

Media Links



An A.W.R.T. Chapter Publication October/November/December 2009 / Volume 84

American Women

Promoting Progress



Creating Change

In Radio & Television

NOVEMBER 2009 LUNCHEON Assisting Success

November is the month AWRT AUSTIN recognizes and gives thanks to the valuable behind-the-scenes employees who provide assistance everyday at local radio and television stations, cable companies and advertising agencies.

Please join us on Wednesday, November 18th for our annual "Assisting Success" luncheon.

This year's motivational and inspirational speaker is Susan Young, a communications & PR expert, author, and award-winning entrepreneur who will provide an interactive, entertaining program packed with information to supercharge your career and life.



**THANK YOU TO OUR
CORPORATE
SPONSORS:**

**Wednesday, November 18, 2009
11:30am-1pm**

Austin Woman's Club

(708 San Antonio / Entrance on Nueces)

Members \$20 Non-Members \$25



Local News



Austin Media Community Mourns Loss of Ira Poole

Longtime Austin broadcaster Ira Poole passed away October 25 after a battle with renal cancer. He was 52.

Poole spent the last 26 years as local sales manager at KEYE-TV.

He previously held positions at KXAN-TV and KTBC-TV. Poole graduated from the University of Texas at Austin with a degree in Radio-Television-Film and was a diehard Longhorn fan.

Memorial gifts may be made to the University Federal Credit Union, PO Box 9350, Austin, TX 78766 or visit their offices at 3305 Steck Ave., Austin, TX 78757 (across from Lowe's). Please reference the Poole Children's Fund.

AUGUST LUNCHEON

PERSONAL PEOPLE METERS
Not just the bigger markets
anymore...

On Wednesday, August 19, 2009 AWRT Austin hosted a luncheon to explore the world of (radio) Personal People Meters (PPM) from launch perceptions to buying expectations.

Thanks to the panelists:

Jenny Tsao PPM Implementation Market Manager, Arbitron

Tracy Arrington Director, Strategy & Development, The Davis Group

Tara Ford – Media Director, ThinkStreet

Thanks also to **Gary Walsh**,
Program Director Clear Channel KPEZ,
for moderating the program.

Thank you to our
corporate sponsors:



Local News



SEPTEMBER LUNCHEON

FACEBOOK TO TWITTER POSSIBILITIES OF THE NEWEST REVENUE STREAM



(Left to Right) John Jones, AWRT Chapter President Lori Barton, Jennifer Barbee

On Wednesday, September 9, 2009 the AWRT Austin luncheon featured two guest speakers with expertise in social media.

John Jones, a University of Texas Professor, provided information about online etiquette and personal and professional social networking sites.

Jennifer Barbee, President of JB Inc. provided a fresh perspective on building success in many different online interactive marketing efforts. Her topics included twitter content, how to influence social groups, creating viral components and creating content to be shared, not consumed.

Thanks to both speakers for their very interesting presentations and to AWRT Austin's programming co-chairs, Ginny Schoggins and Anne Elizabeth Hall for putting together this very informative program.

Thank you to our corporate sponsors:



Local News



AWRT HOLIDAY PARTY

WEDNESDAY,
DECEMBER 2, 2009
5:30-7:30PM

Clear Channel Radio
3601 South Congress Ave
Austin, TX

You are cordially invited to attend the AWRT Holiday Party on Wednesday, December 2, 2009 after work at Clear Channel Radio.

This annual event will be a potluck affair courtesy of the AWRT Austin members. You never know what our chapter will be cooking up!

Please invite your co-workers and bring an unwrapped gift for Blue Santa. (Cash donations will also be accepted.)

For more information contact AWRT Chapter President Lori Barton at 684-7412 or loribarton@clearchannel.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 BATTLE OF THE MEDIA STARS

On Thursday afternoon, October 22, 2009, AWRT Austin's annual Battle of the Media Stars was held at the Zilker Park Polo Table Fields.

Eleven teams representing Austin's radio and television stations, advertising agencies and Time Warner Cable competed in exciting events including the dizzy bat, three legged race, balloon toss, musical media chairs and the ratings tug-of-war.

A great time was held by all the athletes and spectators who attended.

Thank you to all this year's Battle Co-Chairs, Leah Woodard, Clear Channel Radio, Christine Martinez, Univision KAKW-TV and Christina Waugh, Emmis Radio for planning the event. Thanks also to all of the AWRT Austin members who volunteered.

We appreciate the hard work of the JUDGES from the following Central Texas businesses that refereed this year's media competition:

**AUSTACO – TACO BELL
LBTJ GROUP
AUSTIN'S PARK AND PIZZA
RUDY'S
AMERIGROUP
TEXAS STARS HOCKEY
CEDAR PARK CENTER
ROUND ROCK EXPRESS
SIMON PROPERTIES**

Thank you to the following companies and organizations that donated the delicious food and drink:

**SONIC
SWEET LEAF TEA
BROWN DISTRIBUTING
THUNDERCLOUD SUBS
PIZZA PATRON
HILL COUNTRY SPRINGS WATER
RUDY'S COUNTRY STORE AND BBQ
DREAM FUND**

AWRT would like to thank all of the local media outlets and especially the general managers for allowing their employees to participate in this annual event to raise money for AWRT scholarships. Congratulations to all of the winners and to all who competed.

2009 BATTLE OF THE MEDIA STARS

Thanks to the 2009 AWRT Austin Battle of the Media Stars Co-Chairs:

(Top Left) Christine Martinez, Univision KAKW-TV, (Top Right) Christina Waugh, Emmis and (Below) Leah Woodard, Clear Channel



Congratulations to the 2009 Battle of the Media Stars Winners:

1st Place – KEYE TV - WE CANTU
2nd Place – Clear Channel - RED HOT JOX
3rd Place – Emmis - RANKED TO SPANK
4th Place – Univision #2
Spirit Award – Clear Channel - RED HOT JOX
Underdog Award – KTBC FOX 7 GLEE TEAM



AWRT BATTLE OF THE MEDIA STARS 2009



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AWRT BATTLE OF THE MEDIA STARS 2009



AWRT BATTLE OF THE MEDIA STARS 2009



Local Member Spotlight



Interview with AWRT Austin Board Member Dorothy Binder

AWRT Austin would like to recognize our Chapter Treasurer, Dorothy Binder for her continuous and loyal service to our organization.

Dorothy, an AWRT Austin member since 1988, is always willing to offer assistance and advice.

With her financial background and experience serving on the national board of AWRT, she has been instrumental in the success of this chapter.

AWRT Austin is very fortunate to have Dorothy Binder on its executive board managing our finances and future.

You have been chapter treasurer for several years. What does that position involve?

I have been treasurer for several years. I installed and implemented the AWRT Austin financials on the computer. The position of chapter treasurer requires someone with an understanding of accounting in order to keep up with all the financial reporting and rules to properly manage the finances of a nonprofit organization. I work with all the board members to establish a forecast for the chapter's future financial outlook. In addition to monthly reporting and managing the chapter's finances, I handle the annual tax filings, IRS 501C6 filing and am currently applying for the chapter 501C3 status.

What other board positions have you held?

I have served in all positions on our board including president.

What is your professional background?

My professional background is in broadcasting finance. I started in radio back in the early 70's in San Diego, Ca. I was hired as business manager of KOGO radio there. I came to Austin in 1981 and was hired at KHFI K98 as business manager and also worked in the corporate office handling 7 radio stations financials. Currently I am partner in a small company which I manage and have a small accounting business.

Local Member Spotlight



Interview with AWRT Austin Board Member Dorothy Binder (continued)

You have also served on the national AWRT board. What positions have you served on the national board and how did that impact your involvement with the Austin chapter?

I served on the national AWRT board for six years. Two of those years I served as area director, which is a liaison with all the South Central chapters of AWRT. Two years I served as resource development director and two years as the treasurer. AWRT has really been instrumental in my professional success. Being on the national board really helped me understand a lot about myself and grow professionally. This has helped me mentor others in the organization and especially bring that back to our chapter. Any time a chapter has a member on the national board, it helps them be more visible and take advantage of opportunities. I encourage our chapter members to attend national events and apply for national board positions.

What would you like to see AWRT Austin accomplish this year?

I would like to see Austin chapter continue to focus on increasing membership and to continue to provide programming that is beneficial to our members. We need to stay ahead of the fast changing world in bringing information and solutions to our members and to be an educational resource to our members and the media community.

What are the advantages to being a member of AWRT?

Being a member has really helped me develop my professional career. Serving on the local and national boards taught me areas of the business that I would normally not have experienced. I have met some very smart people in this business that have shared their knowledge with me along the way. This organization has members all over the country and they never hesitate to help. I have traveled to many places and experienced many things by being a member of AWRT.

Local News



SAVE THE DATE! Upcoming AWRT Austin Events

- Wed.
Nov 18 **NOVEMBER LUNCHEON
ASSISTING SUCCESS
Austin Woman's Club**
- Wed.
Dec 2
5:30pm **AWRT AUSTIN HOLIDAY PARTY
Clear Channel Radio
3601 South Congress Ave., Building F
Austin, TX 78704**
- 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**
- Thurs.
April 8 **AWRT TRAILBLAZER AND AWARDS
OF EXCELLENCE EVENT
Austin Renaissance Hotel**
- Wed.
May 12 **AWRT AUSTIN ANNUAL BUSINESS MEETING
Austin Woman's Club**

Thank you to our
corporate sponsors:



SEND YOUR JOB LISTINGS TO AWRT AUSTIN:

If you have a job opening at your station or media company that you would like listed in the AWRT Austin newsletter and website, please email a brief description to holly.breaux@foxtv.com and chumphries@univision.net



Career Corner



Online Sales Administrator

Skills/Core Competency

Web savvy

Communication: verbal/written

Team player, can work well with sales and management staff

Detail oriented

Works well with and meets deadlines consistently

Some knowledge of CPP, CPM, and SEO

Proficient in Microsoft Office Programs

Proficient with web/graphic design software (Adobe Creative Suite, Flash, etc.)

Ability to learn new software

Roles/Responsibilities

Web site management (design, development and content)

Ability to keep abreast of current Internet trends in Web design and development

Designing sales proposals

Design Client Banner ads, gift certificates, and vouchers

Upload and maintain all online advertising inventory (banners, video pre-rolls, keywords)

Liaison between sales and programming departments, on-air talent and online content team

Some Flash design and HTML Coding

Reports directly to Online Sales Manager (responsibilities will include assisting in tasks as requested by the OSM)

Experience/Background

Radio background preferred

Minimum 2 years experience in graphic/web design

Certification in areas of graphic design and web design preferred but not required

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

Full Time

Send resumes with cover letter to meljones@clearchannel.com or fax to 512-684-7444

No calls please. EOE

Career Corner



Key Account Coordinator

Position Profile:

Are you the go-to person who gets things done no matter what's on your plate?

Are you a stickler for detail?

Are you looking for a results driven environment?

Position Overview:

If you answered "yes" to all of the above, we want to talk to you about becoming part of Clear Channel Radio as our next Key Account Coordinator. A KAC's primary role is to support our best and most productive sales professionals to develop new business and grow revenue.

Responsibilities: Support three Senior Account Executives and help them maximize revenue opportunities by assisting with administrative tasks like order entry and management, collection of payment, setting appointments with clients and facilitating internal communications. You will also assist with the preparation of sales proposals, perform research and support key sales and promotional events.

Qualifications: Excellent computer skills with proficient knowledge of Microsoft Excel, Word, Power Point and Outlook. Strong multi-tasking and organizational skills are required, as are the ability to work effectively under pressure, meet deadlines and prioritize tasks. Position requires superior communication skills and attention to detail. Must be willing to learn new responsibilities and adapt quickly to change.

Education/Experience: High school diploma or GED, 6 months related experience and/or training in a sales environment preferred.

Please email resume to: meljones@clearchannel.com

Clear Channel is an Equal Opportunity Employer

Career Corner



AUDIO DESIGN ENGINEER

Description: Clear Channel Austin is searching for an Audio Design Engineer to produce commercials and/or promos as assigned for the Austin cluster. Position responsibilities include (but not limited to) voicing, engineering, dubbing and archiving of commercials and promotional announcements. This individual will provide creative support to the Sales Department and clients with regard to commercials and promotional announcements. Plus, read and edit material from clients to ensure conformance with company policy and FCC regulations. Most importantly, a positive attitude and the ability to meet deadlines are required for this position. EOE

Job Requirements: Adobe skills a must. NEXGEN experience a plus.
Benefits: Competitive salary Medical, Dental, Vision, Life, 401k, Paid Vacation and Sick
Status: Full-Time
Career Level: Mid-Career (3+ years of experience)
Application Instructions Send cover letter, resume, and audio to Mike Hart @
mikehart@clearchannel.com or 3601 S Congress Ave Bldg F Austin, TX 78704

SALES ASSISTANT AUSTIN, TX

Clear Channel Radio Austin has an opening for a Sales Assistant. Duties include but not limited to: creating sales proposals, sales collateral for the sales department, processing mail and faxes, answering phones, light reception, general assisting of Sales Managers and Account Executives. Must be proficient in Word, Excel, Power Point, Publisher and as well as possess excellent written and verbal communication. Accuracy in your work is expected. Having excellent organizational skills and the ability to juggle many projects at once is essential. A sense of urgency in all activities and a willingness to learn new skills are also needed. Enthusiasm in working with all departments of the radio stations is a must. Daily Responsibilities are: Contract and confirmation processing, Spot times, competitive spending reports and creating sales pieces for our Account Executives. Full-Time. Benefits. EOE.

Please send cover letter and resume to Mel Jones at meljones@clearchannel.com.

No Calls Please

Career Corner



Promotions Director KLBJ-AM & KLBJ-FM



Emmis Austin Radio is a branch of Emmis Communications with a cluster of six radio stations in Austin, TX. KLBJ-AM & FM are highly rated stations that seek a full time candidate to manage and direct the promotion department, work with the sales department, and maintain public relations between the Austin community and station(s) clients. The successful candidate will create the overall station(s) image and attract new listeners and clients, while building the loyalty of current audiences and customers. If you are a qualified candidate and are interested in working for a dynamic company, we encourage you to apply.

Duties & Responsibilities include but are not limited to:

Conceives, plans, and executes all station promotional campaigns and events
Oversees station contests including: originating or adapting ideas, determining prizes and listener events, maintaining accurate records of contestants and winners, and ensuring contests are conducted in accordance with FCC regulations and the law. Represents stations at community events, promotions, etc. Effectively present information and respond to questions from groups of managers, clients, customers, and the general public. 360 branding strategy: plan and execute all digital marketing which includes texting and station e-mail newsletters. Other job related duties assigned as needed.

Supervisory Responsibilities include but are not limited to:

Directly supervises Promotions Coordinators, Promotions Assistants, and Promotions Interns
Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws
Responsibilities include: interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems

Requirements:

High school diploma, or equivalent, required
College degree preferred but not required
Three to four years related experience and/or training; or equivalent combination of education and experience required
Work nights and weekends as needed
Valid driver's license and state mandated auto insurance required

Application Process: Please submit a resume and application online: www.emmis.com. Refer to posting and no phone calls please.

Emmis Communications (NASDAQ: EMMS) is a diversified media corporation with award-winning radio broadcasting, and magazine publishing operations in markets across the country. Emmis is as well-known for its creative culture as for its operations. Our people are aggressive, knowledgeable and deeply committed to each of the communities in which we operate. Because employees are the key to our success, Emmis offers strong benefits and incentives, including health, dental and life insurance and a 401(k) contribution plan. For more information about Emmis, see our website at www.emmis.com.

EMMIS COMMUNICATIONS/EMMIS AUSTIN RADIO
IS AN EQUAL OPPORTUNITY EMPLOYER

Career Corner



DATE POSTED: October 28, 2009
TITLE: National Sales Coordinator
Job Number: KAKW 2009-09

Univision KAKW –TV has an immediate opening for a National Sales Coordinator (NSC). This is an excellent position for a self-motivated individual looking to eventually get into sales.

JOB DESCRIPTION: The National Sales Coordinator (NSC) will report to the National Sales Manager (NSM) and will interact with Univision's national sales offices around the country.

These national sales offices sell advertising on behalf of Univision and Telefutera Austin, and the coordinator's role is to assist the NSM in the following categories:

- **AD SALES NEGOTIATIONS:** NSC's are expected to understand the Univision pricing philosophy and be able to carry out multi-round negotiations with ad agency buyers under the NSM guidance and supervision
- **RESEARCH:** NSC's are expected to be able to do field research by going to various local businesses and conduct surveys on the Hispanic market which will be compiled and will assist the NSM in building a case for Hispanic Advertising
- **PROSPECTING:** NSC's will go out and do scouting cold calls of different businesses in order to generate contacts and or meetings with potential clients for the NSM
- **MARKETING:** NSC's are expected to put together PowerPoint sales presentations and marketing materials for the NSM on the Austin Hispanic market and or specific categories. The NSC is also expected to prepare ratings trends, sales trends, market share, share of voice, and share of spending analyses to build a case for Hispanic advertising for a particular client.
- **SALES PROMOTIONS:** NSC's are expected to assist the promotions manager and the NSM in order to execute sales promotions for various national clients, including setting up booths at various Univision and Hispanic events in the city.
- **ADMINISTRATIVE:** Provide administrative and clerical support to NSM in the form of inputting and modifying contracts; revising orders; checking billing and invoicing; reconciling orders versus invoices. Perform daily tasks including coordination of traffic and production requirements. The NSC will aid other sales assistants with daily office duties related to supplies, expense reports, and assistance with front desk with phone support.

MINIMUM REQUIREMENTS:

Basic Skills: Must exhibit excellent organizational skills, be able to multi-task and work under pressure on tight deadlines. Must possess excellent English language communication skills (oral and written) preferably bilingual (English/Spanish). Must be proficient in all Microsoft Office applications including MSWord, PowerPoint, Excel and Outlook.

Experience: Experience in broadcast sales support preferred. National Sales Coordinator (NSC) will use OSI, DDS Donovan DEM 32, Matrix, Media Ocean, and Media Intelligence so proficiency in these software packages is a plus, but not required.

Education: High School diploma required. Four-year degree in advertising, marketing, or related field preferred.

Position: Full-time Non-exempt

Interested parties should send resume to:

KAKW TV 62 Job #KAKW 2009-09

Attn.: Christine Martinez, National Sales Manager
2233 W. North Loop Blvd.
Austin, TX 78756

Email: ccmartinez@univision.net (Put NSC Job # KAKW 2009-09 in the subject line)
or Fax: 512-533-2884

KAKW-TV/Univision/Telefutera/UVN Texas LP is an equal opportunity employer

Career Corner



EMPLOYMENT OPPORTUNITY NOTICE

Job Title: Account Executive

Department: Sales
FLSA Status: Exempt
Supervisor: Sales Manager
Job #: KLQB/KLJA/KHCK 09-07

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 is required.
- High School Diploma or GED required;
- 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/KLJA/KHCK 09-07
Attn: Andrew Olivera
Fax: 512-340-7107
E-Mail: aolivera@univisionradio.com

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