

Media Links



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American Women

Promoting Progress



Creating Change

In Radio & Television

2009 TRAILBLAZER & AWARDS OF EXCELLENCE MEDIA GALA

Hosted by JB & Sandy



**CONGRATULATIONS TO OUR 2009
TRAILBLAZER AWARD WINNER
MEL JONES
CLEAR CHANNEL**

Join AWRT Austin as we honor this year's
Trailblazer Mel Jones and announce the
winners of the 2009 Awards of Excellence.

Thursday, April 2, 2009
Renaissance Austin Hotel
Glass Oaks Ballroom
6-7pm Networking
7-9pm Dinner & Awards Presentation

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Local News



JANUARY LUNCHEON Economic Forecast

On Monday, January 26, 2009, the Austin Chapter of AWRT hosted its annual economic forecast luncheon. This year's speakers included Dr. M. Ray Perryman, Founder and President of The Perryman Group (TPG), an economic and financial analysis firm headquartered in Waco, Texas and Mr. Dave Porter, Senior Vice President of Economic Development for the Austin Chamber of Commerce. Dr. Perryman, widely regarded as one of the world's most influential and innovative economists, provided the large audience an explanation as to the current state of the world's economy. Mr. Porter presented the economic forecast from the local level. Thanks to both speakers for donating their time to address our chapter.



Left to Right: Dave Porter, Senior VP of Economic Development, Austin Chamber of Commerce, Lori Barton, AWRT Austin Co-President, Dr. M. Ray Perryman, Founder and President The Perryman Group and AWRT Austin Co-President, Lyanca Martinez

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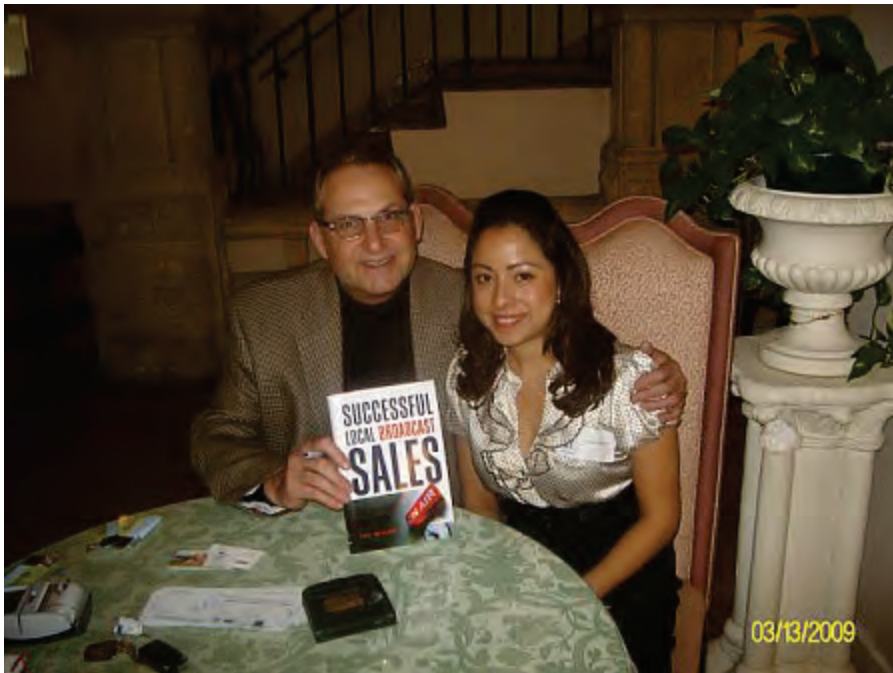


Local News



MARCH LUNCHEON “How to Create Business in a Challenging Economic Climate”

On Friday, March 13, 2009, the Austin Chapter of AWRT was treated to an entertaining and informative presentation by Paul Weyland on direct marketing. Weyland, an international speaker, branding, marketing and sales strategist, consultant, trainer, author and university lecturer, shared his philosophy on how to cut through the confusion of marketing, reach into the hearts and minds of customers, close more sales, increase bottom lines and keep customers for life. Thanks to Paul for taking time to educate AWRT members and guests about his innovative approach to sales and marketing.



Left to Right: Speaker Paul Weyland and AWRT Austin Co-President, Lyanca Martinez

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Local News



Meet the Bachelors



On Wednesday, January 21, 2009 AWRT Austin hosted a happy hour at *J Blacks Feel Good Lounge* for the media community to mingle with industry peers, learn about AWRT member opportunities and meet this year's AWRT Sweetheart Bachelors prior to the Auction on February 11, 2009.





**AWRT Austin 8th Annual
Sweetheart Bachelor Auction
Wednesday February 11, 2009**



Austin's TOP LOCAL BACHELORS
strutted their stuff to help raise money for
AWRT scholarships and **FEMME FILM TEXAS** on
February 11, 2009 at QUA. Sixteen bachelors and their
prize packages were up for auction.

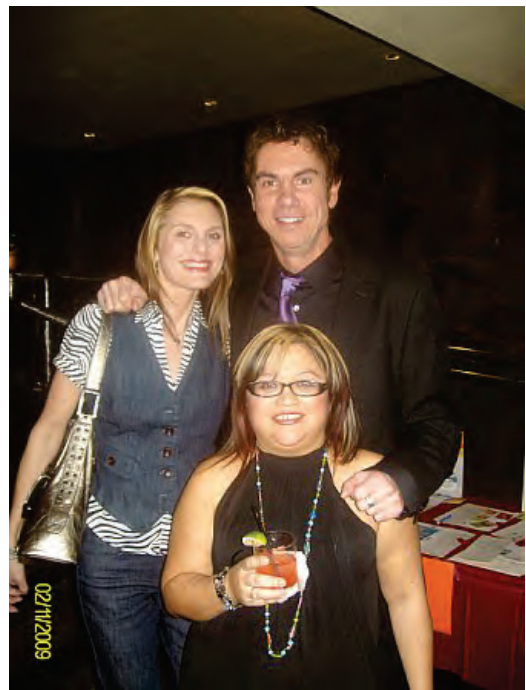
Thanks to AWRT's Bachelor Co-Chairs Leah Morrison
and Christina Waugh for organizing this successful and
entertaining event and to their committee, Sylvia Hay,
Dorothy Binder and Ginny Schoggins.

Thanks also to everyone who donated to the bachelor
packages and the silent auction, to our terrific bachelors,
our auctioneer, Mike Hanley, our hosts, Erin Hogan and
Claudia Talamantez and our sponsors, Front Gate
Tickets, QUA, Hill's Café and Cakes Chocolates & More.



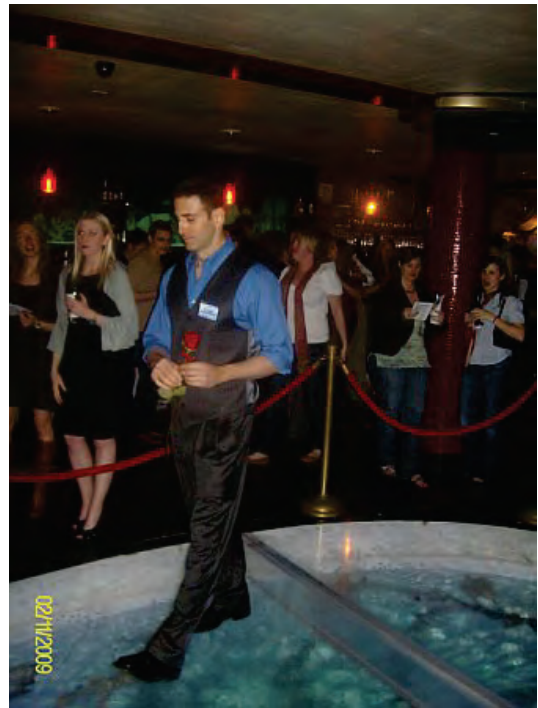


AWRT Austin 8th Annual Sweetheart Bachelor Auction Wednesday February 11, 2009



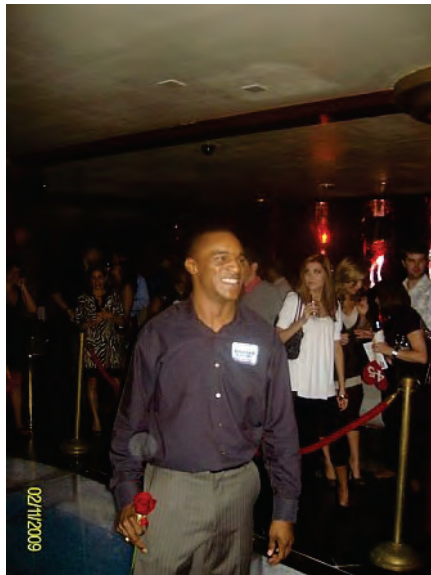


AWRT Austin 8th Annual Sweetheart Bachelor Auction Wednesday February 11, 2009





AWRT Austin 8th Annual Sweetheart Bachelor Auction Wednesday February 11, 2009





AWRT Austin 8th Annual Sweetheart Bachelor Auction Wednesday February 11, 2009



Cakes Chocolates
& More



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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.

FEMME FILM TEXAS



FemmeFilmTexas

FEMME FILM TEXAS
www.femmefilmtexas.org

Femme Film Texas will receive a portion of the proceeds from this year's AWRT Sweetheart Bachelor Auction. Femme Film Texas is an organization that teaches film making & media literacy to young girls in Austin.



Local News



AWRT WOMEN'S MEDIA FORUM 2009

The Austin Chapter of AWRT sent six delegates to Washington, D.C. for the 2009 American Women in Radio and Television Women's Forum on March 6-7, 2009.

Chapter Co-Presidents Lori Barton and Lyanca Martinez, Treasurer Dorothy Binder, Programming Co-Chair Rebecca Goins, Secretary Michele Wolfe and Hospitality Co-Chair Jessica Santamaria attended this AWRT National event.

The Forum kicked off with a the keynote opening address from Lara Lott followed by educational sessions focusing on the many aspects and challenges in the media including Marketing Your Self Now More than Ever – Carol Hanley, Creating a Positive Workplace in Challenging Times – Dr. Nancy Dailey, Managing New Revenue Streams - Sarah Foss, Michelle Pampin and Marcy Timpone, How to Put the A-Team in Place When Working with an Agency - Chickie Bucco, Susan Harris, Kay Olin and Bonnie Press, and Get in the Game with a Career Coach - Marshall Brown, Julie Coons.

Austin Chapter representatives Lori Barton and Dorothy Binder led two discussions at the power breakfast and break out sessions. Then the Chapters from across the country listened to the AWRT State of the Organization and attended the Annual Business Meeting. Michele Wolfe and Dorothy Binder visited the Swiss Ambassador's Residence for a wine tasting while in Washington, D.C.

If you have an announcement you would like listed in the next newsletter, please e-mail hbreaux@fox7.com

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Local News



AWRT WOMEN'S MEDIA FORUM 2009



Local Member Spotlight



Interview with AWRT Austin Board Member

SAMI DAVIS

Internet Account Executive

*LIN Interactive Austin
KXAN.KNVA.KXAM*

How long have you been with your current company and what do you do?

** I've been with KXAN/KNVA for a year now and I went from assistant to internet account executive at the end of 2008.

What aspects of your job have changed over the years?

**I started off in Dallas as a receptionist for a cable rep firm and eventually moving to Austin and making my way in to the broadcast side of things as an assistant, now I have moved up to internet sales!

How long have you been on the AWRT board and what roles have you served?

**I'm finishing up on my second year serving on the board for AWRT! I started out on the membership chair with LB. This past year I teamed up with Tatum Brown and we put Battle of the Media Stars on!

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

**My advice is to learn everything you can! With the technology going the way it is there is always learning involved! Don't be scared. It's one the best industries to be in!

What are you looking forward to in 2009 for AWRT?

**To another successful year and meeting all the newcomers that will be joining AWRT this year!!!

Local News

CHAPTER NEWS

AWRT Austin will elect its new board of directors and committee chairs at the annual business meeting this May.

If you are interested in serving on the board or would like more information about volunteer opportunities in AWRT Austin please contact one of our Chapter Co-Presidents:

Lori Barton loribarton@clearchannel.com 684-7412

Lyanca Martinez lyancam@yahoo.com 809-5075

SAVE THE DATE!

Thurs.
April 2
6pm
AWRT TRAILBLAZER & AWARDS OF
EXCELLENCE MEDIA GALA
Renaissance Austin Hotel

Wed.
May 13
11:30am
AWRT AUSTIN ANNUAL BUSINESS MEETING
(Members Only)
Austin Woman's Club
708 San Antonio Street

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