

Media Links



An A.W.R.T. Chapter Publication/ November 2006/ Volume 67

PROMOTING PROGRESS

AW RT

CREATING CHANGE



awrtaustin.org

November Luncheon

Assisting Success

assisting success:

Every year we hold the Assisting Success luncheon to honor our assistants and support staff. Bring your assistants to this special luncheon to thank them for the job they do all year long!

Make sure you tell us their names and titles when you RSVP. All assistants who attend will receive a special gift!

guest speaker:

Freddie Ray, BS, MBA, CFCC, 1

Ms. Ray is the owner of Motivation Coaching, Inc. providing executive and leadership coaching to corporations, organizations, and individuals seeking increased productivity and bottom line revenue results. Ms. Ray's extensive corporate background includes the VP of Sales position for FOX Television Stations in Tampa and Houston. Her current clients include Keller Williams Realty International, KPMG, State Farm Insurance, FOX Television and more.

www.freddiearay.com

Wed., Nov. 8th, 11:30am-1pm
Austin Women's Club
708 San Antonio (entrance on Nueces)

Members: \$20

Non-Members: \$25

Checks and all major credit cards accepted.

Payment must be made at the door.

RSVP no later than 9am on Mon., Nov. 6th 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

President's Word



Thank you to our corporate sponsors:



It would be easy to let this busy holiday season fly by without stopping to be thankful for all we have here in Austin. Seriously, how lucky are we to live in this town?!? I can't be the only who's had that Tom Petty "Free Falling" feeling while driving on the 360 bridge with the sun hitting Lake Austin just right! I sometimes have to pinch myself. We have all this natural beauty at our fingertips with miles of trails, hill country roads, and lakes begging to be hiked, biked and explored. And don't even get me started on the music scene because I might break into tears of joy.



Plus Austin continues to grow and flourish economically despite downturns in many other parts of the country. For better or worse, thousands of people are relocating to Austin each year. They come for the weather, the education, the music, the culture, the economic opportunity – for the feeling of freedom that Austin affords its residents. These new neighbors bring new money to the region in the form of home sales, retail & automotive purchases, and tax revenue. As such, many of us in the media and advertising industry are reaping the benefits of this bounty.

Not to be a downer or anything, but if you look around our fair city more closely you'll see that not everyone in Austin is so fortunate. In this time of abundance we still have a growing homeless population, kids with absentee parents, domestic violence in homes and gang violence in streets and schools, kids and adults who can't read, and illness caused by lack of adequate resources and healthcare.

We in the Austin media business have more resources and influence than most. I am not at all saying that we should not enjoy our blessings – by all means, I'll be the first one in line for the 37th Street Christmas lights with my \$5 Starbucks hot cocoa. But now more than ever we HAVE TO pay forward our blessings to this city through the neighbors with whom we share it, because it should be their fair city too. And now is the time, because in this busy holiday season of OURS, THEIR need is the greatest.

Please consider adding to what you are already giving this holiday season!

ARCH www.frontstep.org

LifeWorks www.lifeworksweb.org

Big Brothers Big Sisters www.bbbscentraltx.org

Literacy Austin www.literacyaustin.org

Caritas of Austin www.caritasofaustin.org

Project Transitions www.projecttransitions.org

Children's Hospital www.childrenshospital.com

SafePlace www.austin-safeplace.org

GENaustin www.genaustin.org

Youth Interactive www.youthinteractive.org

Susan Knechtel

KVUE Account Executive

Local News



Thank you to our corporate sponsors:



Thank you to all 16 teams who participated in last month's Battle of the Media Stars event. Over \$2,000 was raised for the AWRT Austin Scholarship Fund.

CONGRATULATIONS TO THE WINNERS:

1st Place:

BMP Radio

2nd Place:

KXAN-TV

3rd Place (tie):

Clear Channel Radio and Time Warner Cable

4th Place (tie):

Lee Tilford Agency and Univision TV & Radio

SPIRIT AWARD:

Univision TV & Radio

UNDERDOG AWARD:

MQ&C Advertising

THANK YOU FOR DONATIONS!

Asics, Brown Distributing, Chomp Cookies, Just in Time Office Furniture, MAJIC 95.5FM, Mangia Pizza, Subway, RunTex, and Univision TV & Radio.

THANK YOU JUDGES!

Amy Blakely – Venture Alliance Group

Denise Conway - Franchise Owner, Austin Sonic Restaurants

Janet Daum – Founder of CHOMP cookies

Frank Garza – President, VAMOS Marketing

Jeff Hassman – LBTJ Group

Mark Huerta – Just in Time Office Furniture

Lita Khatibi - Promotions Coordinator, Greensheet Community Newspaper

Kent Koen - Director of Corp. Sales & Broadcasting, Austin Wranglers

Brian Kudler – Founder of CHOMP cookies

Pat Peyton – Louis Shanks

Todd Throckmorton – HospitalityLawyer.com

Tim Williams – President, Great American Sales and Marketing

National News

Register Today for the Newest AWRT Members Only Tele-Seminar Program

*Learn the Secrets of
Sales Superstardom*

Wednesday, December 6, 2006
2:00-3:30 pm ET

Are you constantly trying new sales strategies and not meeting with success? **George Ludwig**, expert on sales success and peak performance offers a solution: rather than changing your sales pitch, change your sales "DNA". Featured in the 2005 4th quarter AWRT *Making Waves* magazine, George Ludwig advocates the use of the seven "R"s as a means towards becoming a new kind a salesperson. Learn more about these sales techniques in AWRT's newest educational tele-seminar. George Ludwig is a dynamic speaker, sales trainer, peak performance coach and corporate consultant whose clients have included Johnson & Johnson and Southwest Airlines.

Our Expert Speaker Will Address These Questions:

- What are the keys to sales success?
- How can I change my genetic selling blueprint?
- How can I establish effective rapport with buyers?
- How can I successfully market "myself" to clients?

...and you will have the opportunity to ask your own questions during the live Q&A.

What is a tele-seminar?

A tele-seminar is virtual learning experience that takes place via your telephone. This tele-seminar is 90 minutes of relevant content, and includes a lively and interactive real-time question and answer period. How do I participate? AWRT has developed a series of telephone-based programs that allow you to participate in an interactive and educational forum, without having to leave your office. Simply register in advance, dial the toll-free number on the day of the program, enter the PIN # and you are connected. **Utilize your speakerphone and invite your colleagues to join you to learn. Costs are per site, not per individual.**

Three Easy Ways to Register...

By phone: (703) 506-3290

By fax: (703) 506-3266

By mail: AWRT 8405 Greensboro Drive Suite 800 McLean, VA 22102

Registration Fee includes one telephone connection, handout materials and unlimited attendance at your phone site.

www.awrt.org



Thank you to our
corporate sponsors:



Board Member Spotlight



Jennifer Von Strohe, Account Executive
KAKW-TV and KBVO-TV “Univision TV and Telefutura”

This month’s board member spotlight is on Jennifer Von Strohe. This 26-year-old Denver, Colorado native graduated from Texas State University with a degree in Business specializing in Marketing. She started her media career right out of college as an Account Executive with Simmons Media selling 107.7FM The End and 1260AM ESPN radio. After that she moved on to CBS Radio selling The Beat 104.3FM and Majic 95.5FM. In May 2005 Jen made the switch to TV selling for KAKW-TV Univision. Jen loves advertising sales because she likes meeting new clients and learning about their unique businesses. “The biggest reward is when you see the successes they have achieved because of something you helped them with.”

Jen joined AWRT because she wanted to get involved with an organization that served her interests and goals. She joined the board in May 2006 as a Hospitality Co-Chair. She says being a Hospitality Co-Chair allows her the opportunity to meet and greet all the wonderful people in the Austin media field. “I do not think I would know as near as many people as I do now with out AWRT and being Hospitality Co Chair.” Jen’s favorite AWRT event is Battle of the Media Stars. Her team won 4th Place in last month’s competition as well as the coveted Spirit Award!

When Jen’s not working or volunteering for AWRT she loves to play golf and watch basketball, especially the Spurs. Her pride and joy is her one-and-a-half year old Golden Retriever named Lexi.

Please introduce yourself to Jen at the next AWRT event. We’re sure she’ll have a friendly smile waiting for you!



Thank you to our
corporate sponsors:



AWRT SALUTES

AWRT SALUTES... Paul Carrozza - RunTex, Owner

It doesn't take a marketing genius to notice that Paul Carrozza is a marketing genius, as well as one of the most generous folks in town.

From our first 5K race in 1990 to the Battle of the Media Stars event held last month at Zilker Park, Paul's generosity and support of AWRT Austin is unsurpassed.

AWRT's fundraising success relies on the support of local businesses like RunTex.

THANK YOU, PAUL!



Thank you to our
corporate sponsors:



Career Corner

KTBC-TV FOX-7
AUSTIN, TEXAS

SPORTS REPORTER

Responsibilities include sports reporting, live-shots, special reports and fill-in sports anchoring. Minimum of two years experience as sports reporter/anchor. College degree preferred in communications-related field. Must demonstrate a true love for sports and sports coverage. Must demonstrate working knowledge of sports production techniques, newsroom computer, and satellite news gathering. Must possess excellent writing, storytelling, live on-camera, and delivery skills. Must be a team player. Flexible schedule with ability to travel required.

MORNING NEWS CAMERA OPERATOR

Operate studio cameras and teleprompter during high pressure, fast paced live broadcasts and taped productions. Shade studio cameras. Change bulbs in light grid. Assist directors with scripts and other pre-show duties. Assist in master control. Degree in RTF/Communications preferred. Some experience in a live newscast environment. Overall knowledge of television production. Must be able to lift/move 40-50 lbs of equipment. Must be able to climb 15 ft step ladder to change lamps. Team player. Ability to work various hours and shifts.

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.



Thank you to our
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Career Corner Continued...

KTBC-TV FOX-7 AUSTIN, TEXAS

MORNING NEWS 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. Ability to work various hours and shifts.

WEEKEND EDITOR (Part-Time)

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 videotape editor or photographer. Knowledge of newsroom computer systems. Knowledge of libel laws. Team player. Position not eligible for benefits due to part-time status.

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

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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