



STAYING CONNECTED

*This year marks exciting growth for the **Austin Chapter of AWRT**. Preparations are currently under way as Austin has been selected to host this year's **National Conference** in November. This is a tremendous honor and recognition for Austin as we continue our on-going commitment to promote progress and advancement for all women in media.*

*In addition, 2010 commemorates the **30th Anniversary of the Austin Chapter**. Please continue to check awrtaustin.org for all the details!*

The most exciting news of all comes with our new name:
AUSTIN ALLIANCE FOR WOMEN IN MEDIA.

The new name reflects the changes in the industry and market place, resonates with the make-up of the organization's membership and respects the 59-year legacy of the organization.

Our new logo will be in place soon!

MEMBER CONNECTION



MEET AWM MEMBER **KEITH SOMMER**



Ask me how a television set works and I may not have the technical answer, but ask me how to *work at a television station*, and I have plenty to say on the subject. For the past 17 I have been in the television industry involved in many facets and positions.

I started in Abilene, Texas as a weekend sportscaster with **KRBC-TV**, and then moved back to where I graduated from college -- the great city of Lubbock, Texas -- to be the general manager of an **LPTV** station.

From West Texas, I headed south, but only geographically. My career took me to San Antonio, Texas and **KSAT-TV** as an account executive, then back north to Abilene as the GSM of **KTXS-TV**, and then off to the upper Rocky Mountains of Western Montana, where I was the vice-president & general manager of **KECI-KCFW-KTVM-TV for 7 years.**

Texas was calling me home, so it was in 2005 that I moved to Austin and became a national sales representative for CBS O&O spot sales. I loved that position and the people I worked with. When **CBS** sold **KEYE**, I had to either move to Dallas or find another position in Austin. I was blessed to go to work as the director of sales at **KXAN-KNVA-TV** and stay in this great city. I ended up at **KEYE** a year later in the same capacity and was there a little over 2 years.

It's time for change and growth again...it's funny that I would be spotlighted in the month of July, and I also think it is not a coincidence. I'm no longer with **KEYE** and am looking to reinvent myself and find new opportunities where my passion for people and success will have a positive impact on a company, on clients and on consumers.

I've been married 17 years and have two beautiful daughters who are 10 and 7 years old. I've recently become active in the **Austin Area Chamber of Commerce** and volunteer at **Austin Christian Fellowship.**

The one bit of advice I'd give someone starting out in the advertising and media industry is that change is constant; embrace it and have a positive attitude, even during the storm.

LOCAL CONNECTION



THE TEXAS MEDICAL ASSOCIATION HONORS OUTSTANDING MEDICAL REPORTING

Congratulations to Diann Hodges and Perry Watson
of KLBJ for their Outstanding Medical Reporting!

Diann Hodges received an **Honorable Mention** for
"Fort Hood Trauma Victims"

Perry Watson received the **Citation of Merit** for
"Safe Flu Vaccine"

2010 TELLY AWARD WINNER

Bugmaster "Bug Fight Club"
received the 2010 TELLY AWARD.

Tim Williams/Great American Sales and Marketing was
Executive Producer and Budro Partida, producer.



*The Telly Awards receives over 13,000 entries annually from
the finest ad agencies, production companies, TV stations, cable
companies, interactive agencies and corporations in the world.
It is a remarkable achievement to be selected for recognition.*

LOCAL CONNECTION



AUSTIN'S Hispanic Media Unite to Teach Spanish-Speaking Families 'ABCs' of Movement & Sports



AUSTIN'S Hispanic media have joined forces in Austin to roll out the Fitness Feria, a unique event aimed at teaching thousands of Spanish-speaking families how to gain a healthier edge in life through sports.

Fitness Feria takes place in Austin on Saturday, July 17 at the Burger Center (3200 Jones Road) from 8 a.m. to 12 p.m.

Among the media sponsors are **Univision TV**, **Univision Radio**, **Ahora Si**, and **ESPN Deportes**. They are working with the event's founder CommuniCard and other health and fitness providers, such as the City of Austin, YMCA, LiveStrong, and RunTex Foundation.

Fitness Feria is a sister program to the successful Feria Para Aprender (TheLearningFair.com) started in Austin four years ago.

Volunteers Are still needed!

To sign up, go to www.FitnessFeria.com.

Congratulations to the AWRT 2009-2010 Scholarship Winners!

Michelle Troutt – University of Texas - \$1000

Stephanie Thurber – University of Texas - \$1000

AWRT Austin is proud to award scholarships to college juniors and seniors studying media or a related field at an Austin or San Marcos area university.

Applications are currently being accepted for the 2010-2011 AWRT College Scholarship. Scholarship deadline is **Friday, March 11th, 2011**.

Please visit www.awrtaustin.org for all the details!

EVENT CONNECTION

Marketing & Promotion in the New Age of Media Wednesday July 14, 2010

Budgets are tight and support staff is thin; so how is media staying in front of consumers promotionally for their brands and those of their clients? Get insight from our distinguished panel on what they are doing. What's working and what's not?



George Gutierrez
Publisher-Ahora Si



Kristina Killingsworth
Director of Marketing



Susan Cochran
Area Marketing Mgr



Katie Smith
VP Creative Svcs

<http://awrtaustin.org/luncheons.htm>
for PAYPAL RSVP AWRTAUSTIN@HOTMAIL.COM
by MONDAY, July 12, 2010.



RETAIL REIGNS IN AUSTIN June 2010

Thanks again to Susan Davenport with the Austin Chamber of Commerce, Lauren Harris of Simon Malls/Domain and Melissa Moore of Wal-Mart. We appreciate their support!



CAREER CONNECTION



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



Promotion Producer
Reporter
Director



VP & General Manager
Account Coordinator
Production Editor (PT)



Executive Producer



Account Executive



Engineering Assistant
Account Executive
Account Coordinator
Marketing and Account Coordinator
Promotions Coordinator
Marketing Coordinator
National Account Coordinator
KLJA On-Air Talent



Brand Specialist
Account Executive
TTN Mobile Unit Driver
On-Air Personality



General Sales Manager

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.