

Media Links



An A.W.R.T. Chapter Publication/ March 2007/ Volume 70

PROMOTING PROGRESS

AW RT

CREATING CHANGE



awrtaustin.org

March Luncheon

Marketing Real Estate in the Austin Area

panel review and discussion with the following guests:

Jim Shay

Director of Marketing, Main Street Homes

Kathryn Bechtol (Scarborough)

Turnquist Partners, Realtor® Turnquist Partners, Elite 25, Certified Luxury Home Marketing Specialist (CLHMS)

Kay Andrews

Avenue One Properties, Realtor® , Elite 25, Austin Board of Realtors, Broker, CRS, GRI, BBA

PANELIST MODERATOR:

Deborah Magnuson

Principal, Marketing Matters

Wednesday, March 14, 2007
Chateau Bellevue (Austin Women's Club)
11:30am-1pm
708 San Antonio Street. (entrance on Nueces)

Members: \$20
Non-Members: \$25
Checks and all major credit cards accepted.
Payment must be made at the door.

RSVP by 3pm Friday, March 9 to awrtaustin@hotmail.com

No-Shows Will Be Billed

DON'T FORGET!

Bring your gently used women's business attire donations for Dress For Success!

THANK YOU TO OUR CORPORATE SPONSORS:



Local News

American Women in Radio and Television Announces its BELL Award Winners! (Bringing Excellence to the Local Level)

Congratulations to Christie Humphries and Ray Michel, AWRT Austin's Trailblazer & Awards of Excellence Media Gala Co-Chairs! Their vision, leadership, and hard work earned the chapter a 2006 BELL Award for "Outstanding Programming Excellence: Small Market."

The AWRT National Area Management Committee selected the winners based on the outlined criteria for nomination. The BELL Awards will be presented on March 10, 2007 in conjunction with the 2007 AWRT National Leadership Summit and Business Conference to be held March 8-10, 2007 in Washington, DC. Each year the National Board of AWRT recognizes the outstanding achievements of its 30+ chapters and their leaders through the BELL Awards program. Christie Humphries will accept the award in Washington, DC on the chapter's behalf.



From left to right: Susan Knechtel - KVUE-TV, Chapter President; Deborah Magnuson - Marketing Matters, 2006 Trailblazer recipient; Christie Humphries - KVUE-TV, Gala Co-Chair; Ray Michel - Austin Business Journal, Gala Co-Chair

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

jamie.ahrens@twcable.com



Thank you to our
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Local News

AWRT Austin will be collecting donations for Dress For Success at all our 2007 luncheons.

The mission of Dress for Success is to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Acceptable donation items are: coordinated, contemporary, interview-appropriate skirt and pant suits, crisp blouses, blazers and jackets, and professional shoes. New cosmetics and new pantyhose are accepted as well. Please have everything dry cleaned on a hanger.

AWRT members and guests are encouraged to bring donations to the next AWRT luncheon on Wed., March 14 at the Austin Women's Club.

The 2nd Annual **AWRT Austin Trailblazer and Awards of Excellence Media Gala** will be held at the Renaissance Hotel on Thursday, April 19th at 6pm. Tables of ten are \$600 and individual tickets are \$60 in advance and \$75 at the door. In order to vote this year you must be a member of the Austin media/advertising community, and your current email address must be registered with Beth Bobbitt at the Texas Association of Broadcasters (TAB), beth@tab.org. If you have received this newsletter via email from Beth, then you are already registered. To reserve a table or find out how your company can be a sponsor of Gala, please email Christie Humphries, AWRT Gala Co-Chair, at chumphries@kvue.com.

Congratulations to Hoyt Hill on being promoted to National Sales Manager at KVUE-TV.

Tom Michel is the new Local Sales Manager at KNVA-TV, CW Austin.

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Local News

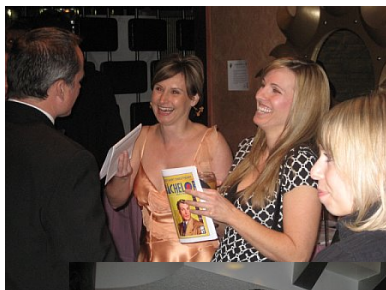
2007 BACHELOR AUCTION RESULTS!

This year's 6th Annual AWRT Sweetheart Bachelor Auction was held February 7th at Vicci and raised over \$11,000 for non-profit organizations AWRT and Big Brothers Big Sisters of Central Texas! THANK YOU to the 15 handsome bachelors and to the dozens of local companies who donated gift certificates and products for the date packages and silent auction. A special thanks goes to the event emcees Kim Stewart (Majic 95.5FM) and Erin Hogan (The Zone 1300AM), as well as auctioneer Mike Hanley from Cornucopia Auctioneer Services. Thank you also to Hills Cafe, Melting Pot, AAA Alterations & Tuxedo Rental, and Front Gate Tickets.

And last, but certainly not least, thank you so much to AWRT's own Bachelor Auction Co-Chairs Christine Martinez (Univision-TV) and Lisa King (Time Warner Cable) for the countless hours of planning, project management, and leadership that went into making the event a reality.



Christine Martinez (Univision-TV)
Lisa King (Time Warner Cable)



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Thank you to our corporate sponsors:



President's Word

BREAKING NEWS...

The AWRT National organization has announced that the Austin Chapter won **1ST PLACE** in the AWRT Membership Drive held in the fall of 2006!



All year long we had a feeling that Austin was one of the fastest growing chapters in the U.S. and now we have proof! A huge THANK YOU goes to the local board for all their efforts to recruit new members, and extra special appreciation goes to all of you who recently joined AWRT. I hope you will choose to quickly get involved with the organization by volunteering on a committee, or better yet, why not jump in head first and join the board in May? We're always looking for energetic & dedicated folks who want to make a difference in the media community and in their careers.

Current local board member Gwen Throckmorton will head up the 2007-08 Board Nominations Committee, so if you would like to nominate someone for a position, please contact her for an application at gwen.throckmorton@twcable.com. Self-nominations are strongly encouraged.

And now for the best part... to celebrate our TOTAL AND COMPLETE MEMBERSHIP DOMINATION over the other chapters (specifically DFW and Houston ☺) we are going to throw a party AUSTIN-STYLE in May! Stay tuned to your AWRT newsletter and emails in the coming months for more details!

And if you haven't already joined AWRT, what are you waiting for?



Thank you to our corporate sponsors:



Local Member Spotlight



KASE Rep from new sponsor Clear Channel

Former AWRT Trailblazer Recipient

AWRT is truly blessed to have a member like Martha Iglehart.

She grew up in Wichita Falls, Texas, where after graduating from the University of North Texas in Denton, she became the first Black female anchor and reporter at KFDX-TV, an NBC affiliate station. Her career in the media business spans more than 27 years.

In Austin, she spent 13 years at KTBC (Fox 7) as an Account Executive before switching to the world of radio. She's been with the legendary KASE 101 since 1997 where she works as a Senior Account Executive.

Iglehart is a Trailblazer in many forms, but she received the official AWRT Trailblazer Accolades in 2004. At this luncheon she was recognized as a true leader in the Austin Media for her many accomplishments.

She proudly talks about the changes in the Austin Media Market. "There has recently been a huge influx of women in Management in this Market, which is inspiring to see. These positions didn't even exist for women when I started in the media business." She credits organizations like AWRT for the shift.

"AWRT was started to give women a voice in radio and television. It was a chance for us to network together, share ideas and talk about challenges and opportunities. I encourage people to remain involved with organizations like AWRT. Just look at the changes and accomplishments we've made."

Her accomplishments don't stop with media, however. In addition to being a Massage Therapist, Martha also practices an ancient Japanese healing technique called Reiki. She is a member of the Texas Association of Broadcasters Pioneer's Club, the president of the Board of Directors for Project Transitions and a member of the Writer's League of Texas. She is also a member of Associated Bodywork & Massage Professionals.

Truly a woman of many talents, Iglehart authored and released her first novel in 2004 called "Mama Jimmie's Lessons from the Heart."

She's a former AWRT Trailblazer Award Winner and this month's Member of the Month.

Congratulations and Thanks!



Thank you to our corporate sponsors:



Board Member Spotlight



Heidi Proctor (Bryant)
Account Executive
KNVA-TV The CW Austin

Before graduating from The University of Texas at Austin with a Bachelor of Science in Advertising, Heidi enjoyed being a clarinet player in the Longhorn Band. She not only served as President of the Longhorn Alumni Band, but also served 3-years on its Board of Directors.

Heidi worked as an Assistant Media Planner and was promoted to Media Planner at Bozell Inc. (now Temerlin McClain). During her time there she was responsible for making planning decisions on Tone Soap, Greyhound Bus Lines (when people were shooting at buses), and NationsBank which is now Bank of America.

She moved to Austin in 1993 and worked as Media Director at Bazzirk, Inc., and R.J. Kolar (now Kolar Advertising) and then decided to cross to the other side in 1999 and began at KNVA-TV—then the WB—now CW Austin.

She became an active member of AWRT to gain more career contacts with industry leaders and is currently serving as Programming Co-Chair.

As a travel lover, she has been to Vermont, Hawaii, Cancun, Mexico City, New York, San Francisco, Washington D.C., Florida, Las Vegas, Little Rock, Colorado, Paris France, Venice, Florence, and Rome Italy, Munich Germany, Salzburg Austria, Prague, Cesky Krumlov, and Ceske Budejovice, Czech Republic Ceske Budajecvie in the Czech Republic.

Her father's family is originally from Ceske Budajecvie (home of the original Budweiser) making Heidi 5th generation Czech. When not working, she enjoys the Austin Symphony, tending roses in her backyard, and playing with her orange (of course!) tabby cat, Frankie.



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Career Corner

**KTBC-TV FOX-7
AUSTIN, TEXAS**

AM ASSOCIATE PRODUCER

Write news copy and assist the executive producer and newscast producers for the morning news. Must be able to fill in as producer when needed. One year experience as a newscast associate producer. College degree preferred in related communications field. Must be able to edit videotape. Newsroom computer system knowledge a plus. Working knowledge of libel laws and journalistic ethics. Must be creative and highly motivated. Must be a 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.)

If you have a job opening at your station that you would like to add, please email a brief description, 100 words or less, to jamie.ahrens@twcable.com.



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Career Corner

**Entercom Radio
AUSTIN, TEXAS**

Entercom Radio in Austin, Texas, is now accepting applications for part-time Morning Show Producer.

Prior on-air or producer experience a plus.

Send resume to: Dusty Hayes, VP Programming, Entercom Radio, 4301 Westbank Dr., Bldg. B 3rd Floor, Austin, TX 78746 or e-mail to austinjobs@entercom.com. Application deadline March 9, 2007.

If you have a job opening at your station that you would like to add, please email a brief description, 100 words or less, to jamie.ahrens@twcable.com.



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