

Media Links



An A.W.R.T. Chapter Publication June /July 2008 / Volume 78

june luncheon

6.11.08



awrtaustin.org

LOCAL BUSINESS PANEL

We're keeping Austin local! Come hear what different strategies local business owners are currently planning. How is the economy affecting their marketing? Who is their typical customer?

Gregg Burger, panelist
Precision Camera and Video

Ed Cohen, panelist
Gatti's Pizza

Stephanie Landers, panelist
Lander's Premiere Flooring

Lisa Gaynor, moderator
Design it with Consignment

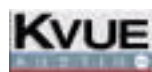
Wednesday, June 11, 2008

11:30am-1pm

Austin Woman's Club (708 San Antonio)

Members \$20 Non-Members \$25

THANK YOU TO OUR CORPORATE SPONSORS:



Local News

AWRT AUSTIN ANNUAL BUSINESS MEETING & ELECTION OF 2008/09 OFFICERS & BOARD OF DIRECTORS

On Tuesday, May 20, 2008, the Austin Chapter of AWRT held its annual business meeting and elected the 2008/09 officers and board of directors.

Congratulations to the new AWRT Austin Chapter President, Esmeralda Arzola of BMP Radio. Esmeralda is excited about moving up from Vice President and leading our chapter in the 2008/09 year.

Outgoing President, Christine Martinez, KAKW & KBVO-TV, will continue to serve on the board as Vice President. Thank you Christine for the awesome job you did as President in 2007/08. AWRT Austin had a very successful year thanks to your hard work and leadership.

Dorothy Binder will continue her role as chapter Treasurer. Not only does Dorothy manage the chapter finances but she is a past AWRT national board member and keeps us on task with the AWRT mission statement.

AWRT Austin is fortunate to have LB Thomas, Rebecca Goins, Cristy Ramos, Bonnie Quarterman, Lori Barton, Lisa King, Sami Davis, Tatum Brown, Christie Humphries, Susan Kelly, Ginny Schoggins, Holly Breaux and Beth Bobbitt remain on the board in 2008/09.

Welcome new board members, Jessica Santamaria, Lyanca Martinez, Christina Waugh, Sylvia Hay, Leah Morrison, Katie Hall, Farrah Momayezi, Tracy Arrington, Joyce Cunningham-Bibb, and Michele Wolfe, the new chapter Secretary.

Thanks to outgoing board members Jessica Lindstrom, Leighton Cromwell, Alison Carson, Ray Eve Mason and Gwen Throckmorton.

Congratulations to all the 2007/08 & 2008/09 officers and board members. We look forward to another fantastic year!



Thank you to our corporate sponsors:



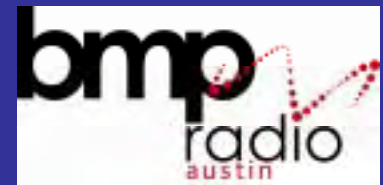
Local News

2008/09 AWRT AUSTIN BOARD OF DIRECTORS

President	Esmeralda Arzola	BMP Radio
Vice President	Christine Martinez	Univision TV
Secretary	Michele Wolfe	MQ&C
Treasurer	Dorothy Binder	
Programming	LB Thomas	LBTJ Group
Programming	Rebecca Goins	Clear Channel
Hospitality	Cristy Ramos	Univision TV
Hospitality	Bonnie Quarterman	Univision TV
Hospitality	Jessica Santamaria	Univision TV
Membership	Lori Barton	Clear Channel
Membership	Lisa King	Time Warner
Membership	Lyanca Martinez	Univision TV
Battle	Sami Davis	KXAN-TV
Battle	Tatum Brown	Stanhope Group
Bachelor	Christina Waugh	BMP Radio
Bachelor	Sylvia Hay	BMP Radio
Bachelor	Leah Morrison	Clear Channel
Gala	Christie Humphries	KVUE-TV
Gala	Katie Hall	BMP Radio
Gala	Farrah Momayezi	KVUE-TV
Fall Preview	Tatum Brown	Stanhope Group
Fall Preview	Susan Kelly	Univision TV
Scholarship	Tracy Arrington	The Davis Group
Historian	Ginny Schoggins	Univision Radio
Govt Relations	Joyce Cunningham-Bibb	Clear Channel
Newsletter	Holly Breaux	KTBC-TV
Website	Christie Humphries	KVUE-TV
Database	Beth Bobbitt	TAB



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Local News

CHAPTER/MARKET NEWS

Sports radio veteran Jon Madani has joined the Clear Channel family as the new program director of sports radio KVET AM 1300 The Zone.

Welcome Denise Daniels, the new Director of Sales at KXAN-TV.

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 News

SAVE THE DATE!

Wed, 6/11 **AWRT AUSTIN JUNE LUNCHEON**
11:30am **LOCAL BUSINESS PANEL**
Austin Woman's Club

Sat, 6/21 **AWRT AUSTIN CHAPTER STRATEGIC**
9am-12n **PLANNING SESSION**
(Members Only)
Texas Association of Broadcasters

Stay tuned for dates and topics of our upcoming luncheons...

We plan to continue to bring you the AWRT Austin events such as the TV Fall Preview Party and the Battle of the Media Stars in 2008 and the Sweetheart Bachelor Auction and Trailblazer and Awards of Excellence Awards Gala in 2009.

MORE TO FOLLOW!!!

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 Holly Breaux - Program Director, KTBC-TV FOX 7

- 1) **How long have you been with your current company and what do you do?** I have been with KTBC since 1982. I was first hired as a secretary to four department heads (programming, news, promotion, engineering) and was the part-time receptionist. Later I moved into traffic, then became the program assistant while also handling public service announcements and scheduling promos. I have been the Program Director since 1995. I manage the program schedule and make sure the open time periods are filled. I schedule our local movies and library product. I am in charge of the public file and quarterly FCC reports. I work with all of the other departments, program distributors, Nielsen and the public.
- 2) **What aspects of your job have changed over the years?** Obviously, technology has changed quite a bit. Programs are now distributed via servers versus the early days of bicycling 2 inch tape. When I first started, some of our programs (The Waltons and Dukes of Hazzard were actually on film!) Although I have been at KTBC for a long time, I experienced several changes of ownership/management and an affiliation change from CBS to FOX. We also owned at LPTV at one time, which was a big challenge as it was not a network affiliate when we first acquired it. We had to fill 24-7 with syndicated programming, cartoons, movies and sports packages. It was a lot of work but also a lot of fun. Lately the focus has been on the DTV transition and consumer education, new FCC regulations and the internet.
- 3) **How long have you been on the AWRT board and what roles have you served?** I've been a member of AWRT since 1987. My first board position was hospitality. Then I was the public service co-chair for several years. Before the internet, AWRT Austin used to publish a public service guide listing all the media contacts. We also held an annual seminar for the local non profit groups. Later I was the publicity chair, chapter secretary, treasurer and vice president. I took a break for a while after my son was born (he is now 12) and rejoined the board in May 2007 when there was an opening for the newsletter position which I also signed up for again in May 2008.
- 5) **What piece of advice would you give to someone considering a career in the media industry?** Get your foot in the door, work hard and learn as much as you can. Look for areas to volunteer and provide input when help is needed. Broadcasting is an exciting field and you are providing a service to the community.
- 6) **What are you looking forward to in 2008 for AWRT?** I have enjoyed getting to know some really special women in the Austin media community through AWRT. Being on the board, I get to work with a great group of people, plan media events and help fulfill the mission of AWRT. I am looking forward to the new infusion of fresh faces who have joined the board and continuing the momentum from the 2007/08 year.

National News



A King, A Knight and A Hero are Among Those Honored By American Women in Radio and Television at the 33rd Annual Gracie Awards® Gala



Lisa Ling



Christiane Amanpour



Florence Henderson



Dr. Maya Angelou



Ali Larter, Suze Orman, Kelly Rutherford, Giuliana Rancic, Jill Hennessy

Pictures Courtesy Larry Busacca/Wireimage

On May 28, 2008, New York City's Times Square shone a little brighter as American Women in Radio and Television (AWRT) descended upon the Marriott Marquis on Broadway, where the 2008 National Gracie Award winners were honored in a star-studded gala. Hosted by E! News Anchor and Managing Editor **Giuliana Rancic**, the Gracie Awards, also known as 'the Gracies', recognizes programming created for women, by women and about women in all facets of electronic media and entertainment.

The black-tie Gala attracted the best and brightest in the field, including: XM's *Oprah & Friends* **Dr. Maya Angelou and Gayle King**; NBC's *Heroes*' **Ali Larter**; CW's *Gossip Girls*' **Kelly Rutherford**; NBC's *Today Show* hosts **Hoda Kotb** and **Al Roker**; E! Network's **Chelsea Handler** and **Ted Harbert**; CNN's **Christiane Amanpour**, **Campbell Brown** and **Jon Klein**; Jones Radio Network's **Lia Knight**; NBC *Nightly News*' **Brian Williams** and **Mary Laurence Flynn**; FOX News' **Jamie Colby**; CNBC's **Suze Orman**, **Maria Bartiromo**, and **Mark Hoffman**; NBC *30 Rock*'s **Gail Mancuso**; CBS News' **Tracy Smith**, **Susan Koeppen**, **Harry Smith** and **Nancy Giles**; Lifetime's *Army Wives* creator **Katherine Fugate**; NBC Universal Television Studios' **Jeff Zucker** and **Katherine Pope**, as well as many others.

Lisa Ling, special correspondent for The Oprah Winfrey Show and a contributor for National Geographic Channel and the Oxygen Network, was the recipient of this year's prestigious **Dove Real Beauty Award**. Since 2004, AWRT has partnered with Dove on the Campaign for Real Beauty, and created the Dove Real Beauty Award to honor an individual who best embodies and expresses the "substance and spirit" of real beauty through her life and career. Whether hosting a series that explores the challenges that girls face worldwide or exploring the phenomenon of female suicide bombers, Lisa personifies all things real and serves as a true inspiration for women and girls everywhere.

The audience was brought to its feet by four time Grammy award-winning jazz vocalist **Dianne Reeves**, who captivated the crowd with her hit, "Today Will Be a Good Day," a rollicking blues track from her new Blue Note album *When You Know*. Those in attendance were also treated to a special dance performance by **Melissa Pabon**, who has danced with Brooklyn's Enixe Dance Company, and ESPN World Salsa Champion **Darlin Garcia**. (Continued on Next Page)

National News



33rd Annual Gracie Awards® Gala (continued)

The official jeweler for the Gracies VIP's this year was **Jeri Cohen Fine Jewelry**, which donated a stunning pair of diamond drop earrings for auction to raise money for the Foundation of AWRT.

"The Gracies statue is a beacon for women in electronic media," said AWRT National Chair Mary Bennett. "AWRT is proud to bring the industry the recognition program created to ensure that women's significant contribution to electronic media does not go unnoticed," said AWRT President Maria E. Brennan, CAE. "We congratulate and commend all of this year's winners."

The Gracie Awards are made possible through the generous support of the 2008 title sponsor Dove and The Campaign for Real Beauty, and the following additional sponsors: Arbitron, Bloomberg, CBS News, Clear Channel Communications, CNBC, CNN, Disney-ABC Television Group, Ford Motor Company Fund, Harpo Radio, HBO, Hearst-Argyle Television, Jones Radio Networks, Katz Media Group, Lifetime Networks, MTV, National Association of Broadcasters, National Cable & Telecommunications Association, NBC News, NBC Universal, Nickelodeon, Retirement Living TV, WE tv, William Morris Agency and XM Satellite Radio.

About AWRT: The year 2008 marks the 57th Anniversary of American Women in Radio & Television (AWRT), the longest established professional association dedicated to advancing women in media and entertainment. AWRT carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large. Founded in 1951, AWRT works to improve the quality of electronic media; promote the entry, development and advancement of women in the field; foster communication and idea exchange; and give back to the community we serve.

About The Foundation of AWRT: The Foundation of AWRT is the philanthropic arm of American Women in Radio and Television, supporting educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Foundation of AWRT has created partnerships and joint- initiatives with the National Middle School Association, the Emma Bowen Foundation, the American Red Cross and other organizations that are philosophically aligned with the mission of the Foundation of AWRT. The Foundation supports several public service campaigns including most recently AWRT Empowering America which pays tribute to many of America's most pioneering and inspiring women. Through this initiative, the Foundation of AWRT has adopted needy urban middle schools around the country and provided educational donations derived from collateral based on the Empowering America program. The Foundation also produces nationally acclaimed recognition programs including the Gracie Awards®, a live, New York-based gala that awards exemplary programming created for, by, and about women.

Career Corner

KVUE-TV / BELO CORP.

KVUE television, the Belo Corp-owned ABC affiliate in Austin Texas has an immediate opening for an **Associate Producer**. This is an entry level position in which the successful candidate will be trained to become a newscast producer. Writing and communication skills, along with the ability to work flexible hours under deadline pressures, are a must. Job duties are varied and include producing, writing, making beat checks, working the assignments desk, and field producing. Interested and qualified candidates are encouraged to send a resume and list of references to KVUE Human Resources, 3201 Steck Avenue, Austin, TX 78757 or email director of human resources, Stacy Smith at ssmith@kvue.com. EOE.

KVUE is currently hiring an experienced **Investigative Reporter**. The successful candidate will be an aggressive journalist who will break compelling investigative stories and contribute to the daily newscasts as needed. If you have the qualifications to join the #1 news team in Austin, please send a tape and resume to Human Resources KVUE-TV 3201 Steck Ave Austin TX 78757. Or e-mail to ssmith@kvue.com EOE

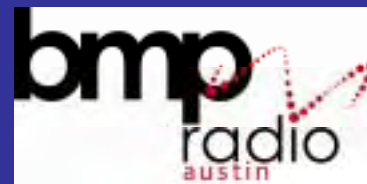
KVUE is looking for an **Entry Level Account Executive**. Must demonstrate effective oral and written communication skills. Responsible for Internet and new business development, as well as maximizing share of existing accounts. Must demonstrate ability to sell multi-platform initiatives. If you have an interest in this position, please send resume to: Human Resources, KVUE-TV 3201 Steck Ave Austin Texas 78757 or e-mail to ssmith@kvue.com. EOE

Belo Corp. is seeking a **Controller** for KVUE-TV, its ABC network-affiliated television station in Austin Texas. This position will be an integral part of the station's management team and will be responsible for the supervision of the station's business office and reporting requirements to the Corporate headquarters. Qualifications include a Bachelor's degree in accounting, CPA preferred, and appropriate experience. The candidate should have an adequate knowledge of, and experience in, the implementation of proper accounting controls.

Qualified candidates should send their resume to: ATTN: Kim Cummings at kcummings@belo.com or fax resume to 214-977-7458. No phone calls please. KVUE-TV is an equal opportunity employer.



Thank you to our corporate sponsors:



Career Corner



DATE POSTED: 5/21/08

TITLE: Traffic Coordinator

JOB DESCRIPTION: Univision KAKW-TV Austin is looking for a full-time Traffic Coordinator who will work on a daily basis to maintain, update and reconcile traffic logs, reports, and copy; update the sales department about inventory, programming specials and changes; update and maintain paid programming tracker; update and distribute program grids; filing; updating sports schedules/grids; assist in the development of the annual budget; other duties as assigned.

EDUCATIONAL REQUIREMENTS:

High School diploma or equivalency required.

EXPERIENCE AND SKILLS REQUIREMENTS:

Requires a minimum of 2 years experience in a television Traffic Department. Must be able to work under pressure and be well-organized. Proficiency in MS Word, Excel and Outlook, and Traffic Programs. Must be able to multi-task and have strong time management and organizational skills.

LANGUAGE REQUIREMENTS:

Applicant must be fluent in English. Ability to speak and read Spanish is a plus.

PHYSICAL REQUIREMENTS:

Must be able to sit for prolonged periods of time and lift up to 15 pounds. Must have good vision and hearing acuity. Manual dexterity and skill in using keyboard required.

COGNITIVE REQUIREMENTS:

Requires analytical, problem-solving, mathematical and reading abilities.

EQUIPMENT USED:

Computer; calculator; printer; telephone; copy machine; fax machine.

OTHER:

Position requires occasional driving. Therefore all applicants must have a valid driver's license and must have/maintain a good driving record.

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

CONTACT PERSON: Michelle Nail, Traffic Manager and/or Kathy LeBrun, Business Manager/Controller

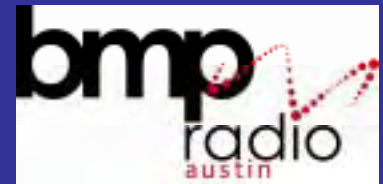
Interested parties may e-mail resume and cover letter to:

m nail@univision.net and cc: k lebrun@univision.net

Please reference Job #KAKW 2008-08



Thank you to our corporate sponsors:



Career Corner

KTBC-TV FOX 7 AUSTIN, TEXAS 6/9/08

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.

PRODUCER/ASSIGNMENT EDITOR

Put together a fast-paced, clear newscast with good writing skills, graphics use, and ability to put the best video with the best writing. Work with reporters and photographers to get the best stories on the air. Manage crews, prepare and maintain futures and story files, participate in daily editorial meetings, make story coverage decisions. Will help set up microwave and satellite feeds. Coordinate with Engineering and Production for live coverage of daily news and special events. Two years experience as a newscast producer/assignment editor. Working knowledge of libel laws and journalistic ethics. Knowledge of microwave/satellite news gathering. Knowledge of newsroom computer systems. College degree preferred in related communications field. Must be creative and highly motivated and organized. Must be a team player. Shift is nights and weekends.

ENGINEERING SERVER TECHNICIAN

Maintain, troubleshoot and operate television broadcast equipment to the component level. Candidates must have extensive experience with video servers, broadcast server systems, AVID Unity ISIS servers, data storage, archiving servers, video related SQL database servers, Panasonic P2 camera's, ENG & SNG truck operation and maintenance, analog and digital video cameras, analog and digital video switchers, broadcast conversion equipment, distribution amplifiers, audio equipment, Wheatstone audio mixing console, PL, IFB, monitors, automation systems, Master Control equipment, HD splicing, 8VSB signal path. Knowledge of computers, PC's, LAN / WAN, IP switches, IP network wiring & configuration, windows related software and networks. Electrical and building maintenance. 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 required. Position requires flexible work shifts and ability to be on-call.

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 and job referral source.
Tapes will not be returned. No phone calls, please.)
EOE/M/F/D/V



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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.

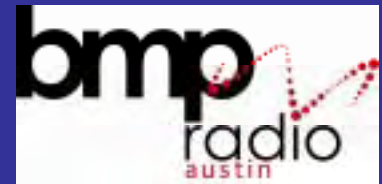
College education preferred. Background in related media sales with a minimum of two years' experience. Outstanding marketing/presentation skills. Strong organizational skills. Must possess understanding of ratings services. Conversant in radio broadcasting vocabulary. Computer literate. Excellent oral 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
or fax to 512-684-7441.
No calls please. EOE



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Career Corner



Part-Time Promotions Assistants

BMP Radio is in search of part-time Promotions Assistants.

The Promotions Assistant will assist in the execution of station events and promotions.

Some responsibilities include: bannering, checking sound system equipment, confirming co-sponsors, handing out prizes, tent and stage set up and break down, and other activities to ensure a smooth and successful event.

The Promotions Assistant will interact with listeners at concerts, promotions and other events while representing the station in a professional manner.

Candidate must be bi-lingual (English-Spanish).
Please email resume to Sylvia Hay. shay@bmpradio.com

- No phone calls please. EOE.

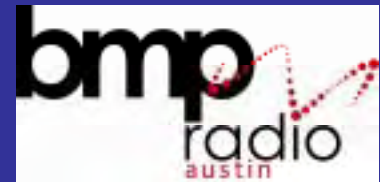
912 S. Capital of Texas Hwy. Suite 400
Austin, TX 78746
Phone (512) 416-1100 • Fax (512) 445-5817

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

KROX-FM Mid-day On-Air Host (FT)

Emmis Austin Radio is looking for a talented on-air mid-day host at KROX-FM, in Austin, Texas.

Austin's a great place to be for the right candidate – a music lover with lots of personal appearances. Alternative-rock music awareness is essential.

The 10:00 a.m. – 2:00 p.m. air shift includes a highly rated music intensive noon hour feature, where strong knowledge of heritage alt-rock is key. Five years on-air experience in rock, CHR, or alternative formats required. Programming chops a plus. Candidate must have a great personality and ability to multi-task.

If it all sounds good to you and you have all the qualifications please submit your material online at www.emmis.com, via email at eeo@emmisaustin.com, or via mail at 8309 North IH 35, Austin, TX, 78753.
Deadline: 6/20/08.

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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