

# Media Links



An A.W.R.T. Chapter Publication August/September 2008 / Volume 79



september luncheon

9.10.08

## KEEP AUSTIN GREEN PANEL

Come hear how you can become more involved in keeping Austin green. Learn about City mandates and policies that affect everyone. How can the media make a positive impact on green organizations?

### Panelists:

**Brian Block, Executive Director - Keep Austin Beautiful**  
**Brandi Clark, Founder/Leader - Austin EcoNetwork & Austin CarShare**  
**John M. Sutton, Assistant Vice President - TG Corporate Services**  
**Michael Mashburn, Quality Coach - David Weekly Homes**  
**Vera Fischer, Founder & President - Blue Shoe Marketing (moderator)**

**Wednesday, September 10th**

**11:30am-1pm**

**Austin Woman's Club**

**(708 San Antonio / Entrance on Nueces)**

**Members \$20 Non-Members \$25**

**Bring your gently used women's business attire donations for Dress for Success.**

**THANK YOU TO OUR CORPORATE SPONSORS:**



# Local News

## AWRT FALL PREVIEW PARTY

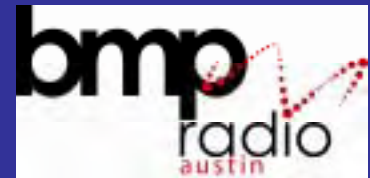
On Wednesday, July 30, 2008 AWRT Austin hosted its annual fall preview party at the Alamo Drafthouse on South Lamar. The sold out show featured fall program highlight tapes from local television stations **KADF** (*Azteca America*), **KAKW** (*Univision*), **KBVO** (*Telefutera*) **KEYE** (*CBS*), **KNVA** (*CW & MyNetworkTV*), **KTBC** (*FOX*), **KVUE** (*ABC*), **KXAN** (*NBC*), and **News 8 Austin/Time Warner Cable**. Thanks to AWRT board members and fall preview co-chairs Tatum Brown and Susan Kelly for organizing the event and to everyone who attended and donated door prizes. And a special thanks to AWRT programming co-chair Rebecca Goins, for photographing the event.



Private and Corporate Events  
Conferences, Meetings, Private Screenings,  
Parties, Banquets. **We do it all!**



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# Local News



## AWRT FALL PREVIEW PARTY



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# Local News



## AWRT FALL PREVIEW PARTY



If you have the need for client parties, business meetings, employee incentive gatherings, etc. please call the Alamo Draffhouse.



**Alamo Draffhouse Lake Creek**  
13729 Research Blvd  
219-7802

**Alamo Draffhouse Village**  
2700 West Anderson Lane  
407-9531

**Alamo Draffhouse South Lamar**  
1120 South Lamar Blvd  
407-9531

**Alamo Draffhouse Ritz**  
320 E 6th Street  
407-9531

# Local News

## AUGUST LUNCHEON EMERGING TRENDS IN AUTOMOTIVE



On Wednesday, August 13, 2008, the AWRT Austin Chapter hosted a panel to explore the emerging trends in the auto industry.

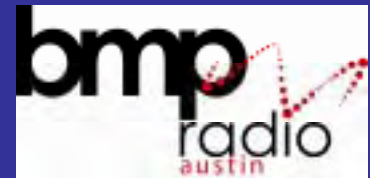
Thanks to the panelists pictured above (left) Scott Crossett, Owner Apple Leasing, (center) Barbie Sproull, Marketing Director, Hewlett Family of Dealerships (Chevrolet, Buick, HUMMER, VW) and (right) Curtis Salter, General Manager, Round Rock Honda.

Thanks to AWRT board member and programming co-chair LisaBeth "LB" Thomas, Big Cheese LBTJ Group for moderating the luncheon.

*(Photo courtesy of AWRT board member/photographer/historian Ginny Schoggins)*



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# Local News

## DRESS FOR SUCCESS CLOTHING DRIVE

GET READY FOR FALL! CLEAN OUT THOSE  
CLOSETS NOW...  
AND PUT YOUR GENTLY WORN BUSINESS  
OUTFITS TO GOOD USE!

Dress for Success Austin accepts:  
New or gently-worn professional suits or  
separates (dry-cleaned)  
Blouses and shells (dry-cleaned or laundered)  
Jewelry and other accessories

**GINNY SCHOGGINS WILL BE ACCEPTING  
DONATIONS AT ALL AWRT LUNCHEONS.**

**If you have any questions, please contact  
Ginny directly at:**

**[gschoggins@univisionradio.com](mailto:gschoggins@univisionradio.com).**

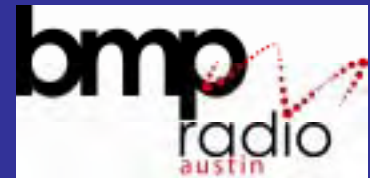
***Dress for Success Austin (DFSA) is a nonprofit  
organization that provides interview suits,  
confidence boosts and career development to low-income  
women seeking employment  
who are referred by other nonprofits, and government  
agencies.***

***Often women have the right skills to get a job but lack the  
appropriate clothing.***

***DFSA's goal is to help these women by providing them  
with interview-appropriate clothing.***



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# BATTLE OF THE MEDIA STARS

## Save the Date!

Thursday, October 16, 2008

**Zilker Park Polo Table Field**  
**Team Check-in 2:15pm**  
**Games 3pm**  
**Awards 5:30pm**

Teams of ten players: \$150  
Spectators: \$10 in advance, \$15 on event day  
Registration/Payment Due: Fri., Oct. 03

Bonus Points – 3 bonus points for teams that turn in their rosters and payment on due date

IMPORTANT – at least one member of each team must be an active member of AWRT



# Local Member Spotlight



**Pamela B. McKay**  
**Market Manager**



Pamela McKay is currently the Market Manager for Clear Channel Radio in Austin. She is responsible for the total operation of the six Clear Channel Radio properties (KASE 101, KVET FM 98.1, KVET-AM 1300 The Zone, KPEZ 102.3 FM The River, KHFI 96.7 KISS FM, and KFMK Jammin 105.9) as well as their Total Traffic Network and Integrated Marketing department.

She has been in Austin for a little over two years, having relocated here in June of 2006. She previously was with Clear Channel Radio in Houston where she began her radio career 16 years ago. She has held various positions with the company: Account Executive, National Sales Manager, Local Sales Manager and most recently General Sales Manager. She has served on several Clear Channel advisory boards to help develop the current software systems used by the sales departments. In addition she has also worked with the Gallup Organization on Clear Channel's behalf to help develop an interviewing tool for the company's managers. She also served on the Austin Board of Directors for the Susan G. Komen for the Cure.

Pamela has been married for 15 years to her husband Bob who also works in the media. She has four children. Kellyn, her 13-year-old daughter and triplets (Kharson, Kendall and Kamille) who are very busy 6-year-olds!

Pamela McKay was recently named by American Women in Radio and Television as one of the "25 Women Who RULE in Sales and Marketing." Nominations were accepted from AWRT members and other industry leaders and encompassed a broad array of women from all facets of electronic media including radio, TV, cable, and web-based media. Pamela is very supportive of AWRT Austin Chapter with Clear Channel Radio as a corporate sponsor and active board members from her staff.

## ***Interview with Pamela B. McKay – Clear Channel Radio Austin:***

(AWRT Austin) Congratulations! You were recently named one of 25 Women Who RULE in Sales and Marketing by American Women in Radio and Television. What is your job title and what do you do?

Market Manager, responsible for the operation of the six radio stations (KASE101, KISSFM 96.7, KFMK Jammin 105.9, KVET-FM 98.1, KVET-AM 1300 Zone, KPEZ 102.3 The River – as well as the Total Traffic Network and the Integrated Marketing/Online Department.

What aspects of your job have changed in recent years?

I've only been doing this particular job for a little over two years but I believe the answer is the same for all jobs within the radio industry. Our industry has evolved rapidly over the last several years and has diversified from our traditional business model. It's important now for radio professionals to be well versed in all aspects of the business. Sellers have to have a better understanding of the client's needs because there are so many opportunities to offer. Programmers have to better understand the listener's needs because there are so many different listening choices. The business office has to have a better idea of everyone's needs (employees/clients/listeners) in order to facilitate things more quickly! As a market manager, you need to be able to coach and coordinate all of these areas and provide an atmosphere that empowers employees to make good decisions (and make some mistakes along the way), allows for creative problem solving and promotes high expectations and performance.

What do you like best about your job?

I enjoy the "orchestration" of it all. Building a team and watching them be successful...both individually and collectively. While it can be very challenging at times, it is extremely exciting!

# Local Member Spotlight

## **Interview with Pamela B. McKay Clear Channel Radio Austin (continued):**

What challenges is your industry facing today?

I believe there are a couple of critical challenges facing the radio industry today. First is recruiting young professionals into radio. One of my colleagues made this point at a meeting a few weeks ago and I have to say that I agree. We have to remember that we are in the entertainment business and radio needs to remain contemporary, challenging, sexy and rewarding to attract young people today. Our continued growth is going to come from fresh and innovative ideas. The second is a challenge facing all media and that's the number of choices available to the consumer today.

You and Clear Channel Radio are big supporters of AWRT Austin. When and why did you join AWRT? What do you feel are the benefits of being a member of AWRT?

I was a member of the Houston AWRT chapter before relocating to Austin and have always enjoyed the comradery, sharing of ideas and opportunity to network with other successful women that AWRT provides. While the media industry is very large, we still deal in very tight circles. AWRT provides a platform for sharing of market and industry information while maintaining our competitive edges.

What advice would you give to someone considering a career in the media industry?

Make sure that the decision is for a "career" and not just a "job". Success in this industry typically does not come overnight and unless this is a career for you it may not meet your expectations. Also, fully research the industry. There are so many careers available now that were not available five years ago. Additionally new opportunities are being created every year as the industry keeps evolving.

How can women advance in their careers?

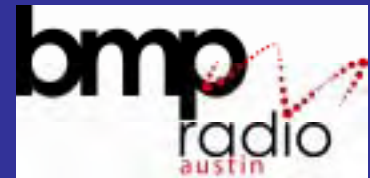
Find a great mentor and share your career aspirations. Surround your self with like-minded, success-oriented, positive people and stay true to who you are. Don't let anyone discourage you from what you aspire to do, i.e. you can't be a mom and advance in this business. As with anything else, you get out of it what you put in so be committed to doing the best job you can.

Have you met your career goals?

I'm extremely proud of what I have accomplished so far professionally. However I haven't done it alone. God has blessed me with a husband who has been a great partner both personally and professionally. He also works in media and fully understands both the challenges and opportunities this business provides. I also have very supportive parents who help out with my sometimes crazy travel schedule. You've also probably noticed a common theme in many of the answers I've given which is evolution. My belief is that as this evolution continues, many of the future opportunities are undefined at this point. So I don't know that I can say exactly what my future career goals are at this point except that I plan to continue to grow and be successful!



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# Local News

## SAVE THE DATE!

**Wed., 9/10 11:30am** **AWRT AUSTIN SEPTEMBER LUNCHEON**  
Keep Austin Green  
Austin Woman's Club

**Wed., 9/17** **2008 NAB RADIO SHOW**  
**Thu., 9/18** Austin Convention Center  
**Fri, 9/19** Austin, Texas

*(AWRT Sponsored Speed Mentoring Event @ NAB Radio Show is Wed, 9/17 from 9-10:30am)*

**Thu., 10/16** **AWRT AUSTIN BATTLE OF THE MEDIA STARS**  
Zilker Park

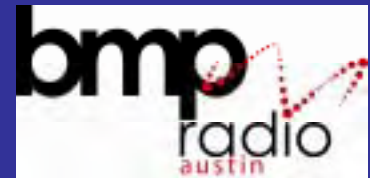
**Mon., 10/27** **AWRT EMPOWERING AMERICA DONATION CEREMONY**  
San Antonio, Texas

**Wed., 11/12** **AWRT AUSTIN NOVEMBER LUNCHEON**  
Assisting Success  
Austin Woman's Club  
(tentative date pending confirmation of guest speaker)

If you have an announcement you would like listed in the next newsletter, please e-mail [hbreaux@fox7.com](mailto:hbreaux@fox7.com)



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# National News

## American Women in Radio and Television, Inc.

### American Women in Radio and Television

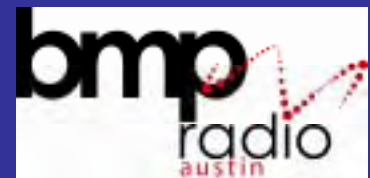
American Women in Radio and Television is the national, non-profit organization that extends membership to qualified professionals in the electronic media and allied fields. AWRT's mission is to advance the impact of women in the electronic media and allied fields by educating, advocating and acting 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

## Emmis Austin Radio Executive Sales Assistant

Emmis Austin Radio is seeking a versatile and personable full-time Executive Sales Assistant to primarily support and assist the General Manager.

Interested persons should possess superior internal and external customer service skills.

Successful candidate must have previous administrative or project coordination experience.

Requirements also include the ability to work efficiently and independently with minimal supervision, strong organizational skills, and must maintain confidentiality. Excellent computer skills including, Microsoft Word, Excel, and PowerPoint are required. Adobe Illustrator & PhotoShop experience a plus.

Interested persons please send resume immediately to: EEO Coordinator, Executive Sales Assistant, 8309 North IH 35, Austin, TX, 78753. Via email: [eeo@emmisaustin.com](mailto:eeo@emmisaustin.com) or visit website at [www.emmis.com](http://www.emmis.com).

Deadline: September 17, 2008

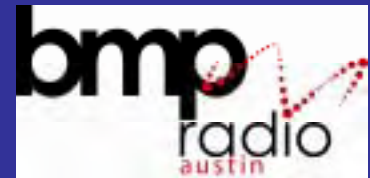
*We ask for your cooperation and assistance in our efforts to recruit, hire and promote qualified women and minorities. In this regard, if you know of individuals who might be interested in and qualified for this position, we encourage you to refer them to us. Equal Opportunity Employer.*

### 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](mailto:hbreaux@fox7.com) and [chumphries@kvue.com](mailto:chumphries@kvue.com).



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# Career Corner

## Account Executive Clear Channel Austin, TX

Clear Channel Austin, TX is always looking for incredible additions to our sales force. Prospect, market, sell and service advertising air time and non-spot revenue. Negotiate business based on industry ratings in order to maximize station revenue and share within parameters set by station management. Achieve revenue and share goals set by Sales Manager. Develop new advertisers by soliciting area businesses. Service clients to maintain positive working relationships. Prepare sales orders and production requests in timely manner. Resolve billing discrepancies and assist in collections of past due accounts. Provide regular reports to Sales Manager regarding prospective sales orders, daily call sheets, itineraries, new prospect lists, forecasts, and competition analysis. Monitor competitive media to continually prospect for new account leads. Follow station/company practices/policies for processing, invoicing, calculation of sales. Adhere to minimum standards of performance as established by Sales Manager. Develop account list from various sources. Conceive and execute written proposals.

College education preferred. Background in related media sales with a minimum of two years' experience. Outstanding marketing/presentation skills. Strong organizational skills. Must possess understanding of ratings services. Conversant in radio broadcasting vocabulary. Computer literate. Excellent oral and written communication skills. Knowledge of FCC rules and regulations relating to advertising copy. Strong interpersonal skills.

Medical, Dental, Vision, Life, ESPP, 401k, EAP, Paid Vacation and Sick Leave  
Full Time  
Mid-Career (at least two years experience)

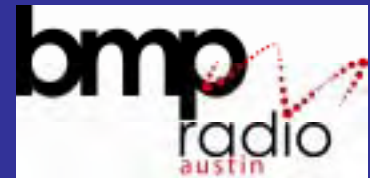
Send resumes with cover letter to [meljones@clearchannel.com](mailto:meljones@clearchannel.com) or fax to 512-684-7441.  
No calls please. EOE

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# Career Corner

## Emmis Austin Radio DIGITAL SALES COORDINATOR

Emmis Austin Radio is seeking candidate to fill the position of Digital Sales Coordinator. Candidate will assist the Digital Account Manager with continuity and trafficking of Digital Media sales. Duties will include, but are not limited to: responsibility for creation of mock-ups and PowerPoint presentations for sales calls, service to all sales managers and account executives with digital needs, attend weekly sales and promotions meetings as liaison between Digital Media Department and Sales. Manage ongoing maintenance of weekly sales report. Basic webmaster skills are a plus as this position may provide backup to the webmasters at various times.

Qualified candidates should possess proficiency with Microsoft Word, Excel, and PowerPoint. Some experience with HTML, Photoshop, DreamWeaver or .jpg/.gif images is a plus. Candidate should be organized and adaptable to floating deadlines. Excellent verbal and written communication skills, as well as a personality that enjoys working with people in a dynamic environment are essential.

*Interested persons should send resume to: EEO Coordinator, Digital Sales Position, 8309 N. IH 35, Austin, TX, 78753. Via e-mail: [eeo@emmisaustin.com](mailto:eeo@emmisaustin.com) or online at [www.emmis.com](http://www.emmis.com).  
Deadline: September 9, 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.  
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