin.org by Monday, Sept 24th, 2012.



MEMBERSHIP CONNECTION



Austin Chapter AWM 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 Chapter Affiliation for 6 employees.

- Pre-paid luncheon table for 6 at all monthly luncheons (7 luncheons).
- 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.
- 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 Chapter Affiliation for 3 employees.
- Pre-paid luncheon table for 3 at all monthly luncheons (7 luncheons).
- 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.
- 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



MEMBERSHIP CONNECTION



IT'S ONLY **\$5 PER MONTH** TO SUPPORT THE
AUSTIN ORGANIZATION THAT SUPPLIES
AWARDS, EVENTS AND FUN!!!

Become a member of the
Austin Alliance for Women in Media NOW!
We welcome new and renewal memberships
at the reduced rate of \$60!
That's only \$5 per month!

5 Reasons to be an Austin AWM Member

1. Networking Opportunities

Austin AWM provides professional and personal support to network with and for our industry by setting up seminars, events and celebrations in local media.

2. Educational Seminars

Austin AWM works with national & local industry leaders to give us their insight on media trends, revenue builders, and best practices for your business.

3. Event Invitations

Invitations to many Austin AWM events, programs and luncheons are offered at a reduced rate.

4. Committee Participation

Be an active voice and participant in planning and executing events for our industry and businesses associated with media.

5. IT'S ONLY \$5 A MONTH!!!

There are 2 ways you can become a member:

- 1) Click **here** to download the membership form and mail to
P.O. Box 2684, Austin, TX 78768
- 2) Complete the **registration on the next page** and mail a check to
P.O. Box 2684, Austin, TX 78768





UPCOMING AUSTIN AWM EVENTS

SEPTEMBER

19 - AWM Board Meeting: Clear Channel Radio

24 - AWM Newsletter submission deadline

newsletter@awmaustin.org

27 – Battle of the Media Stars: Polo Picnic Area at Zilker Park

OCTOBER

10 – AWM Luncheon: Maggiano's Little Italy 11:30a

17 - AWM Board Meeting: Clear Channel Radio

22 - AWM Newsletter submission deadline

newsletter@awmaustin.org

NOVEMBER

4 – Race for the Cure

7 – AWM Luncheon: Maggiano's Little Italy 11:30a

14 - AWM Board Meeting: Clear Channel Radio

26 - AWM Newsletter submission deadline

newsletter@awmaustin.org



CAREER CONNECTION



Please visit <http://awmaustin.org/careers/>
for full job descriptions and contact information.



Account Executive
Internships



Producer
Executive Assistant



Account Executive
Digital Marketing Manager
On-Air Personality: KLBJ-FM
Accounts Payable Coordinator
Broadcast Engineer



Account Executive
Reporter
Producer
Internships



Account Executive
Account Executive- SMB Team
Production Assistant (PT)
Internships



Graphic Designer
National Sales Manager
Creative Services Post-Production Editor
General Assignments Reporter
Assistant News Director
Web Content Producer (PT)



Account Executive
Promotions Technician (PT)



Promotion Producer
Assignments Editor (PT)
News Reporter
Sales Assistant
Internships



ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE

Sweetheart Bachelor Auction
Fundraising/Event Coordinator



Executive Assistant

To have a position posted on the Austin AWM website and newsletter,
please e-mail a brief description to career@awmaustin.org.



CORPORATE CONNECTION



We would like to say a special
“Thank you!” to our
Austin Alliance for Women in Media
corporate sponsors:



ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE

If your company would like to become a member, please e-mail info@awmaustin.org.

