

Media Links



An A.W.R.T. Chapter Publication July/August/September 2009 / Volume 83

American Women

Promoting Progress



Creating Change

In Radio & Television

AUGUST 2009 LUNCHEON

Personal People Meters Not just the Bigger Markets Anymore

Please join AWRT Austin on Wednesday, August 19th as we explore the world of Personal People Meters (PPM) in radio from launch perceptions to buying expectations.

Panelists:

Jenny Tsao – PPM Implementation Market Manager - Arbitron
Tracy Arrington – Director, Strategy & Development - The Davis Group
Tara Ford – Media Director - ThinkStreet

Moderator:

Gary Walsh – Program Director – Clear Channel KPEZ

Wednesday, August 19, 2009

11:30am-1pm

Austin Woman's Club

(708 San Antonio / Entrance on Nueces)

Members \$20 Non-Members \$25

RSVP to awrtaustin@hotmail.com by Friday, 8/14/09

THANK YOU TO OUR
CORPORATE SPONSORS:



Local News



AWRT AUSTIN CHAPTER STRATEGIC PLANNING MEETING

Thank you to our
corporate sponsors:



At the conclusion of the meeting, Chapter President, Lori Barton gave a toast to celebrate the new board and the future year for AWRT Austin

On Saturday, June 27, 2009, the Austin Chapter of AWRT held its annual strategic planning meeting.

The 2009/10 board and committee members mapped out plans for the upcoming year including luncheon topics, annual events and fundraisers.

Thanks to the Texas Association of Broadcasters for the use of their facility.



Local News



JUNE LUNCHEON

The Top Ten Mistakes Women Make in Networking

Presented by
Guest Speaker
Marny Lifshen

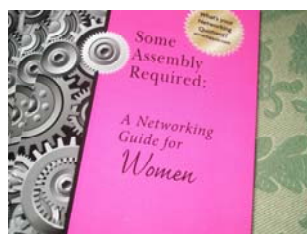
On June 10, 2009, AWRT Austin hosted an informative luncheon featuring speaker Marny Lifshen, author of Some Assembly Required: A Guide to Networking for Women.

Ms. Lifshen is considered an expert on networking and client development for professional services firms and networking strategies for women.

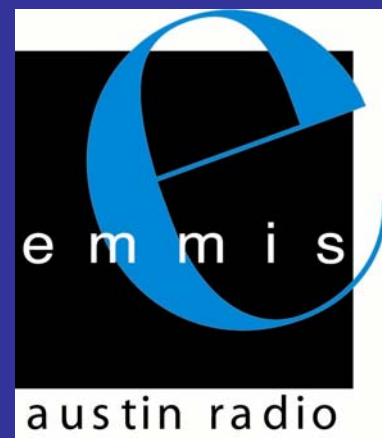
According to the speaker, the top ten mistakes women make in networking include:

- (1) Trying to be one of the guys
- (2) Failing to take risks
- (3) Expecting hard work to be enough
- (4) Over-promising and under-delivering
- (5) Taking things too personally
- (6) Spreading gossip instead of information
- (7) Underestimating the importance of appearance
- (8) Not finding or becoming mentors
- (9) Creating and maintaining cliques
- (10) Dropping our networks when we become mothers

If you missed this excellent luncheon, you can always check out Marny's book. Also, look for her columns on w2wlink.com, BalanceAustin.com and WomenBloom.com.



Thank you to our
corporate sponsors:



Local News



ABOUT AWRT

AWRT

American Women in Radio & Television (AWRT) is the national non-profit organization that extends membership to qualified professionals in the media. Our mission is to advance the impact of women in the media and allied fields by educating, advocating and acting as a resource to our members, the industry and the public. Founded in 1951, AWRT works to promote diversity and strengthen the influence of women in the vast media community.

The Foundation of AWRT

In 1960, AWRT became the first professional broadcasting organization to establish an educational foundation. Our 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 media and allied fields. The Foundation of AWRT is a 501 (c)(3) non-profit, educational organization.

If you have an announcement you would like listed in the next newsletter, please email holly.breaux@foxtv.com.

Thank you to our corporate sponsors:



2009 AWRT FALL PREVIEW PARTY

On Wednesday, July 29, 2009 the Austin Chapter of AWRT hosted its annual Fall Preview Party. The event was held at a new location this year, One World Theatre in west Austin.

The night was an occasion for local television outlets to share their upcoming fall programming highlights with the Austin media community, advertising agencies and clients.

After networking in the beautiful hospitality facility in One World Theatre, guests were treated to a delicious dinner.

Later everyone went upstairs to the theatre to view fall program presentations from KADF (AZTECA AMERICA), KAKW (UNIVISION), KBVO (TELEFUTURA), KEYE (CBS), KTBC (FOX), KVUE (ABC) and TIME WARNER CABLE. In between watching the entertainment, AWRT drew names for great door prizes.

Thanks to the fall preview committee Betty Dunn and Gloria Villarreal for planning this wonderful event. Thanks also to Time Warner Cable and the local stations for sharing their tapes.



(Left) AWRT Fall Preview Co-Chair, Gloria Villarreal
(Center) AWRT Austin Chapter President Lori Barton
(Right) AWRT Fall Preview Co-Chair Betty Dunn

AWRT FALL PREVIEW PARTY 2009



AWRT FALL PREVIEW PARTY 2009



AWRT FALL PREVIEW PARTY 2009



AWRT FALL PREVIEW PARTY 2009



Local Member Spotlight



Interview with AWRT Austin Board Members

McKenna Madget and Amanda Williams - Time Warner Media Sales

McKenna was elected to the board in May as Trailblazer Awards Co-Chair and Amanda recently came "on board" as Sweetheart Bachelor Auction Co-Chair.

McKenna Madget

How long have you been at Time Warner Cable and what do you do? 2 years, Account Executive.

What is your professional background? My degree is in Film, and I have worked for Dateline NBC and Time Warner. I started as a Sales Assistant and was promoted to A.E. in November of '08.

How long have you been an AWRT member? 2 years

What made you want to join the AWRT Austin board? I wanted to join the AWRT board to get involved and meet people in every media avenue. I was a member for a year before joining the board, and decided to do so because I enjoyed the events, luncheons, and activities that AWRT put on to bring people from all aspects of media together in the Austin so much, that I felt it was important to give back to the organization, and hopefully make a difference.

What would you like to see AWRT Austin accomplish this year? I would like to see AWRT grow as people band together during such tough times. I also would like to get involved in growing a collegiate chapter of AWRT. I believe these young women will be able to provide our chapter with fresh faces and new ideas that will continue to make AWRT a force in Austin.

Amanda Williams

How long have you been at Time Warner Cable and what do you do? I've been at Time Warner approximately 3 months as an Account Executive.

What is your professional background? I started in media in 2004 when I moved to Austin; I was an Account Executive at Clear Channel and sold for KVET-AM 1300 The Zone. After almost three years at Clear Channel I left the industry and started working for an Import Company in the furniture industry. I had a very large North East territory and traveled quite a bit working with big (Macy's, Anthropologie, etc) and small companies (small family owned stores) until about 4 months ago when I decided to get back into the media industry and joined the team at Time Warner.

How long have you been an AWRT member? I was an AWRT member when I worked for Clear Channel and recently re-joined when I started working at Time Warner.

What made you want to join the AWRT Austin board? Lori Barton, Austin's current AWRT President, and I worked together at The Zone (we actually sat next to one another for years☺) and approached me about stepping in for a board member who needed to step down.

What would you like to see AWRT Austin accomplish this year? To really emphasize and drive home the mission statement and remind people why AWRT was created and why it's survived in this industry all these years.

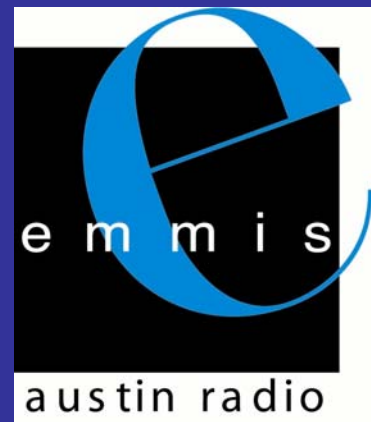
Local News



SAVE THE DATE!

- Wed. Aug 19 11:30am** **AWRT AUSTIN AUGUST LUNCHEON
PERSONAL PEOPLE METERS
Austin Woman's Club**
- Wed.-Thu. Aug. 19-20** **TEXAS ASSOCIATION OF BROADCASTERS/
SOCIETY OF BROADCAST ENGINEERS
56TH ANNUAL CONVENTION & TRADE SHOW
Renaissance Austin Hotel**
- Wed. Aug. 26 11:30am** **AWRT AUSTIN BOARD MEETING
Clear Channel Radio
3601 South Congress Avenue Building F**
- Wed. Sept. 9 11:30am** **SEPTEMBER LUNCHEON
SOCIAL MEDIA / NETWORKING
Austin Woman's Club**
- Thurs. Oct. 22** **AWRT BATTLE OF THE MEDIA STARS
Zilker Park – Austin, TX**
- Wed. Nov.11** **NOVEMBER LUNCHEON
Austin Woman's Club**
- Dec. 2009** **AWRT AUSTIN HOLIDAY PARTY**
- Wed. Jan 13** **JANUARY LUNCHEON
Austin Woman's Club**
- Wed. Feb. 10** **AWRT AUSTIN SWEETHEART
BACHELOR AUCTION**
- Wed. March 10** **MARCH LUNCHEON
Austin Woman's Club**
- April 2010** **AWRT TRAILBLAZER AND AWARDS
OF EXCELLENCE EVENT**
- Wed. May 12** **AWRT AUSTIN ANNUAL BUSINESS MEETING
Austin Woman's Club**

Thank you to our corporate sponsors:



Career Corner



ASSISTANT IT/ENGINEER

Clear Channel Radio in Austin, Texas has an immediate opening for a full-time Assistant IT/ Engineer for our 6 station cluster. Qualified candidates should have at least 3-5 years broadcasting experience. Must be Proficient with Windows OS systems, configuring networks, MS Office, Sales software, Novell Netware, NexGen a plus. Must have RF experience in AM and FM transmitter plants. Duties would include, but are not limited to the following:

Operate, maintain and repair studio, satellite, and transmitter equipment. Perform required FCC measurements and maintain FCC records, including transmitter logs and EAS compliance. Ensure that all broadcast equipment is operating and maintained in accordance with all applicable regulations. Maintain proper station documentation according to good engineering practices. The incumbent should possess good communications skills, be self motivated and work well both unsupervised and in a team environment. Occasional night and weekend work is expected and must be on-call and available to respond 24/7. You must be able to climb ladders, work in small spaces and have the ability to lift 50 pounds. For consideration you must possess a valid state driver's license and have an excellent driving record. SBE certification is a plus.

Medical, Dental, Vision, Life, ESPP, 401k, EAP, Paid Vacation and Sick Leave

EOE

Please email cover letter and resume to gilgarcia@clearchannel.com.

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 holly.breaux@foxtv.com and chumphries@kvue.com.



Thank you to our corporate sponsors:



Career Corner

Emmis Austin Radio Account Executive - FT



Thank you to our
corporate sponsors:



JOB DESCRIPTION:

Emmis Austin Radio is a cluster of six (6) stations in Austin, Texas. This Emmis Communications entity is currently seeking success driven and highly motivated Account Executives. The cluster includes: KLBJ-AM (590), KLBJ-FM (93.7), KDHT-FM (Hot 93.3), KROX-FM (101.5), KBPA-FM (BOB 103.5), and KGSR-FM (107.1).

JOB RESPONSIBILITIES:

- * The Account Executive will be responsible for developing new business.
- * Able to contribute in a team environment.
- * Organization, follow-up and attention to detail

EXPERIENCE REQUIREMENTS:

- * Minimum of 2 years outside sales experience
- * Proven track record of success and a strong work ethic
- * Candidates should possess strong verbal and written communication skills
- * Radio experience is preferred but not required
- * Bachelors degree is preferred but not required
- * Valid drivers license is required

TO APPLY:

Please submit your profile and resume online. Visit:
www.emmis.com No phone calls please.

**EMMIS COMMUNICATIONS/AUSTIN RADIO
IS AN EQUAL OPPORTUNITY EMPLOYER**



Career Corner

Emmis Austin Radio Promotions Coordinator (PT) - KGSR



Thank you to our
corporate sponsors:



KGSR (107.1) is currently seeking a hardworking, dynamic personality to work in a fun, fast-paced environment. Promotions Coordinator will develop, manage and execute special events associated with the radio station(s). Assists the Promotions Director with all aspects of promotional activities for the station. This is a part time position.

Essential Duties & Responsibilities include the following:

Other duties may be assigned.

1. Coordinates and executes all aspects of special event promotions.
2. Partners with station's account executives to develop appealing promotional packages to their clients, including assisting the account executive in presenting the promotion to their clients.
3. Structures remote appearances and assesses all potential promotional locations to ensure feasibility and to optimize return on investment.
4. Assists in developing staff promotional ideas.
5. Coordinates photography of all special events.
6. Provides projects status updates to the Promotions Director.
7. Serves as a company representative for certain community and charitable events.
8. Other job-related duties as required.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the basic knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Job Requirements: Valid driver's license required. Must be able to lift and/or move 50 lbs.

Education and/or Experience:

One year certificate from college or technical school; three to six months related experience and/or training; or equivalent combination of education and experience. High school diploma preferred.

Application Process: Visit: www.emmis.com to apply online. No phone calls please.



EMMIS COMMUNICATIONS/AUSTIN RADIO
IS AN EQUAL OPPORTUNITY EMPLOYER

communications

Career Corner

General Sales Manager Majic 95.5/ Talk Radio 1370

Entercom Austin is seeking a sales leader with focus on winning, creativity, employee engagement and solutions. This candidate must have strong leadership skills and be results oriented with a proven track record of growing revenue from digital, event marketing, and traditional media sales.

Skill Set Required:

Vision

Ideation

Problem solver

Self-motivation

Ability to motivate a team of both veteran and new sellers

Strong sense of competition

Strong systems orientation

Strong work ethic and responsibility

Marketing savvy- ability to target big accounts with true marketing know-how.

Skills Preferred:

Strong relationships in the Austin market

Strong training skills

Understanding of the implementation of strategic account management system

Minimum 5 years radio management experience

Please fax your resume to: Human Resources, (512) 493-6350 or e-mail to tkennedy@entercom.com. No phone calls please.

Entercom is an 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 holly.breaux@foxtv.com and chumphries@kvue.com.



Thank you to our corporate sponsors:



Career Corner

KTBC-TV FOX-7

PRODUCER

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. Two years experience as a newscast producer. Working knowledge of libel laws and journalistic ethics. College degree preferred in related communications field. Must be creative and highly motivated. Must be a team player. Ability to work flexible shifts.

PHOTOJOURNALIST

Set up and shoot interesting stand-ups and live-shots. Create strong visual story-telling images. Work with reporters as a team. Two to three years experience as news photographer/editor at affiliated broadcast station. College degree preferred in related communications field. Must be creative and a quick learner. Must be a team player and have good journalistic skills. Must be able to drive company vehicles. Good driving record required. Must have ability to carry and set up camera, tripod and other related equipment. Must be able to set up live remotes, including carrying cable reels and pulling cable for live shots. AVID editing experience strongly preferred. Ability to work flexible shifts.

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. Must be able to drive company vehicles. 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



Thank you to our
corporate sponsors:



Career Corner



ACCOUNT EXECUTIVE

Job #: KLQB/KHZZ/KHCK 09-05

Duties and Responsibilities

- Sell advertising to new and existing advertisers.
- Write sales proposals, traffic and production orders.
 - Develop new business.
- Collect from all accounts in a timely manner.
 - Meet or exceed 100% of sales quotas.
- Ensure the proper handling of service for existing and new advertisers.
 - Write ad copy as necessary.
- Must maintain a clean and professional appearance.
- Sell entire product line including station events and the Internet.
 - Create client specific opportunities in event application.
- Present event related opportunities to new and existing clients.
 - Attend client remotes and station events as required by management.
- Must work extended hours when necessary, including weekends.
- Engage in outside sales activities, which will require daily driving.
 - Maintain a good driving record.

Minimum Qualifications for Consideration

- Must have a proven sales track record.
- Electronic Media sales experience preferred.
- Requires excellent communication (both oral and written) and interpersonal skills.
 - Must be able to work a flexible schedule.
- Requires working knowledge of Word, Excel, and Outlook software.
 - Must possess a good driving record.

Experience and Education

- A minimum of 4 years experience in radio, media or outside sales.
 - High School Diploma or GED;
- Associates or Bachelors degree desired but not necessary.

Necessary Language Skills

- English language skills required, written and oral. Ability to communicate in Spanish, a plus.

Interested candidates should forward resume to:

Job #: KLQB/KHZZ/KHCK 09-05

Attn: Andrew Olivera

Fax: 512-340-7107

E-Mail: aolivera@univisionradio.com

Univision Radio is an Equal Opportunity Employer



Thank you to our corporate sponsors:

