



ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN CHAPTER

The transformation is complete!
Alliance for Women in Media, Inc. (AWM) is a non-profit, professional organization of women and men who work in the electronic media and allied fields.

Promoting Progress, Creating Change



Upcoming Event Highlight: Battle of the Media Stars!

BATTLE OF THE MEDIA STARS Co-Chair
LEAH WOODARD, Clear Channel Radio

“Remember field days when you were a kid? This is just like that, only with beer.”

Event details page 2

Formerly A.W.R.T - Celebrating 30 years in Austin!



ALLIANCE FOR

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Thursday, September 30th, 2010

ZILKER PARK POLO TABLE FIELDS

Team Check-in 2:15pm

Rules and Announcements 3pm

Games 3:15pm

Awards 5:45pm

Important:

One member of each team **MUST** be an AWM member!

Costs:

Teams : \$150

Spectators: \$10 in advance, \$15 on event day

Registration/Payment Due:

Friday, September 24th

Earn extra **BONUS POINTS** this year by selling Raffle Tickets for a chance to win a Flat screen TV

Questions regarding Battle?

Email: amandawilliams@clearchannel.com

MEDIA CONNECTION



ALLIANCE FOR WOMEN IN MEDIA

Alliance for Women in Media and the Dove Self-Esteem Fund



Alliance for Women in Media has partnered with **Dove**, the global beauty brand, since in 2004. In 2009, the two organizations worked together to launch a new radio public service announcement (PSA) campaign to inspire parents and mentors to help girls to reach their full potential.

The campaign features a series of recordings voiced by distinguished supporters of the **Alliance for Women in Media** who have been instrumental in raising awareness about the importance of mentoring and building positive self-esteem among girls and women.

The PSAs will run throughout the year on radio stations nationwide and contribute to the **Dove Self-Esteem Fund** goal to educate and encourage the next generation to build a positive relationship with beauty.



If you wish to link to the **Alliance for Women in Media** website and/or the "**Thank You For Making The Difference**" audio file, please familiarize yourself with the [AWRT Terms and Conditions](#) and send an e-mail request to info@allwomeninmedia.org with your name and URL.



MEMBER CONNECTION



MEET AWM MEMBER ANGELA HARTMAN, Clear Channel Radio



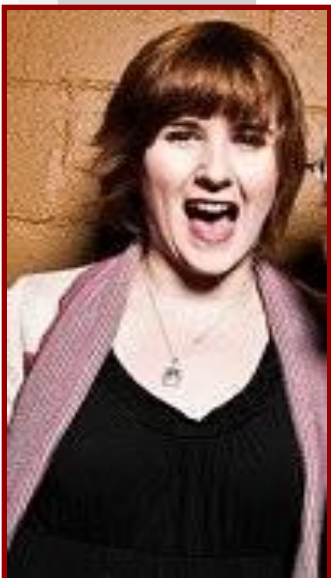
I've now been in radio now for almost 6 years, but there are still so many people I don't know. I knew some of my co-workers were in the organization and saw how much fun they had & thought "hmm, this could be a good fit!"

This is my first year as a member & as an A.W.M. Board Member. A friend from work told me "if you become a member, you HAVE to be on the board the first year, it's how you'll get to know people best."

I've already met so many people from all avenues of the industry and in all points in their careers. This year in A.W.M. I'm excited to grow relationships, help start a collegiate A.W.M. chapter, and have fun.

I have to say my favorite event of the year is Battle of the Media Stars. Its fun to see everyone from different mediums, different departments and different companies all come together to play silly games....and drink! AND, I have to say, my claim-to-fame here is that I've won the three-legged race with my same partner for the past 3 years...pretty big deal!

WHY AM I A MEMBER OF AWM? MICHELLE NAIL, Univision TV



Being in Traffic I'm often relegated to long days, sitting hunched behind my computer in what I refer to as my "cave." I seldom meet new people face to face and spend most of my time talking to agencies over the phone or via e-mail. I wanted to change that.

I wanted to come out of my cave & into the warm glow of a group that was not only full of brilliant and interesting people but also provided a valuable service to our community. As a board member I've not only been behind the scenes (seeing how incredibly hard everyone works to bring quality to our events) but I also have met many wonderful members and future-members at our monthly luncheons.

The luncheons have given me a better perspective of what is going on in our fairy city, and what I can do to be a part of it, and hopefully improve it. If you have Traffic people in your office help get them out of *their* caves and invite them to our next function!



LOCAL CONNECTION



AUSTIN PPM LAUNCH BREAKFAST

Arbitron along with Austin Broadcasters (**Entercom**, **Border Media**, **Emmis** and **Clear Channel**) hosted a breakfast to bring everyone up to date on the rollout of radio's newest measurement system. Guest speaker, Kirya Francis of GSD&M Idea City, helped to give perspective of how this will effect buyers. From sales staffs to programmers, advertisers to agencies... the morning had information for all.

AUSTIN PPM LAUNCH BREAKFAST

ARBITRON PPM

Save the Date!

WHEN:
Tuesday, August 10, 2010
7:30a.m. to 10:30a.m.

WHERE:
Renaissance Austin Hotel
9721 Arboretum Blvd

Hosted by: **ARBITRON** **ENTERCOM**

BORDER **EMMIS** **CLEARCHANNEL** **RADIO**



If you have an announcement you would like listed in the August newsletter, please e-mail gschoggins@emmisaustin.com by Wednesday, September 22, 2010.



LOCAL CONNECTION



Congratulations to the **TAB** on the success of this year's event. "With more than 1,200 in attendance; it was wonderful to once again have broadcasters from all over Texas here in Austin," said **Beth Bobbitt**. Thank you to all our Sponsors, Exhibitors and Attendees who helped make it the best convention ever!

Mark your calendars! **TAB's 58th Annual Convention & Trade Show is set for August 10-11, 2011** at the Renaissance Austin Hotel. See you there!



On August 12, **Univision 62** presented **PREMIOS TEXAS 2010**, a Latin music awards ceremony that was held at the **Long Center for the Performing Arts** and later broadcast across Univision stations in Texas. Now in its sixth year, the awards show featured bands and artists from around the world, as well as popular local talent. Over 2,500 guests enjoyed exclusive access to an invitation-only event that included VIP red carpet arrivals and live performances with some of the best acts in Latin music.

If you have an announcement you would like listed in the August newsletter, please e-mail gschoggins@emmisaustin.com by Wednesday, September 22, 2010.



LOCAL CONNECTION



Congratulations!!!



Entercom (KJCE)
welcomes **Brannen Ellyson**
to their sales team!



Univision Television
(KAKW & KTFO)
recently promoted:
Christine Martinez
General Sales Manager
Gloria Villarreal
Marketing & Promotions Coordinator



Univision Radio –
(KLQB & KLJA)
welcome three new faces...
Crystal Valenzuela
Account Coordinator
Mack Paternostro &
Jessica Brackett-Steinhoff
Account Executives



EVENT CONNECTION



EVERYBODY WINS WHEN NON-PROFITS MARKET

Wednesday, September 8, 2010, 11:30a-1:00pm
Austin Woman's Club
708 San Antonio - entrance off Nueces St.
Members \$25 Non-members \$30

Media has long played an important role in partnering with non-profits to serve the communities in which we do business. However, challenging resources on both sides are making it more difficult to do business as usual.

Join us for a discussion about new ways to work with the social sector. Find out how to get involved and make a difference and you just could find exciting ways to generate new business while helping your community.



Patsy Woods Martin ~ Executive Director; *I Live Here, I Give Here*
Suzanha Pena ~ Marketing Director; *Goodwill Industries of Central TX*
TBA~ Marketing Representative ~ *Children's Miracle Network*

Panel discussion will be moderated by Todd Hogan,
Marketing Guru and Non-Profit Supporter (Univision Radio).



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. NO SHOWS WILL BE BILLED.

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



EVENT CONNECTION

Recap: B2B NETWORKING WITH THE CHAMBERS
Wednesday August 11, 2010

**Thank you to our
Panelists:**

**Flynn Nogueira,
Sandy Alcala,
Charley Aryes**

**& our Moderator
Emily Crawford** for
helping us all
understand your
business better!

**Reminder- you do not have
to be a member
of AWM to attend
luncheons!**





Upcoming 2010 Austin AWM Events

SEPTEMBER 8th
September Luncheon

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



CAREER CONNECTION



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



Account Executive



**Account Executive
Sales Coordinator**



**Account Executive
Board Operator (PT)**



**Engineering Assistant (PT)
Single Market Account Executive
National Account Coordinator
Remote Technician (PT)
Intern- Sales/General Admin.
Intern- Promotions Coordinator (PT)
Production Assistant**



VP & General Manager



Director

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:



ALLIANCE FOR
WOMEN IN MEDIA

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

