



Our new name is now official!

AUSTIN ALLIANCE FOR WOMEN IN MEDIA

This name mirrors the ever-changing landscape of our industry and attempts to expand the make-up of our organization's membership.

*The **Austin Alliance for Women in Media** will strive to be inclusive of all aspects of media, from radio and television to the cutting edge new media including online, social networking and other related industries.*

2010-2011

DEVELOPMENT SPEAKER'S SERIES

AWM Programming Committee Co-Chairs, Univision Radio's **Todd Hogan** and Entercom's **Kristina Killingsworth**, have made it their goal this year to pinpoint unique perspectives from a wide-ranging cluster of mediums and professions that will continue to affect the way we do business every day.

The series is designed not only to inform and motivate, but it is also meant to be a resource for exploring new ways to approach our clients and partners. In the coming months we will hear from leaders in the areas of business networking, we will investigate new means to build retail vendor programs and we will discuss how to optimize non-profit relationships to realize new streams of revenue for our industry.

Visit www.awrtaustin.org for upcoming luncheon details.

MEMBER CONNECTION



MEET AWM MEMBER BETH BOBBITT

I graduated from **Southwest Texas State University** in 1996 with degrees in Mass Communications and English. After graduation, I moved to Austin, jumped right in to the **Texas Association of Broadcasters** – and I've been here ever since!

I've seen **TAB** and the broadcast industry change so much over the past 14 years...and I'm always impressed how Texas broadcasters continue to lead our industry.

As **TAB's Director of Marketing & Communications**, I'm responsible for all levels of membership recruitment and retention as well as all our member publications, website, news alerts and events. I also manage **TAB's** information technology.



My biggest event is right around the corner – the **TAB/SBE 57th Annual Convention & Trade Show** is set for Aug. 11-12 at the Renaissance Austin Hotel.

From selling exhibit booths and sponsorships to booking speakers, planning special events, making badges and stuffing tote bags – the **TAB** staff does everything in house! We're proud to produce what has become the largest state broadcast association event in the nation.

In addition to the great educational options, networking is an important part of our annual gathering. The best part of my job is being able to interact with my broadcasters from all over Texas on a daily basis – but we all look forward to seeing everyone face-to-face at the convention.

The **TAB Convention** offers a fantastic opportunity for our industry to come together to renew old friendships, reconnect with business associates and form new relationships. Country music's **Kevin Fowler** will be performing at our Opening Reception on Wed., Aug. 11. **FCC Commissioner Meredith Attwell Baker** keynotes on Thurs., Aug. 12. In between, we've got outstanding sessions for managers, salespeople and technical/engineering types.

Registration is still open! Contact me at (512) 322-9944 or beth@tab.org and I'll get you signed up!

TAB strives to serve the needs of all our station members – from news, sales and on-air folks to owners and managers to office staff. If there's something you need, just call us! We're here to help.

(More info about TAB Member Services: <http://www.tab.org/member-services/>)

LOCAL CONNECTION



Alliance for
Women in Media



Texas Association of Broadcasters

Texas Association of Broadcasters/ Society of Broadcast Engineers 57th Annual Convention & Trade Show

August 11-12, 2010

Renaissance Austin Hotel

The event is the largest state
broadcast association
convention in the nation,
with 1,100+ annual registrants.

SCHEDULE AT A GLANCE

Wednesday, 08/11/10

8 am	Annual Golf Tournament
3 – 6:15 pm	Seminars
6:30 pm	Opening Reception
7:30 pm	Annual Pioneer Club Banquet

Thursday, 08/12/10

7:30 am	Community Service Awards Breakfast
8 am. – 6 pm	Seminars
9 am – 5 pm	Trade Show Open
11:30 am	Walk-Around Lunch in Exhibit Hall
2:30 pm	Annual Business Meeting
7 pm	Chairman's Reception
7:30 pm	Annual Awards Gala

More info about TAB Convention:

<http://www.tab.org/convention-and-trade-show/>

If you have an announcement you would like listed in the next newsletter,
please email gschoggins@emmissaustin.com by Wed August 26th.

LOCAL CONNECTION



CONGRATULATIONS 2010 NAB Marconi Radio Award Finalists

KROX/Emmis Radio named as a finalist in the “Rock Station Of The Year” category.

2010 NAB Marconi Radio Awards honor radio stations and on-air personalities for excellence in broadcasting. The winners will be announced on September 30 at the NAB Marconi Radio Awards Dinner & Show held during the 2010 Radio Show at the Grand Hyatt Hotel in Washington, D.C. For a complete list of finalist visit www.nab.org.

KKMJ/ENTERCOM Welcomes Two New Additions

The logo for Majic 95.5, written in a stylized, cursive purple font.



New Morning Co-Host - Majic 95.5 has a new addition to their morning show line-up. **Terri McCormick** moves from midday's to mornings to now join **Alex O'Neal** for “**Majic in the Morning with Alex and Terri.**” Terri has long been the voice you hear as the host of their “9 to 5 No Repeat Workday” on Majic.



New General Sales Manager - Majic 95.5 welcomes 19 year radio veteran **Bob Woche**. His radio career began in the D.C./Baltimore market at **WHFS**. His love of music brought him to “The Live Music Capital of the World” in 1994. He’s worked in Sales and Sales Management for stations **KLBJ-FM, KROX, KGSR, KASE, KVET-FM, KFMK & KHHT**. “I’m very excited to be working for my favorite radio station in Austin!” ~ Bob Woche

If you have an announcement you would like listed in the next newsletter, please email gschoggins@emmisaustin.com by Wed August 26th.

LOCAL CONNECTION



Univision and AP Poll 1500 U.S. Hispanics To Help Understand Current Attitudes

Univision is teaming up with the **Associated Press** to create a series of stories that will help readers and advertisers understand the current attitude of Hispanics in America.

These results, of one of the most comprehensive Hispanic surveys ever conducted in this country, will be released Tuesdays and Thursdays in August.

The first article can be read at:

<http://www.univision.com/content/content.jhtml?cid=2480749>

Source: Joe Uva, CEO of Univision Communications, Inc.



Clear Channel is happy to announce a new addition to their Sales Management team!

Steve Sherrill steps up to take on the General Sales Manager role over **AM 1300 The Zone.**

EVENT CONNECTION

GENERATING LEADS WITH THE CHAMBERS & NETWORKING ORGANIZATIONS

Wednesday August 11th, 2010
Austin Woman's Center

From power networking breakfasts to happy hour mixers, business development courses to keynote speakers on important topics that are affecting the community in which we do business, the Chambers and other networking groups are valuable resources for our industry.

Learn how to take advantage of corporate memberships and their benefits. Understand how giving of your time, talent and resources can lead you to lucrative new business relationships. Explore new ways to network, learn about the triumphs and challenges of your current and potential clients and realize revenue that is currently being left on the table! Some of Austin's brightest networking professionals will discuss these and other topics and take your questions.

Miss it and you could be missing out on important LEADS!



Flynn Nogueira
GAHCC



Charley Aryes
Round Rock Chamber



Sandy Alcalá
Junior League of Austin



Panel discussion will be moderated by Emily Crawford,
Chair of the Greater Austin Chamber of Commerce's
Business By Referral Series

**PLEASE TRY OUR NEW ADVANCE ON-LINE PAYMENT WITH PAYPAL
TO HELP THE CHECK IN PROCESS!
LATE RSVPs MAY BE SUBJECT TO AN ADDITIONAL FEE, AND
NO-SHOWS WILL BE BILLED!**

EVENT CONNECTION

Recap: Marketing & Promotion in the New Age of Media

Wednesday July 14, 2010

Thank you to our Panelists:

Kathie Smith,
Susan Cochran,
George Gutierrez,
Kristina Killingsworth
and our moderator
Tracy Arrington
for making time to be
a part of the program!



cricket



EVENT CONNECTION



Upcoming Austin AWM Events

AUGUST 18TH
**B2B Networking
with the Chambers**

SEPTEMBER 30th
Battle of the Media All-Stars

NOVEMBER 11-12TH
**Austin Alliance for
Women in Media
30th Anniversary Celebration
& AWM National Conference**

DECEMBER
Holiday Party



If you would like additional information about any of the events or luncheons listed above, please e-mail gschoggins@emmisaustin.com.

CAREER CONNECTION



Please visit <http://www.awrtaustin.org/jobs.htm>
for full job descriptions and contact information.



**Brand Specialist
Account Executive
TTN Mobile Unit Driver
The Zone On-Air Personality
Digital Brand Coordinator**



**Account Executive
Board Operator (PT)**



**Engineering Assistant
Account Executive
Account Coordinator
National Account Coordinator
Remote Technician
Intern- Sales/Administrative
Intern- Promotions Coordinator**



Account Executive



**VP & General Manager
Account Coordinator**



Account Executive

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 AWM Austin newsletter and website, please e-mail a brief description to awrtaustinjobs@hotmail.com.

CORPORATE CONNECTION



**We would like to say a special “Thank you!” to
our Austin Alliance for Women in Media
corporate sponsors:**



If your company would like to become a member, please e-mail McKenna Madget at mckenna.madget@gmail.com.