

Media Links

An A.W.R.T. Chapter Publication/ October 2006/ Volume 66



BATTLE OF THE MEDIA STARS



THE COMPETITION IS ON!

THE TEAMS:

BMP Radio
CBS/Entercom Radio
Clear Channel Radio
Emmis Radio
KEYE-TV
KNVA-TV
KVUE-TV 1
KVUE-TV 2
KXAN-TV
LBTJ Group
The Lee Tilford Agency
Marketing Matters
MIX 94.7FM
MQ&C Advertising
Time Warner Cable
TV Azteca
Univision TV & Radio

10.19.06
Zilker Park

Check-in
@ 2:15
SHARP!

Thx2
RUNTEX!!



Thank you to our corporate sponsors:



QUESTIONS? Email awrtbattle@yahoo.com

KEEP AUSTIN MEDIA WEIRD!

Do your part to keep Austin media weird and dress up with a TEAM THEME. Who knows, it might help you win the SPIRIT TROPHY.



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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NOVEMBER LUNCHEON

TOPIC: ASSISTING SUCCESS with 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. www.freddieray.com

Please invite your assistants to this special luncheon to thank them for the job they do! Make sure you tell us their names and titles when you RSVP. All assistants who attend will receive a special gift!

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



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President's Word



HELLO!

Thank you for all who attended the Pre-Battle Happy Hour and Membership Drive last month. We had a great turnout and gave away fabulous prizes donated generously by **CHOOSE AUSTIN FIRST** member companies: Ace Tailors, Amy's Ice Cream, DogBoys, El Mercado, Mangia Pizza, Precision Camera & Video, Uchi, Wellness for Workers, and Zita Design. Special thanks also go to Mr. Gatti's Pizza, Horns Illustrated Magazine, Texas Music Magazine, and Tambaleo. Most of all I'd like to thank and extend a warm welcome to those who joined AWRT Austin:



Stefani Ballard, The Lee Tilford Agency
Matt Carlsen, Marketing Matters
Cynthia Carman, MQ&C Advertising
Morgan Clark, The Lee Tilford Agency
Martha Iglehart, Clear Channel Radio/KASE101
Anita Roberts, KWTX-TV Waco/Temple/Killeen
Rosa Maria Saldana-Bayram, BMP Radio
Cindy Stepken, Time Warner Cable

AWRT offers member benefits to women and men at every stage of their career. Maybe you are just out of college, brand new to the industry, or new to Austin. OR maybe you've lived here your whole life, own your own ad agency, or run a TV station. Either way, YOU have a lot to offer to AWRT, **and WE have a lot to offer YOU.**

AWRT can help you meet people, make connections, and build professional camaraderie outside of your current workplace. Do you want to take a step up in your career but don't know how to cut through the clutter of resumes? Or on the flipside, maybe you're looking for great talent to hire. Getting actively involved in AWRT can make those connections and opportunities flow easily.

AWRT can also help you expand your professional skill-set. Do you want to learn more about event planning, running a non-profit organization, fundraising, becoming a mentor, or developing leadership skills? Whatever your interest is, as long as it promotes the mission of AWRT we'll help you get the experience you want!

Aside from making connections and building professional skills, I find that getting involved and knowing my competitors and clients better makes doing my job a lot more fun!

If you'd like to be part of one of the nation's fastest growing AWRT chapters, please contact awrtmembership@yahoo.com to get started!

Susan Knechtel
KVUE-TV Account Executive
AWRT Austin Chapter President

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Local News

On The Move....

Congratulations to Scott Luther...he's "back in media land" as an AE at INsite magazine!

Marketing Matters welcomes the addition of Sharon Reynolds to their team as a new Account Coordinator. Sharon comes to Marketing Matters from the Hilton Hotel in Austin.

Brhami Ituarte moved from Azteca to Univision / Telefutura TV as an AE. Yeah, Bhrami!!!

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



Thank you to our corporate sponsors:



National News

INSPIRING AUTHORS TO ENCOURAGE & EDUCATE AT AWRT EVENT



Liz Cornish



Giuliana DePandi



Sonia Nazario

Be a part of the AWRT Author Series Celebration. The Luncheon will be held on November 9, 2006 at the Beverly Hilton in Beverly Hills, CA. It will showcase authors whose words are sure to educate and inspire you in both your personal and professional lives. The featured authors include:

- In *Hit the Ground Running: the Woman's Guide to the First 100 Days*, **Liz Cornish** provides the thoughtful whisper in the ear, the reassuring pat on the back, and most importantly, the roadmap to real, tangible success during the most exciting but vulnerable stage in your career: the first few months of a new leadership challenge.
- In *Think Like A Guy: How To Get A Guy By Thinking Like One*, E! News Anchor **Giuliana DePandi** distills her dating knowledge into a funny yet effective handbook for women, explaining that to get the perfect guy sometimes you have to think like one.
- In *Enrique's Journey*, Pulitzer-prize award-winning *LA Times* journalist **Sonia Nazario** recounts the unforgettable true story of a Honduran boy who braves unimaginable hardship and peril to reach his mother in the United States.

The audience will also have the opportunity to meet the authors through a pre-lunch book signing. To purchase your ticket to this one-of-a-kind event, [click here](#) or contact AWRT at (703) 506-3290. Join us for what is sure to be an unforgettable afternoon. ®



Thank you to our corporate sponsors:



Board Member Spotlight

Beth Malsom, Account Executive, KNVA-TV "The CW Austin"



Beth Malsom joined the AWRT Board of Directors in May, 2006 as a Battle of the Media Stars Co-chair. Beth says she joined the board because she was impressed with the AWRT luncheons & events and the people she had met through AWRT. She also likes the camaraderie of getting to know other women & men in the media business. "I think the Austin chapter is full of great people, and I wanted to be part of something that was such a huge success."

Beth started her career in advertising in Denver in 1999 as an Assistant to the V.P. of sales at KATZ-TV Rep Firm. She then moved over to radio sales in 2003 to KOSI-FM in Denver. In 2004 she moved to Austin and started working for KKMJ-FM and is now an account executive at The CW Austin.

In her free time, Beth likes to spend time with friends and family. She golfs, wakeboards, reads a lot and is addicted to Law & Order re-runs. She has a Chihuahua named Brutus and a 22-lb. cat named Cosmo. She's a fun-loving Aquarius who likes long walks on the beach in the moonlight... ok just kidding...well not really.

WELCOME TO THE BOARD, BETH!



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Career Corner

PRODUCTION MANAGER

Univision

JOB FUNCTION SUMMARY:

Main responsibilities are to supervise production personnel and execute all in house commercial, promotion, public affairs and marketing projects.

MAJOR DUTIES AND RESPONSIBILITIES:

- Oversees production department assignments and produce daily duty schedules for all production personnel
- Inform and assign daily duties to production personnel.
- Supervises and schedules new business clients on creative ideas and producing of sales production.
- Maintains administrative evaluations on production personnel.

EQUIPMENT KNOWLEDGE:

- Avid Express ROSS Synergy 3 Board
- Pinnacle Thunder
- Deko 1000
- Beta SP/non-linear
- Basic studio lighting
- Studio and field camera operations
- Commercial production lighting
- Adobe Photoshop

EXPERIENCE REQUIREMENTS:

Must have 3 to 4 years of television broadcast production experience in a top 10 market with at least 2 years of supervisory experience. Must have full knowledge of Avid non-linear editing .

EDUCATIONAL REQUIREMENTS:

College degree in the field of Radio/TV and film – journalism preferred.

LANGUAGE REQUIREMENTS

Bilingual in English and Spanish a must, plus written and oral required.

PHYSICAL REQUIREMENTS:

Must have good vision (including color, field and depth) and hearing acuity.

Must have clear and audible voice. Must be able to lift approximately 50 lbs. and carry objects. Physical exertion includes climbing, kneeling, crawling, bending and walking. Must be able to reach above head. Must be able to sit for long periods of time. Manual dexterity in use of keyboard and control board required. Must be able to travel and drive a vehicle.

COGNITIVE REQUIREMENTS:

Requires a good level of analytical, conceptual, planning, problem-solving, decision making skills. Must be able to proofread English and Spanish. Must be able to perform calculations and math.

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 corporate sponsors:



Career Corner Continued...

Sales Account Executive

JOB DESCRIPTION:

Univision KAKW-TV Austin is looking for a Sales Account Executive who will be:

- 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 (e.g. Co-op, alternative revenue streams, promotions, etc.)

MINIMUM REQUIREMENTS:

- 2 or more years of media or print 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.

PREFERRED EDUCATION/SKILLS:

Bachelor's degree in related field

2 or more yrs. of media or print sales experience

Bilingual (preferred)

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 2006-05

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...

PRODUCTION MANAGER

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MAJOR DUTIES AND RESPONSIBILITIES:

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- Inform and assign daily duties to production personnel.
- Supervises and schedules new business clients on creative ideas and producing of sales production.
- Maintains administrative evaluations on production personnel.

EQUIPMENT KNOWLEDGE

Avid Express
ROSS Synergy 3 Board
Pinnacle Thunder
Deko 1000
Beta SP/non-linear
Basic studio lighting
Studio and field camera operations
Commercial production lighting
Adobe Photoshop

EXPERIENCE REQUIREMENTS

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EDUCATIONAL REQUIREMENTS

College degree in the field of Radio/TV and film – journalism preferred.

LANGUAGE REQUIREMENTS

Bilingual in English and Spanish a must, plus written and oral

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

CONTACT PERSON: Maelia Macin, General Manager

Interested parties may e-mail resume and cover letter to:
mmacin@univision.net

Please reference Job #KAKW 2006-06

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...

KTBC-TV FOX-7 EVENING NEWS ANCHOR/REPORTER

Anchor assigned newscasts. Report as needed and assigned. Anchoring duties may include live field anchoring and other special events. Be an energetic, effective, clear communicator when telling and selling a story. Minimum of three years experience reporting and anchoring. College degree preferred in communications related field. Strong command of English language; working knowledge of libel laws and generally accepted journalistic ethics. Must have extensive, proven anchoring/reporting experience in television news and be a team player and a newsroom leader.

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**

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