

Media Links



An A.W.R.T. Chapter Publication October/November 2007 / Volume 74

American Women

Promoting Progress

**AW
RT**

Creating Change

In Radio & Television

november luncheon

11.14.07

ASSISTING SUCCESS

EACH YEAR AWRT RECOGNIZES THE TRUE HEART OF OUR ORGANIZATIONS -- OUR ASSISTANTS!

Invite your assistant(s) to the November luncheon!



KENDRA SCOTT guest speaker

KENDRA SCOTT DESIGN, INC.



Come hear more of Kendra's inspirational story!

Kendra Scott started her first company "The Hat Box" in her hometown of Austin, TX when she was 19 years old. Founded following her stepfather's diagnosis of cancer, she donated much of the store's profits to cancer research organizations. In doing so, Kendra proved that her business aspirations would always follow her heart.

After running the boutique for five years followed by three years in advertising, 28-year-old Kendra began designing jewelry and selling samples she created to local boutiques. She quickly sold every sample and all the stores wanted more. She launched Kendra Scott Design, Inc. in the fall of 2002 and now manages a burgeoning business that includes a staff of 15+ plus employees in Austin and two overseas factories.

As Kendra Scott Design continues to grow, Kendra remains committed to the three philosophies that shaped the company and continue to direct its course: family, fashion and philanthropy. With two young sons she has always held a "family-first" philosophy, creating a warm work environment that nurtures individual strengths, encourages fellowship and supports other mothers with flexible scheduling. And finally, the heart of Kendra Scott's business philosophy is in giving back to her community and beyond with over \$100,000 given in gifts and charitable contributions in 2005-2006 alone to local and national charities.

RSVP to awrtaustin@hotmail.com by 3pm on Friday, 11/9

Be sure to give us your assistant's name when you RSVP for them!!

awrtaustin.org

**Wednesday,
November 14th
11:30AM-1PM**

**Austin Woman's Club
708 San Antonio St.
(entrance on Nueces)**

Members: \$20
Non-members: \$25
Checks and all major
credit cards accepted.
Payment must be made
at the door.
No-shows will be billed.

THANK YOU TO OUR CORPORATE SPONSORS:



Local News

SEPTEMBER LUNCHEON Ask The Experts Agency Panel



(L to R) AWRT Board Member, Christina Fabianich & Panel, Pat Stark, Shelly Beard, Steve Calkins & Meenah Hulsen

The topic of the September 12, 2007 AWRT luncheon was the "Ask the Experts Agency Panel". Thanks to panelists Pat Stark, Partner, Marketing Matters, Shelly Beard, Media Buyer, EnviroMedia Social Marketing, and Meenah Hulsen, Broadcast Buying Director, GSD&M's Idea City. Thanks also to Steve Calkins, Partner, Breeze Media, for moderating the panel.

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

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Local News

NEW MEMBERS

*Please welcome the newest members
of the AWRT Austin Chapter:*

Sarah Turnbull - KNVA

Lori Sheffield - KXAN

Shanda Thompson - Entercom Radio/KAMX

Tiffany Tirres – BMP Radio

Jessica Santamaria – Univision TV

McKenna Madget – Time Warner Cable

CONGRATULATIONS ARE IN ORDER

Congratulations to AWRT Board Member, Leighton Cromwell. She was recently named Promotions Coordinator at Time Warner Cable.

Congratulations to AWRT Board Member, Gwen Throckmorton, Time Warner Cable, on the birth of her new baby boy!

Congratulations to Ben Morris, MQ&C, on his marriage to Kristal Patton on Saturday, October 13, 2007.

Nicole Meador, also with MQ&C, was married to Adam Scott on Sunday, October 7, 2007.

Bonnie Quarterman has joined KAKW Univision 62 as an Account Executive. Welcome, Bonnie!

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Local News



MAELIA MACIN APPOINTED TO GENERAL MANAGER OF UNIVISION LOS ANGELES TELEVISION STATIONS

Congratulations to Maelia Macin on her recent appointment to the position of Vice President and General Manager of Univision Television Group's Los Angeles stations.

In her new position, Macin will oversee all aspects of Univision station KMEX-TV Channel 34 and TeleFutura station KFTR-TV Channel 46, including sales, news, marketing, online initiatives and community outreach.

Since February, 2006, Macin served as the Vice President and General Manager of Univision's Austin stations, KAKW Univision 62 and KBVO TeleFutura 51. During her tenure, the Austin stations were the fastest growing stations in the Univision Television Group.

Also while in Austin, Macin was selected to participate in Leadership Austin and was named "Austin Woman Classic" by Austin Woman Magazine for her work on education and empowerment in Austin.

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Local News



PATTI CARD SMITH NAMED FINALIST FOR 2007 TEXAS BUSINESS WOMAN OF THE YEAR AWARD

Congratulations to AWRT Austin Chapter member, Patti Card Smith who was chosen as one of three finalists for the 2007 Texas Business Woman of the Year Award.

The award, given by the Women's Chamber of Commerce of Texas, honors one professional woman from the entire state of Texas who exemplifies awe-inspiring strength, brilliance and success.

The other two finalists include Sue Burnett, President and Founder of Burnett Staffing Services and the winner, Karen Simon, Executive Vice President and Managing Director of Bradford Companies.

Smith is the President and General Manager of KVUE-TV Austin and served as 2005 Chair of the Texas Association of Broadcasters Board of Directors. TAB also named her 2004 Broadcaster of the Year. She is a past winner of the AWRT Austin Trailblazer Award.

In 1975 Patti Card Smith's college professor told her to change majors because television broadcasting was not a career path for women. Instead of finding another line of work, as she was advised, today she runs the ABC affiliate in Austin, Texas.

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Local Member Spotlight



McKenna K. Madget **Sales Assistant** **Time Warner Cable Media Sales**

McKenna is a new AWRT member, but It did not take long for her to become involved in the Austin Chapter. Chapter President, Christine Martinez interviewed McKenna on her thoughts about her first job in the electronic media industry and her relationship with AWRT.

How long have you been with TWC in Austin and what do you do?

“I have been with Time Warner Media Sales since the last week of August. I started as a part-time temporary sales assistant and was recently promoted to full-time sales assistant. My first official day as a Time Warner employee was October 29, 2007.”

What aspects of your job have changed in recent years?

“This is my first job out of college and my first step towards a career in this industry.”

You're a relatively new member of AWRT. Why did you join?

“I was encouraged to join AWRT by my co-workers and fellow AWRT members such as Gwen Throckmorton, Lisa King, and Leighton Cromwell. I was also chosen to be the team-captain for Time Warner Cable Media Sales in this year's Battle where we proudly took home third place and it seemed like the perfect opportunity to get involved.”

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

“Well, for starters, I think that we need to remember that it is our job to get people to the product of our clients, no matter what medium. I think that as long as we develop WITH technology, instead of AFTER it, there will always be a maintainable relationship between our clients, and their customers (potential or established). I think the development of Austin On Demand dot com is a great example of keeping up with the times, and looking toward the next generation of buyers.”

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

“I am most excited about the opportunities AWRT can provide for me, including but not limited to hearing guest lectures, attending team-building events (such as Battle), and most important, having a direct connection with the outstanding woman in this industry. I hope to bring energy and enthusiasm to AWRT and I can't wait to get more involved!”



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Local News



BATTLE OF THE MEDIA STARS

On October 11, 2007, sixteen teams competed in the 2007 AWRT Austin Chapter Battle of the Media Stars at Zilker Park.

The afternoon of fun and heated competition resulted in over \$2500 raised for AWRT scholarships.

Thanks to AWRT Battle Co-Chairs Leighton Cromwell and Alison Carson for their hard work organizing the event and to all the other volunteers.

CONGRATULATIONS TO THE WINNERS:

1st Place: BMP Radio

2nd Place: Emmis 2

3rd Place: Time Warner Cable

Spirit Award: Univision TV

Underdog Award: MQ&C Advertising

A Special Thanks To All Of The Battle Sponsors This Year!



Local News



BATTLE OF THE MEDIA STARS

Thanks to the 16 teams that participated in this year's Battle:

Time Warner, Emmis 1, Emmis 2, MC&C Advertising, KXAN, Univision TV, KVUE, Clear Channel 1, Clear Channel 2, BMP Radio, Univision radio, Entercom 94.7, FOX 7, Lee Tilford Agency, KNVA/CW Austin, Marketing Matters

Thanks to the judges:

Avery Holton-Round Rock Express,
Les Stobart-Fox Service Company
David Escame-Amerigroup
Marlene Rodriguez & Frank Garza VAMOS Marketing
Chad Peevy-Gardner Group
Pat Peyton- Louis Shanks
Gabe Medina-Direct Buy
Jeff Hassman-LBTJ Group
LisaBeth Thomas-LBTJ Group

Thanks to this year's Battle of the Media Stars Emcees,
Jason & Deb of the Morning X.

They did an awesome job announcing the event!

A Special Thanks To All Of The Battle Sponsors This Year!



Local News



BATTLE OF THE MEDIA STARS

AWRT SALUTES...

Paul Carrozza – Owner, RunTex



From our first 5K race in 1990 to the Battle of the Media Stars event held on October 11, 2007 at Zilker Park, Paul's generosity and support of AWRT Austin is unsurpassed.

This year he really out did himself with the field scaffolding complete with team and sponsor logos. What an amazing set-up!

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

THANK YOU, PAUL!

A Special Thanks To All Of The Battle Sponsors This Year!



2007 AWRT BATTLE OF THE MEDIA STARS



2007 AWRT BATTLE OF THE MEDIA STARS



Local News

SAVE THE DATE!

- Wed, 11/14 **AWRT NOVEMBER LUNCHEON
ASSISTING SUCCESS**
Austin Woman's Club
- Thu, 11/15 **AWRT AUSTIN BOARD MEETING**
- Wed, 12/5 **AWRT HOLIDAY PARTY**
Location to be announced
- Wed, 1/9 **JANUARY LUNCHEON**
- 1/26-2/27 **GRACIES JUDGING**
Washington, D.C.
- TBA 2/08 **SWEETHEART BACHELOR AUCTION**
- Wed, 3/12 **MARCH LUNCHEON**
- 3/13-3/15 **AWRT ANNUAL LEADERSHIP
SUMMIT & BUSINESS CONFERENCE**
Washington, D.C.
- TBA, 4/08 **TRAILBLAZER GALA**
- Wed 5/14 **AWRT AUSTIN CHAPTER
ANNUAL BUSINESS MEETING**
- Wed, 5/28 **33RD ANNUAL GRACIE AWARDS GALA**
New York, NY
- Thu, 5/29 **GRACIE AWARDS LUNCHEON**
New York, NY

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National News

American Women in Radio and Television, Inc.

American Women in Radio and Television

American Women in Radio and Television is the national, non-profit organization that extends membership to qualified professionals in the electronic media and allied fields. AWRT's mission is to advance the impact of women in the electronic media and allied fields by educating, advocating and acting as a resource to its members and the industry. Founded in 1951, AWRT has worked to improve the quality of broadcast programming and the image of women as depicted in radio, television and cable.

The Foundation of AWRT

In 1960, AWRT became the first professional broadcasting organization to establish an educational foundation. Its mission is to utilize the media to create positive change. The Foundation of AWRT supports educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields.

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Career Corner

KGSR-FM On-Air Personality (7p – 12mid)

KGSR, Austin Radio, one of the five (5) best radio stations in the U.S. in one of the best cities in the U.S. (Austin, Texas) and a part of one of the best companies (Emmis) is looking for new on-air talent. Hours for this position are 7:00 p.m. to 12:00 midnight.

Candidates must have at least two years of on-air experience and must be able to provide an audio sample of their work. An audio sample is required to be considered for this position. Candidates must also have knowledge of the KGSR brand, including it's relationship to the community, as well as knowledge of KGSR artists and music from the following genres: Roots and contemporary singer/songwriters, Austin artists, adult blues, and independent alternative and pop. Candidates must also be able to represent KGSR at station remotes, appearances, and have the ability to fill in for other on-air shifts.

Key attributes of candidates:

Proven track record of reliability

Good voice quality

Knowledge of aforementioned genres

A can-do attitude

Interested candidates please send resumes with air checks via email; eeo@emmisaustin.com, KGSR On-air talent, mp3 files should not be larger than 2 mb, or online at www.emmis.com.

Resumes and air checks can also be mailed to

Chris Edge, 8309 North IH 35, Austin, TX , 78753. Deadline: November 16, 2007. 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.

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 to hbreaux@fox7.com and chumphries@kvue.com.



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Career Corner

KDHT-FM (HOT 93.3) Morning Drive Air Personality

KDHT-FM, Austin (HOT 93.3) has an immediate opening for a full time Morning Drive Air Personality.

We're looking for an enthusiastic and positive communicator, someone with a strong vision of what makes good, relatable radio. Do you live the lifestyle and can make it jump out of the speakers?

Applicants must have at least five years of on-air experience. Prior Hip Hop or Rhythmic CHR experience is preferred. Candidates must represent HOT 93.3 at station events, appearances and remotes in a professional manner. A clean driving record is required to apply for this position.

Interested candidates please send resumes via email; eeo@emmisaustin.com, Subject: KDHT Morning Drive Air Personality or online at www.emmis.com.

Resumes can also be mailed to 8309 North IH 35, Austin, TX , 78753. Deadline: November 16, 2007. No Phone Calls.

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Career Corner

Emmis Austin Radio Account Executive

Emmis Austin Radio, a cluster of six radio stations including KLBJ-AM, KLBJ-FM, KGSR-FM, KROX-FM, KBPA-FM and KDHT-FM, in Austin, Texas, is 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..

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.

Interested persons please send resume immediately to: EEO Coordinator, Account Executive, 8309 North IH 35, Austin, TX, 78753. Via email: eeo@emmisaustin.com or online at www.emmis.com.

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Career Corner

UNIVISION-TELEFUTURA

Job Title: Photojournalist
Location: Austin, Texas
Job Number: 2007-10
Department: News– Austin, Texas
FLSA Status: Non-exempt

FUNCTION: Person will record interviews, standups, and b-roll, edit and occasionally report.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Photojournalist will be paired up with a [reporter](#) on a daily basis.
- While in the field, the photojournalist and reporter will discuss the story and strategize about the best way to cover it.
- Upon returning to the station, the photojournalist and reporter will view the video and select the best sound bites, b-roll shots and pieces of natural sound and edit the story.
- On occasion, the photojournalist will put together a full report without a reporter.
- Must understand the news gathering process, and be able to make news content decisions, as well as its photographic execution, covering breaking news, and investigative reporting.

Minimum Qualifications for Consideration

- Must be an expert in photography styles and techniques, and editing.
- The ideal candidate is goal oriented, works well with others, and works well under pressure.

Experience and Education

- A minimum of 2 years of broadcast news experience with 2 years of photography experience.
- Prior experience in Spanish language broadcasting is preferred.
- Bachelor's Degree in Journalism, Communication Studies, Radio-TV-Film, or equivalent experience required.

Language Skills

Bilingual (Spanish/English) communication skills are preferred.

Contact Information:

Please submit resume to:

Ismael Martinez: ismartinez@univision.net

Kathy LeBrun: klebrun@univision.net

KAKW TV 62

Job #KAKW 2007-10

c/o Ismael Martinez, News Director

2233 W. North Loop Blvd.

Austin, TX 78756

(512) 533-2885 (FAX)

We do not confirm receipt of resumes

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER

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Career Corner

Media Assistant TPRA

TPRA (The Patient Recruiting Agency) in Southwest Austin has an immediate opening for a media assistant. This agency has tripled in size in the past two years. Join this fun workplace now as we continue to grow!

Duties include:

- Contacting stations across the US and various other countries for avails and research data.
- Data entry into Smart Plus buying software
- Sending orders to stations
- Assist Traffic Coordinator with dub shipments
- Research alternative advertising opportunities
- Updating Excel databases

This position reports to the Media Director. Requirements include knowledge of Excel. Excellent computer skills and very detail oriented. Ability to work well as a team.

Please send resume to: Lyndean Phinney,
Media Director lyndean@tprausa.com

Account Executive KVUE-TV

KVUE is looking for an experienced Account Executive responsible for new business development, as well as maximizing share of existing accounts.

3+ years experience in Television sales required. Candidate must demonstrate effective negotiation, oral and written communication skills. Must demonstrate ability to sell multi-platform initiatives.

If you have an interest in this position, please send resume to: Human Resources, KVUE-TV 3201 Steck Ave Austin Texas 78757 or email to jmcthompson@kvue.com EOE

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