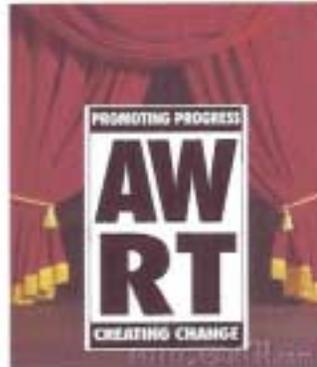


# Media Links



An A.W.R.T. Chapter Publication July 2007 / Volume 72

**YOU'RE INVITED  
TO THE  
EXCLUSIVE**



**2007 FALL PREVIEW PARTY**

**July 25, 2007**

**PRIZES!!**



**LAMAR**

**PRIZES!!**

**6:00-9:00pm**

**Dinner, Drinks, & Entertainment Included**

**\$25 Members/ \$30 Non-members**

# Local News



## JUNE LUNCHEON EMERGING TRENDS IN AUTOMOTIVE

(L to R) Chuck Nash, LisaBeth Thomas, Robert Cardosi, Scott Crossett

On June 13, Chuck Nash, Dealer Principal, Chuck Nash Auto Group, Robert Cardosi, GM, Classic Toyota and Scott Crossett, Owner, Apple Leasing presented their views on the emerging trends in automotive. Thanks to the panelists for participating at this well attended luncheon, and thanks to LisaBeth Thomas, LBTJ Group for moderating.

If you have a special announcement and would like it listed in the next newsletter, please e-mail [hbreaux@fox7.com](mailto:hbreaux@fox7.com)



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# Local News



Thank you to our corporate sponsors:



The 2007/08 AWRT Austin Chapter Board of Directors at the TAB on Saturday, 6/30 for the Strategic Planning Meeting.

The Austin Chapter of AWRT is pleased to announce our two newest board members—**Leighton Cromwell** of Time Warner Cable and **Samantha Davis** of KTBC Fox 7. Leighton will serve as Co-Chair for the Battle of the Media Stars and Sami will serve as Co-Chair for our Membership Committee.

KVUE welcomes Account Executive **CJ Geoffroy** to the KVUE Sales Team.

Congratulations to **Ray Eve Mason** on her new job at Time Warner Cable Media Sales. She is job sharing with Dori Witt.

Mel Jones, formerly the Sales Manger for KASE, was promoted to Director of Sales at Clear Channel Radio Austin.

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[hbreaux@fox7.com](mailto:hbreaux@fox7.com)

# Local News

## SAVE THE DATE!

- Wed, 7/25    **AWRT FALL PREVIEW PARTY**  
Alamo Draft House South Lamar  
(6-9pm)
- Wed-Fri  
8/8-8/10    **TAB/SBE 2007 54TH ANNUAL CONVENTION**  
Renaissance Austin Hotel
- Wed, 8/15    **AWRT BOARD MEETING**  
Univision TV
- Wed, 9/12    **AWRT SEPTEMBER LUNCHEON**  
**AD AGENCY PANEL**  
Austin Woman's Club
- Tue, 9/18    **AWRT MEMBERSHIP/PRE-BATTLE**  
**HAPPY HOUR**  
Chinatown (Greystone & Mopac)
- Thu, 10/11    **AWRT BATTLE OF THE MEDIA STARS**
- Wed, 11/14    **AWRT NOVEMBER LUNCHEON**  
**ASSISTING SUCCESS**  
Austin Woman's Club
- Wed, 12/5    **AWRT HOLIDAY PARTY**  
Gibson Studio at Penn Field
- Wed, 1/9    **JANUARY LUNCHEON**  
TBA 2/08    **SWEETHEART BACHELOR AUCTION**  
Wed, 3/12    **MARCH LUNCHEON**  
TBA, 4/08    **TRAILBLAZER GALA**  
Wed, 4/9    **APRIL LUNCHEON**  
Wed 5/14    **AWRT ANNUAL BUSINESS MEETING**

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# National News

## American Women in Radio and Television, Inc.

**The dates for the 2008 AWRT Annual Leadership Summit and Business Conference in Washington, D.C. have been announced. Mark your calendars for March 14-15, 2008 and stay tuned for more info.**

American Women in Radio and Television, Inc. (AWRT) is a non-profit, professional organization of women and men who work in the electronic media and allied fields.

### Our Mission

The mission of AWRT is to advance the impact of women in the electronic media and allied fields by educating, advocating and acting as a resource to our members and the industry.

If you have a special announcement and would like it listed in the next newsletter, please e-mail

[hbreaux@fox7.com](mailto:hbreaux@fox7.com)



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# Member Spotlight



American Women

Promoting Progress



Creating Change

In Radio & Television

## JOSHUA FRESCAS

Local Account Executive  
Univision KAKW-62 & Telefutura KBVO-51

“Ever since Josh started at Univision, there’s never been a dull moment in the Univision sales pit. Whether he’s singing Shakira, telling stories or making us laugh with his witty comments—Josh is such a great co-worker and true friend. We’re all so thrilled that he’s a part of our Univision Austin team and we’re even more stoked that he’s now a member of AWRT! You can be sure to find Josh out supporting all of our events so the next time you’re at an AWRT function – keep an eye out for the ‘Tony Romo’ look-alike!”

*Christine D. Martinez, AWRT Austin Chapter President,  
Account Executive KAKW Univision 62 & KBVO Telefutura 51*

### INTERVIEW WITH JOSH FRESCAS:

1) How long have you been with Univision TV in Austin?

I have been with the Univision TV family since March of 2006.

2) What aspects of your job have changed in recent years?

There are several aspects of my job that has changed over the past few years. I started off interning as a sports intern at the Fox affiliate station in El Paso then got offered an AE position at the station. I had a lot of experience in sales but never had sold TV or any other media. I was basically just given a TV terms starter guide and some ratings highlights and told to go sell something! Within a month I made my first sale and from that point I have really enjoyed helping people and companies grow their business. After selling Fox for about two years I decided to make the move to Austin and take the challenge of selling Spanish TV for KAKW-Univision. I just reached a point in my life when I wanted to experience something different and not be so far from home and Austin was a perfect fit! Learning Austin was a bit confusing at first since some of the major streets and highways have about 5 different names but I feel pretty comfortable now in the city. I am very grateful that I have some great people to work with and learn from at the station which has been very instrumental in my current success!

3) You’re a relatively new member of AWRT. Why did you join?

I joined AWRT because I work with the president and she told me if I wouldn’t join she would kill me, JK! LOL! Since I’m still relatively new to Austin I just wanted to get the chance to get to know more people that work in the same industry. I also love the luncheons which seem to always have great speakers and the best butter rolls in town!

4) Where do you see the state of traditional media buying going in the future (more internet, diversity marketing)?

I definitely see huge changes in the near future when it comes to the net. With more and more of our generation getting its information from the web it only makes sense to see lucrative dollars go the internet. I really feel it is going to be very difficult for newspapers and print medias to keep their clients from taking their money and putting it on the web. I also think many companies and business owners are opening their eyes and realizing they need a Spanish budget to reach the booming Hispanic population in the United States. Another form of advertising that I think is going to really take off is cell phone ads. With more and more people accessing the internet from their cell phone companies will be throwing dollars to have ads that can be viewed on cell phones.

5) What are you most excited for in 2007-2008 for AWRT?

I am really excited about getting more involved in AWRT events and just getting to know more people that are members of this great organization!

# Career Corner

**KTBC-TV FOX-7  
AUSTIN, TEXAS  
7/18/07**

The following represents brief/broad descriptions. It is not intended, nor should it be construed, to represent a comprehensive and/or exhaustive description of all duties/responsibilities and requisite skills of each position. Unless otherwise noted, positions are full-time.

## **Audio Operator**

Provide audio support during high pressure, fast paced live broadcasts and taped productions. Operate multi-channel mixer. Responsible for condition and operation of audio equipment used in studio and audio booth: Wired mics, wireless mics, floor mixer, audio board, cassette player, CD player, reel-to-reel, minidisk player, IFB equipment and other related equipment. Assist other departments in their audio production needs. Assist production department with MCO and other duties between newscasts. Help with promo editing. Degree in RTF/Communications preferred. 1 year audio experience in a live newscast environment. Overall knowledge of audio production techniques. Overall knowledge of television production. Team player. SHIFT: 4:30A-1:30P, M-F.

## **Photojournalist**

Set up and shoot interesting stand-ups and live-shots. Create strong visual storytelling images. Work with reporters as a team. Two to three years experience as a news photographer/editor at affiliated broadcast station. College degree preferred in a related communications field. Must be creative and a quick learner. Must be a team player and have good journalistic skills. Good driving record required. Must have the ability to carry and set up camera, tripod and other related equipment. Must be able to set up live remotes, including carrying cable reels and pulling cable for live shots. Avid editing experience preferred. Shift night/weekends.

## **Editor**

Edit videotape from various sources for newscasts. Archive tape, take microwave and satellite feeds. Generally maintain tape systems. General understanding of television news operations and film/photography techniques. Previous small to medium market experience as news video tape editor or photographer. Knowledge of newsroom computer systems. Knowledge of libel laws. Team player.

**Send cover letter and resume (tape if applicable) to:**

Human Resources  
**KTBC-TV FOX-7**  
119 E. 10th Street  
Austin, TX 78701

**(Reference position title on envelope. Tapes will not be returned. No phone calls, please.)**  
**EOE/M/F/D/V**

**PLEASE SEND YOUR JOB LISTINGS TO AWRT AUSTIN:**

If you have a job opening at your station or media company that you would like to add to our newsletter and website, please email a brief description, 100 words or less, to [hbreaux@fox7.com](mailto:hbreaux@fox7.com) and [chumphries@kvue.com](mailto:chumphries@kvue.com).



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# Career Corner Continued...

KTBC-TV FOX-7 AUSTIN, TEXAS  
7/18/07

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## Promotion Producer

Write, edit and produce daily promos for FOX 7 newscasts. Develop innovative promo spots for FOX 7 News, programming, station image and other product as assigned. Must be able to work under pressure to produce high quality spots on tight deadlines, both individually and as part of a production team. Must be a motivated, efficient team player with strong writing skills and post production expertise. This position will be required to accommodate flexible schedules. 1-2 years experience writing, producing and editing promos in a small to medium market strongly preferred. News promotion experience preferred. Prior writing and producing experience in a professional job required. College degree required. Shooting skills a plus.

## Graphic Designer

Create graphics support for daily newscasts. Work with producers to develop and execute animation and graphic elements for Promotions, Sales and News. Position requires knowledge of a Macintosh system. Software includes: Adobe Illustrator, Adobe Photoshop and After Effects. Must have a demonstrated ability to design in 3-D. Preferably with Lightwave 3-D v9. Animation and compositing skills required. Must be able to assist Design Director with all print projects. Flash animation skills preferred. Degree from an accredited design school or college preferred. Prior television graphics experience preferred. Must be willing to work in a team environment under tight deadlines. Ability to work flexible schedules, including nights, weekends and holidays, required.

## Assistant Chief Engineer

KTBC is looking for an assistant chief engineer to join our small market television station engineering department. An individual with proven ability to lead and manage a team of broadcast engineers. This position will require this person to repair equipment and work long hours to meet deadlines in the department. A Broad range of Broadcast Television experience in RF, baseband and IP is required with old and new technologies. Good communication skills and a positive attitude are necessary to succeed in this position. If you would like to live in the Austin Texas area and have what it takes please apply for this position.

Send cover letter and resume (tape if applicable) to:

Human Resources  
KTBC-TV FOX-7  
119 E. 10th Street  
Austin, TX 78701

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