

Media Links



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American Women

Promoting Progress



Creating Change

In Radio & Television

MEET YOUR NEW PRESIDENT... *Sylvia Hay*

I have been in radio for over 8 years. I got my start in college radio with a cool little station out of Alvin, Texas known as KACC-the Gulf Coast Rocker. It was there my journey in radio began. I worked for **Cox Radio** in San Antonio as the Assistant Marketing Director for 99.5 KISS & Magic 105.3... then went over to **Border Media-San Antonio** to work for Digital 104.1, 94.7 KTFM & 102.7 Jack F.M.... before transferring to **Border Media-Austin** to work for what was then Digital 92.5 & 104.5 The Beat... yes, this non-Spanish speaking girl did Hispanic radio!



In 2008 I came to **Entercom Radio** to work for Mix 94.7, Majic 95.5 & Talk 1370 where I am the Events and Creative Manager. I am a single mother of two teenage girls and a fulltime student at St. Edwards University (go Hilltoppers!). I will graduate in December with a Bachelors Degree in Organizational Communications. In April, I was lucky enough to receive a scholarship from the **Austin Alliance for Women in Media** and in May was awarded the *Bonner McLane Scholarship* from the **Texas Association of Broadcasters**. I am a member of the **Texas Association of Broadcasters** and a board member for the **Austin Alliance for Women in Media**.

I have been a member of the **Alliance for Women in Media** since 2005 and became a board member for the Austin Chapter in 2007. I have acted as Co-chair for the Sweethearts Bachelor Auction, President-elect and am currently serving as President. Serving on the board for such a great chapter has given me the opportunity to work with some of the best in the business! I continue to walk away with something new on a daily basis from the wonderful board members I have worked with. They are definitely a huge contribution towards helping me achieve my goals and success to come!

Serving as President for the **AAWM** at a time when we are celebrating our 30th Anniversary, I would like to see our organization focus on three things this year. First being the focus of **AAWM** reaching such a milestone and finding a way to incorporate 30 years of Alumni that have all been valuable assets to the growth of our organization. Secondly, I would like to see our organization become more involved with local area colleges and universities through mentoring and possibly even the launch of a collegiate chapter for the future leaders in media! Lastly, I would also like to expand the reach of the organization to be more inclusive of all mediums in media.



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Alliance for
Women in Media

2010 TRAILBLAZER & MEDIA AWARDS OF EXCELLENCE GALA RECAP



2010 TRAILBLAZER PAM POWER/TIME WARNER CABLE

BEST PERSONALITY

TV - JIM SPENCER/KXAN/CW/KBVO
RADIO- BOBBY BONES/KHFI FM

BEST ASSISTANT

TV/GLORIA VILLARREAL/UNIVISION TV
RADIO-LEAH WOODWARD/CLEAR CHANNEL

ROOKIE AWARD

TV-LISA JAUREGUI/KXAN/CW/KBVO
RADIO-LESLIE TATE/KVET AM

BEST ACCOUNT EXECUTIVE

TV-CJ GEOFFROY/KVUE TV
RADIO-LORI BARTON/KVET FM-KASE FM

BEST SALES MANAGER

TV-TOM MICHEL/KXAN/CW/KBVO
RADIO-MELODY CALDWELL/KHFI-KFMK FM

INTERNET AWARD

BETTY DUNN/KVUE TV

BEST LOCAL MEDIA BUYER

DANNY REED – DANNY REED ADVERTISING

BEST LOCAL AGENCY

DAVIS GROUP



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2010 TRAILBLAZER & MEDIA AWARDS OF EXCELLENCE GALA RECAP



TRAFFIC AWARD

TV-JAMIE ARAGON/KXAN/CW/KBVO
RADIO-JERE HAMMEL/KMAX/KJCE

PRODUCTION STAFF AWARD

TV-ANDREW MINNICK/KXAN/CW/KBVO
RADIO-GARY WALSH/CLEAR CHANNEL

PROMOTIONS STAFF AWARD

TV-MORGAN PRINTY/KXAN/CW/KBVO
RADIO-KRISTINA KILLINGSWORTH/ENTERCOM

UNSUNG HERO

DEBI McMICHAEL/CLEAR CHANNEL

BEST COMMUNITY AFFAIRS CAMPAIGN

TV - FOX 7 "EMPTY BOWL PROJECT"
RADIO- KGSR BROADCAST CD VOL17 & SIMS FOUNDATION

BEST LOCAL SPOT

TV-CAP CITY BARBER SHOP BY CHRISTOPHER STEPHENS
RADIO-BACK ON YOUR BIKE SALE BY PATRICK STANGER

BEST PROMOTIONAL SPOT

TV-KEYE "WE ARE AUSTIN" BY J. WAGLEY/R CHAMISS/M HARRIS
RADIO-KHFI "SINGLES MINGLE" BY JAY SHANNON



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Career Corner

For a detailed description of position(s) available, please refer to each company's website, or visit awrtaustin.org/jobs.htm.



Human Resources/KVUE-TV
3201 Steck Ave., Austin, Texas 78757
e-mail to sbonilla@kvue.com. EOE

POSITION:

Executive Producer



Human Resources/KTBC-TV FOX-7
119 E. 10th Street, Austin, TX 78701
No phone calls, please. EOE/M/F/D/V

POSITION:

Reporter
Director



HR Director/Clear Channel Radio Austin,
3601 S. Congress, Bldg F., Austin, TX
78704; fax 512-684-7443; no calls please

POSITION:

- Total Traffic Network Austin Mobile Unit Driver
- Account Executive
- On-Air Personality KVET, AM-1300 the Zone
- Brand Specialist-
Radio Sports Radio: AM 1300 The Zone
Adult Contemporary: 105.9 The River

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 awrtaustinjobs@hotmail.com.



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For a detailed description of position(s) available, please refer to the company's website or visit www.awrtaustin.org/jobs.htm.



Please submit a resume and application online at www.emmis.com No phone calls please
EMMIS COMMUNICATIONS/EMMIS AUSTIN RADIO
IS AN EQUAL OPPORTUNITY EMPLOYER

POSITION:

- *Account Executive
- *PT On-Air Personality:
KLZT (Regional Mexican Format)
- *PT On-Air Personality & Board Operator
KLBJ-FM

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KAKW TV 62-EEO Officer Blanca Gaytan
2233 W North Loop Blvd ,Austin, TX 78756
Fax: 512-533-2884 No phone calls please

POSITION:

- *National Account Coordinator
- *Account Coordinator
- *Marketing & Promotions Coordinator
- *Vice President/General Manager



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