

Media Links

An A.W.R.T. Chapter Publication/ July 2006/ Volume 64

CELEBRATE THE PAST. .



SEE THE FUTURE.



**AWRT FALL PREVIEW PARTY
August 2, 2006**

Join AWRT as we continue to celebrate 25 years in Austin with a sneak preview of the new fall shows.

**Alamo Drafthouse @ Lamar
6:00-9pm**

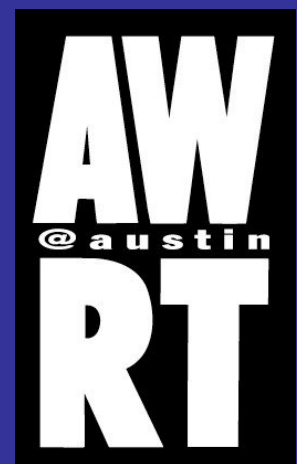
**\$20 Members, \$25 Non-members
Dinner, Drinks, & Entertainment included**

RSVP to awrtaustin@hotmail.com

If you would like to add or delete someone from the AWRT mailing list, please contact Beth Bobbitt at beth@tab.org



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President's Word



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What a month it has been! Since our last newsletter a lot has happened. The new board met on a rainy Saturday to plan out the upcoming year. During that meeting we discussed the mission of AWRT and learned that the national organization approached the Austin media community in the early '70s about forming a chapter, but at the time there weren't enough women in the biz to support having one. By the early '80s the tide had turned, and Mary Strickland of KVUE-TV accepted the challenge of becoming the Founding Chapter President. She served again as President in 2005-06 -- the chapter's 25th Anniversary year. As I step into her shoes I am compelled to stop and say thank you to Mary and all the other smart, gutsy, resilient women who paved the way for me and the rest of us to have the opportunities we have today.



Speaking of cool chicks...did you make it to the AWRT June luncheon!?!? We got to hear the "Secrets of Success" of three amazing Austin businesswomen. Melinda Garvey (Austin Women Magazine), Elizabeth Christian (Elizabeth Christian & Assoc. PR), and Katherine Jones (Milkshake Media) chatted with MAJIC-FM's Kim Stewart about their respective career paths and lessons learned.

- The big "takeaways" for me were:
- Do excellent work that you love and be someone that people WANT to work with/for.
- Give back to your community through volunteering and pro bono work.
- Network in an intentional and authentic way - really get to know people on a personal level and help them whenever you can with no expectation of immediate return.
- Email and technology is great, but don't forget that a personal touch is the key to great communication and building relationships pick up the phone or ask someone out for a cup of coffee or glass of wine!
- Know the difference between a great career and a great life - don't confuse one for the other, and really BE THERE for each.

With that said, I'm gonna go climb a mountain... see you in August at the Fall Preview Party! Stay tuned to www.awrtaustin.org for details.

Susan Knechtel
KVUE Television Account Executive
AWRT Austin Chapter President

Local News

Member Highlights

Congratulations Cathy Guerra on her new gig as Corporate Sales Account Executive for the Austin Wranglers!!

Stay tuned for more info on the Fall Preview Party and more great events AWRT has planned for this year!

If you have any local or member news for the next newsletter Please send it to Jamie Ahrens (Jamie.Ahrens@twcable.com). Thanks!



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National News

NOTED JOURNALIST, TELEVISION PRODUCER, AND AUTHOR LINDA ELLERBEE RECEIVES *DOVE REAL BEAUTY AWARD*

American Women in Radio and Television (AWRT) and Dove®, the global beauty brand, announced that Linda Ellerbee, founder and CEO of Lucky Duck Productions, is the recipient of the ***Dove Real Beauty Award***. The award was presented at the 2006 AWRT Gracie Allen Awards at New York's Marriott Marquis.



Together, AWRT and Dove created the *Dove Real Beauty Award* to honor an AWRT member who best embodies and expresses the “substance and spirit” of real beauty through her life and career. Ms. Ellerbee serves as a great example of a media figure who is committed to challenging the definition of beauty and using her power to bring this issue to the public's attention. She is an outspoken journalist, award-winning television producer, and one of the most sought-after speakers in America. In addition, Ms. Ellerbee is a best-selling author.

Her latest book, *Take Big Bites*, chronicles her travels, adventures, and appetite for life—at any age. Also, as a breast cancer survivor, Ms. Ellerbee travel thousands of miles each year giving inspirational speeches to both adults and children dealing with cancer.

Since 2004, AWRT has partnered with Dove on the *Campaign for Real Beauty*, a global effort created by the beauty brand to serve as a starting point for societal change and act as a catalyst for widening the definition and discussion of beauty. The campaign aims to inspire positive self-image among women – in short, to help women feel more beautiful everyday. As part of this effort, the *Dove Real Beauty Award* will be given out annually to honor a person who has demonstrated a commitment to helping women and girls discover and celebrate their own real beauty.



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Career Corner

Senior Account Executive

Where: Univision KAKW-TV Austin

Job Description:

- Responsible for selling and collecting local advertising in Austin. Must be comfortable with cold calling and prospecting new business.
- Detail-oriented, with the ability to utilize qualitative and quantitative tools to facilitate selling process.
 - Able to work closely in a team atmosphere with multiple departments including news, research, traffic and production from beginning to end of the selling cycle.
 - Responsible for directing and exceeding company's monthly individual sales goals.
 - Able to think "out of the box" utilizing non-traditional methods of selling (i.e. Co-op, alternative revenue streams, promotions, etc.)

Minimum Requirements:

- 5 or more years of media sales experience (preferably in TV)
 - Skilled in Microsoft Excel and PowerPoint
- Working knowledge of Windows-based operating systems and have the ability to utilize multiple research and tracking programs for sales.

Education/Skills:

- Bachelor's degree in related field
- 5 or more yrs. of media sales experience
- Hispanic sales experience preferable

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER AND WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY.

CONTACT PERSON: Susan Kelly, Local Sales Manager
Interested parties may e-mail resume and cover letter to:

skelly@univision.net

Please reference Job #KAKW 2006-04

If you have a job opening at your station that you would like to add to our website, please email a brief description, 100 words or less, to mcrayton@kvue.com.



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Career Corner Continued...

Account Executive

Emmis Austin Radio
Currently seeking a success driven and highly motivated Account Executive.

Job responsibilities include developing new business and the ability to contribute in a team environment. This sales position is targeted for KLBJ-FM, Austin's classic rock station.

Qualified candidates are required to have a minimum two (2) years of outside sales experience, proven track record of success and a strong work ethic.

Candidate should also possess strong verbal and written communication skills.

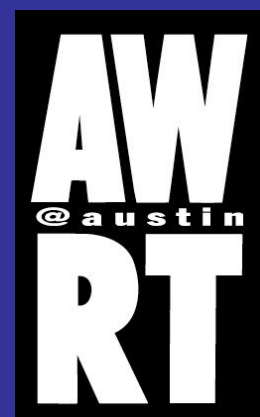
Radio experience is preferred but not required. A valid drivers' license required.

If interested please send resume to EEO Coordinator, 8309 North IH 35, Austin Tx, 78753. Via email: eeo@emmisaustin.com or online at www.emmis.com

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Career Corner Continued...

KROX-FM Promotions Assistant

Emmis Austin Radio

Emmis Austin Radio is seeking a regular part-time Promotions Assistant for local radio station KROX-FM. The ideal person for this job will have a passion for alternative music. Position requires 30 hours per week with employee benefits.

Candidates will provide assistance to the Promotion's Director as it relates to all internal and external promotional duties for the station. Candidates will work with various vendors and/or venue organizations regarding upcoming concerts and station events. Interaction with the general public and departments including sales and programming under the direction of the Promotions Director to successfully execute all station promotional activities required. The ideal candidates will be outgoing, detail oriented, highly organized and able to handle multiple tasks. Previous experience in radio station promotions preferred. A valid drivers' license required.

Interested persons please send resume immediately to: EEO Coordinator, KROX-FM Promotions Assistant, 8309 North IH 35, Austin, TX, 78753. Via email: eeo@emmisaustin.com or online at www.emmis.com. Deadline: August 31, 2006. No Phone calls.

We ask for your cooperation and assistance in our efforts to recruit, hire and promote qualified women and minorities. In this regard, if you know of individuals who might be interested in and qualified for this position, we encourage you to refer them to us. Equal Opportunity Employer.

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