

Media Links



An A.W.R.T. Chapter Publication April / May 2008 / Volume 77

may luncheon
Tuesday, 5.20.08



AWRT AUSTIN CHAPTER ANNUAL BUSINESS MEETING

AWRT Members Only

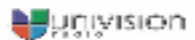
Please mark your calendar for the Austin Chapter of American Women in Radio & Television Annual Business Meeting & Election of the 2008-2009 Officers and Board of Directors:

Tuesday, May 20th
11:30am-1pm

Austin Woman's Club
708 San Antonio
Members \$20

awrtaustin.org

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MARCH LUNCHEON – DTV PANEL



(L to R) Dusty Granberry, KEYE, Oscar Rodriguez, TAB, Danny Baker, KTBC, Patti C. Smith, KVUE, Luis Patino, KAKW/KBVO, Mark Dunham, KXAN/KNVA & AWRT Austin Chapter President, Christine Martinez, KAKW/KBVO

On Wednesday, March 12, 2008, the Austin Chapter of AWRT hosted a luncheon for the Austin media community to provide the latest information regarding HD television and the conversion to DTV in the Austin market.

Thanks to panelists, Patti C. Smith, General Manager KVUE-TV, Mark Dunham, Director of Engineering, KXAN/KNVA-TV, Danny Baker, Vice President & General Manager, KTBC-TV, Dusty Granberry, Director of Broadcast Operations, KEYE Television, and Luis Patino, General Manager KAKW/KBVO-TV, for taking time out their busy schedules to bring us up-to-date on this timely topic.

Thanks also to Oscar Rodriguez, Vice President, Texas Association of Broadcasters, for moderating the panel.



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2008 AWRT Annual Leadership Summit & Business Conference



(L to R) Dorothy Binder, Holly Breaux, LisaBeth Thomas, Cristy Ramos, Esmeralda Arzola, Tatum Brown & Christine Martinez

On March 13-15, 2008, AWRT Austin Chapter President Christine Martinez and AWRT Austin Board Members, Esmeralda Arzola, Dorothy Binder, Holly Breaux, Tatum Brown, Cristy Ramos, and LisaBeth Thomas attended the AWRT Annual Leadership Summit & Business Conference in Washington, D.C.

The conference began Thursday night at the National Association of Broadcasters with a reception and a preview screening of the movie, "14 Women".

CNN Senior Political Correspondent Candy Crowley was the opening keynote speaker on Friday morning, followed by panel sessions, "Emerging Markets for the Evolving Salescape and "A Conversation with the FCC". The FCC panel, with FCC Commissioners Jonathan Adelstein, Michael Copps, Robert McDowell and Deborah Taylor Tate, was also broadcast on C-Span.

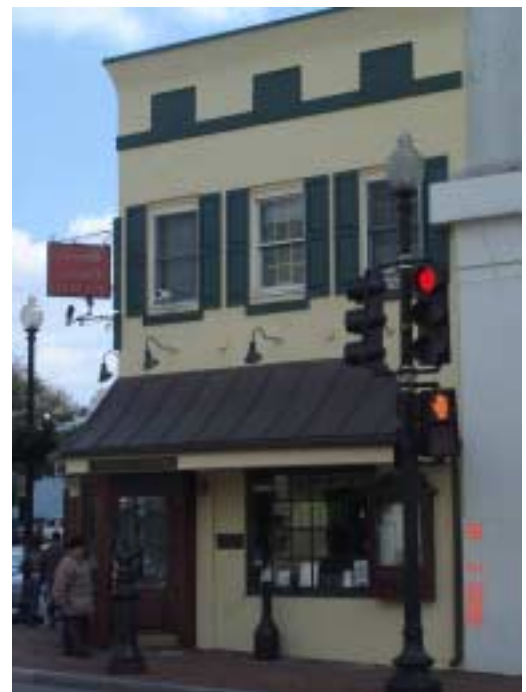
Suze Orman entertained and educated the AWRT audience as featured speaker at the Friday luncheon. The afternoon winded down with more panel sessions, "Bridging the Generation Gap" and "Women Impacting Public Policy". Later in the evening, AWRT awarded Mariane Pearl the AWRT International Outreach Award.

The conference ended on Saturday with the Chapter Leaders' Idea Exchange & BELL Awards Ceremony, area meetings and the AWRT State of the Association, AWRT Annual Business Meeting and Silver Bowl ceremony.

Local News



2008 AWRT Annual Leadership Summit & Business Conference



Local News



2008 AWRT Annual Leadership Summit & Business Conference

After the conference adjourned, most of the Austin delegates remained in DC to sightsee before returning home on Sunday night...





2008 AWRT TRAILBLAZER & AWARDS OF EXCELLENCE GALA

On Thursday, April 10th, the AWRT Austin Chapter held the annual Trailblazer & Awards of Excellence Gala at the Austin Renaissance Hotel. Members of the Austin media gathered in style to network and attend the presentation of awards. AWRT also presented Latinitas with a \$5000 check with funds raised at the Bachelor Auction and a \$1000 check was presented to the scholarship recipient. THANK YOU TO THE TRAILBLAZER & AWARDS OF EXCELLENCE CO-CHAIRS: CHRISTIE HUMPHRIES, KVUE-TV, GWEN THROCKMORTON, TIME WARNER CABLE & RAY EVE MICHEL, TIME WARNER CABLE, FOR ALL YOUR HARD WORK IN ORGANIZING THIS PRESTIGIOUS EVENT.



**CONGRATULATIONS TO OUR
TRAILBLAZER AWARD WINNER
Cynthia "CK" Carman
Principal, MQ&C Advertising**



*Thanks to the Hyatt Regency
Lost Pines Resort & Spa for
donating the raffle prize.*

AWRT would like to thank our Supporting Sponsors for this year's event:



Contributing Sponsor:





2008 AWRT TRAILBLAZER & AWARDS OF EXCELLENCE GALA

CONGRATULATIONS TO OUR AWARDS OF EXCELLENCE WINNERS:

BEST TV PERSONALITY

Jim Spencer KXAN

BEST RADIO PERSONALITY

Bobby Bones KISS

BEST ASSISTANT

Amanda Miller KLBJ AM/KLBJ FM/KBPA

BEST RADIO ACCOUNT EXECUTIVE (3 years or less)

Mark Sanders KVET

BEST TV/CABLE ACCOUNT EXECUTIVE (3 years or less)

Lisa King Time Warner Cable

BEST RADIO ACCOUNT EXECUTIVE (3 years or more)

Leslie Mosser KASE

BEST TV/CABLE ACCOUNT EXECUTIVE (3 years or more)

Terri Scott KXAN

BEST TV/CABLE SALES MANAGER

Susan Kelly KAKW Univision

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2008 AWRT TRAILBLAZER & AWARDS OF EXCELLENCE GALA

CONGRATULATIONS TO OUR AWARDS OF EXCELLENCE WINNERS:

BEST RADIO SALES MANAGER
Fred Smith KLBJ FM

INTERNET SALES AWARD
Betty Dunn KVUE

BEST LOCAL MEDIA BUYER
Meenakshi Gautam Davis Group

BEST LOCAL AGENCY
Davis Group

BEST TV SPOT
First Lockhart National Bank – “Cattle by Day”, Time Warner Cable

BEST RADIO SPOT
The Manginello Law Firm – “Personal Injury Girl”, MQ&C

BEST COMMUNITY AFFAIRS CAMPAIGN RADIO
KASE 101 - Make a Wish Radiothon

BEST COMMUNITY AFFAIRS CAMPAIGN TV
KTBC Fox 7 - The Empty Bowl Project

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2008 AWRT TRAILBLAZER & AWARDS OF EXCELLENCE GALA



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2008 AWRT TRAILBLAZER & AWARDS OF EXCELLENCE GALA



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AWRT Scholarship Recipient



AWRT Austin Scholarship Chair, Tatum Brown (L) and Scholarship Recipient, Stephanie Kusy-Wilson (R)

Stephanie Kusy-Wilson is the 2008 AWRT Austin Chapter student scholarship recipient. Stephanie is currently a junior at Texas State University in San Marcos with a double major in Mass Communication and English. She has interned at KVUE-TV and is currently interning at KTBC-TV in the FOX 7 Sports Department. After graduation, Stephanie is looking forward to a career in broadcast journalism.

AWRT awarded Stephanie a \$1000 scholarship at the Trailblazer & Awards of Excellence Gala on April 10, 2008.



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Local News

CHAPTER/MARKET NEWS

Congratulations to AWRT Board Member Sami Davis on her new job at KXAN-TV as Local Sales Coordinator.

AWRT Austin is pleased to announce two new members have joined the chapter: Welcome Michele Wolfe of MQ&C and Tracy Arrington of The Davis Group.

Please welcome Todd Krauss, KXAN Local Sales Manager (from Phoenix) to the Austin market.

ABOUT AWRT

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.

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

hbreaux@fox7.com



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Local Member Spotlight



Interview with AWRT Board Member Tatum Brown Senior Media Buyer Stanhope Group Advertising

- 1) ***How long have you been with your current company and what do you do? I have been a Senior Media Buyer with Stanhope Group Advertising for 4 wonderful years.***
- 2) ***What aspects of your job have changed in recent years? After 10 years in the business I have seen many changes. My first job was as a radio and cable buyer for an agency in Arkansas. The agency did not buy cable until I worked there. I don't think we even had email until after my first year. Now I am putting together buys with email, internet and text messaging campaigns.***
- 3) ***How long have you been on the AWRT board and what roles have you served? This is my first year on the board with AWRT and I served as the official Scholarship chair. I also had the opportunity to work on the Bachelor Auction with Lisa King, Esmeralda Arzola and Christie Humphries back in February. During Battle of the Media Stars I worked in the refreshment tent and that was a rewarding experience.***
- 4) ***Where do you see the state of traditional media buying going in the future? (more internet, diversity marketing, etc.) Media is always changing. Everyday there is a new way to reach a target market. As these new mediums emerge, traditional media will need to find ways to become more accountable. These new media have an almost instant accountability that some clients have come to expect. Traditional media is going to have to figure out how to compete.***
- 5) ***What piece of advice would you give to someone considering a career in the media industry? This industry changes so fast you have to be willing to learn new things and go with the flow.***
- 6) ***What are you most looking forward to in 2008 for AWRT? I am excited about some of our new members coming onto the board this year. We are going to have a great time.***

Local News

SAVE THE DATE!

- Fri, 4/25** **AWRT AUSTIN BOARD MEMBER
6:30pm** **HAPPY HOUR CELEBRATION**
(Board Members Only)
- Tue, 5/20** **AWRT AUSTIN CHAPTER
11:30am** **ANNUAL BUSINESS MEETING**
Austin Woman's Club
(Members Only)
- Wed, 5/28** **33RD ANNUAL GRACIE AWARDS GALA**
New York, NY
- Thu, 5/29** **GRACIE AWARDS LUNCHEON**
New York, NY
- Wed, 6/11** **AWRT AUSTIN JUNE LUNCHEON**
11:30am **Austin Woman's Club**
- Sat, 6/21** **AWRT AUSTIN CHAPTER STRATEGIC
(Morning)** **PLANNING SESSION**
Texas Association of Broadcasters

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Career Corner

Web Designer - Emmis Interactive Austin, Texas

Emmis Austin Radio, a division of Emmis Communications is currently seeking a Web Designer with content management skills who can hit the ground running for one of our Austin stations KROX (101X). This candidate would be responsible for the look and feel of the station website and related products. In addition, this candidate would work with the station's programming department to develop engaging content for the website's large audience.

Some media companies might view the internet as the competition - something to rally against. Not EMMIS. In fact, Emmis Interactive is setting the standard for interactive marketing and sales with its cutting-edge technology platform and in-house design services. The ideal candidate will be responsible for guiding the aesthetic direction of projects while ensuring designs, layout and navigations are created within corporate guidelines, with an understanding of industry standards. Proficiency with XHTML, CSS, Dreamweaver, PhotoShop, Illustrator, Flash animation, color schemes and related programming required. We are looking for a Web Designer – someone who can make our stations look great online. This position's focus is on content and design. It is not a web developer position nor is it an IT position. If your background is in IT, please do not apply.

Must be detail oriented and willing to work in a fast pace environment. Use independent judgment and time management skills to balance multiple projects and tasks. Strong graphic design experience with a contemporary design sensibility is vital. Candidates **MUST HAVE** an online portfolio in order to be considered for the job.

Interested persons please send resume and URL of portfolio immediately to: EEO Coordinator, Web Designer, 8309 North IH 35, Austin, TX, 78753. Via email: eeo@emmisatx.com or online at www.emmis.com. Deadline: 4-30-08.

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

Emmis Austin Radio KDHT-FM (HOT 93.3) General Sales Manager

Emmis Austin Radio is seeking a full-time General Sales Manager for KDHT-FM in Austin, Texas. Primary responsibilities for this position include hiring, training and motivating a local sales force with the objective of exceeding Local, National, NTR, and Interactive Revenue Budgets. Candidates should have a minimum five years broadcast sales and/or minimum two years broadcast sales management experience with a proven successful track record.

Interested persons should apply online at www.emmis.com, via email; eeo@emmisaustin.com (Subject: KDHT Sales Manager) or via mail to EEO Coordinator, 8309 North IH 35, Austin, TX, 78753. Deadline: April 30, 2008. 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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Program Director – Emmis Austin Radio

Emmis Austin Radio Broadcasting company seeks a full-time Program Director for KLBJ-FM, KGSR-FM and KDHT-FM. The qualified candidate will be able to program one station or a combination of two.

If you've got a strong passion for programming and the experience to back it up, we want to talk to you about our opportunity. Emmis Austin Radio consists of radio stations KLBJ-AM, KLBJ-FM, KDHT, KROX, KGSR, and KBPA, and is seeking a full time Program Director who knows how to execute outstanding radio for their respective station(s).

Ideal candidates are innovative, highly motivated, detail oriented, organized and have strong people skills. Candidates should also have comprehensive computer skills and at least 5 years radio programming experience. Experience in the AAA, Rock, and/or CHR format(s) is preferred.

Interested candidates please send resumes via email; eeo@emmisAustin.com, Subject: Program Director or online at www.emmis.com. Resumes can also be mailed to 8309 North IH 35, Austin, TX , 78753.
Deadline: May 2, 2008. 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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**KTBC-TV FOX-7
AUSTIN, TEXAS
4/21/08**

The following represents brief/broad descriptions. It is not intended, nor should it be construed, to represent a comprehensive and/or exhaustive description of all duties/responsibilities and requisite skills of each position. Unless otherwise noted, positions are full-time.

ASSIGNMENT EDITOR

Manage crews, prepare and maintain futures and story files, participate in daily editorial meetings, make story coverage decisions. Help set up microwave and satellite feeds. Coordinate with Engineering and Production for live coverage of daily news and special events. 2-3 years experience as television assignment editor. College degree preferred in related communications field. Knowledge of microwave/satellite news gathering. Knowledge of newsroom computer systems. Must be highly organized. Must be a team player, have sound journalistic judgment and be a motivator who deals with staff in a positive manner. Shift includes Nights/Weekends.

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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GRAPHIC ARTIST TECHNICIAN GREAT OPPORTUNITY FOR TV AND WEB GRAPHIC PRO IN AUSTIN!

FOX 7, the O&O in Austin, Texas, is looking for a dynamic, creative professional to join our Creative Services team. This is a great opportunity to work in all areas of television and web graphic production and design. Job duties include creation and playback of daily newscast graphics and animations, creation of website graphics and other interactive elements with the opportunity to work on special projects. Previous television and web graphic experience required. Must be a motivated team player with excellent communication, grammar and computer skills. Chyron, Photoshop, After Effects, Flash, Dreamweaver and HTML skills strongly preferred. 3D animation skills a plus. Schedule flexibility a must.

Send cover letter and resume (tape if applicable) to:

Human Resources
KTBC-TV FOX-7
119 E. 10th Street
Austin, TX 78701

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MAINTENANCE ENGINEER

Maintain, troubleshoot and operate television broadcast equipment to the component level. Must have extensive experience with video servers, Sony Betacam SX & SP, ENG & SNG truck operation and maintenance, analog and digital video cameras, analog and digital switchers, monitors, and distribution. Knowledge of computers, PC's LAN / WAN, IP switches, IP network wiring & configuration, windows related software and networks. 4 year or Associates Degree in electronics preferred. SBE / FCC certification preferred. Must be a self starter and able to work as part of a team. Good driving record. Position requires flexible work shifts and ability to be on-call.

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KTBC-TV FOX-7 AUSTIN, TEXAS 4/21/08

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WEB PRODUCER

Work closely with National and Local Editorial team to manage all production/quality aspects of station's Web site.

Conceptualize/produce high profile creative online material.

Perform duties of online writer/producer, specializing in print style writing, copy editing and editorial gathering. Facilitate the editorial gathering of local web news, glean information from various sources and contacts and reproducing the above material into strong, compelling web material. Interface with Editorial managers and supervisors from the Broadcasting side of newsroom to create a cohesive working atmosphere.

Bachelor's degree plus 2-3 years of web production experience.

Solid understanding of web standards, design and usability.

Knowledge of print and broadcast newsroom standards and styles. Highly skilled in areas of a/v digitizing, editing and encoding techniques. Advanced knowledge of Internet publishing software and content management systems. Position demands excellent print/web writing, web editing and web production skills. Handle multiple demands and competing priorities simultaneously in a strict deadline-oriented environment. Excellent communication skills. Knowledge of HTML, Javascript, CSS and Photoshop. Flash a plus.

Send cover letter and resume (tape if applicable) to:

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KTBC-TV FOX-7
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EDITOR

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 video tape editor or photographer. AVID editing experience strongly preferred. Knowledge of newsroom computer systems. Knowledge of libel laws. Team player.

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REPORTER

Enterprise stories on a daily basis, emphasizing creativity and originality. Deliver the news in a conversational, credible style. Tell compelling stories, and have excellent live shot abilities. 2-3 years experience as television reporter. College degree preferred in communications related field. Strong command of English language; working knowledge of libel laws and generally accepted journalistic ethics. Must be a highly creative, motivated self-starter and be a team player. Must exercise good judgment. Must have a good driving record.

Send cover letter and resume (tape if applicable) to:

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4-16-08

MEDIA ASSISTANT

Austin Ad agency located in SW Austin
looking for a Media Assistant.

If you're interested in media and being part
of an exceptionally fast growing
company and a FUN and relaxed
atmosphere, please contact:

Lyndean Phinney,
Media Director
The Patient Recruiting Agency
345-7788 ext 7007

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