



SAVE THE DATE!

**Trailblazer & Awards of Excellence Media Gala
April 14, 2011**



*The Austin Chapter of the Alliance for Women in Media (AWM)
is proud to present its sixth annual*

Trailblazer & Awards of Excellence Media Gala
honoring excellence in the field of media.

**For the first time in its history, the Gala will be celebrated at the
International Stephen F. Austin Capital Ballroom & Terrace,
April 14th from 6-10pm.**



**Advance tickets available for \$65.
Table sponsorships are also available!**
For more information, please visit
<http://awmaustin.org/trailblazer> or
e-mail Joyce Cunningham-Bibb
(joycecunninghambibb@clearchannel.com).



LOCAL CONNECTION



Trailblazer & Awards of Excellence Media Gala

AUSTIN AWM SALUTES OUR 2011 TRAILBLAZER **PAM MCKAY**

VICE PRESIDENT-MARKET MANAGER, CLEAR CHANNEL RADIO AUSTIN



Pam has always been a strong supporter of the Alliance for Women in Media, and we are honored to name her our 2011 Trailblazer!

In the 2008 edition of "Making Waves," McKay was named as one of the *Top 25 Women Who Rule*. She truly embodies the goals and professionalism that AWM embraces.

CONGRATULATIONS TO OUR 2011 FINALISTS!

Best Local Agency

Breeze Marketing
Corder Marketing
Danny Reed Advertising
Davis Group
J. Thompson Advertising

Local Radio Spot

Entercom- Invisible Fence - "Squirrel!!! Squirrel!!!"
Emmis- ABC Home & Commercial Service - "UgMO"
Clear Channel- Dr. Lamour "Little Piggy"
Think Street - TXDOT "Monkey Boy"
Think Street - TXDOT "Party Girl"

Unsung Hero

Arnold Lopez- Clear Channel
Ben Rippy- BMP
John Cronan- KXAN/CW/KBVO
Mary Ann Schmidt- Clear Channel

TV Community Affairs

KTBC- Colin's Hope
KVUE- Coats for Kids
KTBC- Communities in Schools

Internet Staff Award

Anastasia Fawcett- Emmis Austin Radio
Gwen Throckmorton- TWC
Jamey Benson- BMP
Lindsey Fournier- Clear Channel
Suzette Silva- Entercom

Radio Community Affairs

KVET FM- Radiothon for Kids
KASE - Make a Wish Radiothon
KVET AM- Deal for a Cure
KASE- Mammo Mixers
Emmis Radio- Tour De Cure
KLBJ-AM - Operation Call Home

For a full listing of this year's finalists, please visit <http://awmaustin.org/trailblazer/>.

If you have any local news that you would like listed in the May newsletter, please e-mail newsletter@awmaustin.org by Friday, April 15, 2011.



LOCAL CONNECTION



ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN CHAPTER

AWM ANNOUNCES STRUCTURAL CHANGES AND LOWERED MEMBERSHIP FEES FOR 2011!

Beginning April 11th, 2011 dues to join our organization will be as follows:

\$75 National Membership

\$60 Local Austin Chapter Membership

\$30 Student Membership

For more information, please e-mail info@awmaustin.org.

NOW ACCEPTING APPLICATIONS: 2011-2012 AWM BOARD MEMBER NOMINATIONS



2010-2011 BOARD MEMBERS

Are you interested in joining one of Austin's most prominent media organizations?

For more information, including a detailed list of board positions, applications and requirements, please e-mail Tatum Brown at tatum@thinkstreet.net.



MEDIA CONNECTION



Meet Your Media Neighbor



RENET PRESAS **ASSISTANT MARKETING DIRECTOR** **AUSTIN AMERICAN-STATESMAN,** **COX MEDIA GROUP**

Renet began her career in media at KUT-FM and then at KLRU-TV where she worked in the public information department and as the Austin City Limits publicist. She holds a BA in Journalism from UT Austin and BA in History/Anthropology from Texas State University.

In her years with the *Statesman*, Renet has seen many changes, not only in the technology of how the paper is produced but how the newspaper is branded and marketed.

No longer just a daily print product, the *Statesman* is a multi source of information and services, offering customers and readers online sites, advertising, printing and distribution services, and nine community newspapers. In addition to the daily paper, *Statesman* products include statesman.com, austin360.com, hookem.com, PolitiFact.com, In Fact Daily.com, *jahora sí!*, ahorasi.com, *The Onion*, *The Westlake Picayune*, *Round Rock Leader*, *Pflugerville Pflag*, plus six more community publications.

Renet works closely with outside media and agencies in placing buys for *Statesman* campaigns and promotions. She oversees a videographer and creative team and coordinates the production of TV and radio spots. She also manages the marketing and sponsorships for the *Statesman's* weekly Spanish-language publication, *jahora sí!*, which recently received first place and was named "Newspaper of the Year" in the Spanish category by the Texas chapter of Associated Press Managing Editors. A favorite duty is working closely with the Statesman Capitol 10,000 team and seeing the thousands (23,000 on March 27, 2011) take off from the starting line each year.

In her spare time, Renet enjoys swimming and listening to the many types of live music Austin has to offer.

MAGGIANO'S
LITTLE ITALY

As our featured Media Neighbor, Renet will receive a \$50 gift card courtesy of Maggiano's! Submit your entries for MAY's Media Neighbor to newsletter@awmaustin.org.

Nominate next month's Media Neighbor! E-mail newsletter@awmaustin.org by Friday, April 15, 2011.



LOCAL CONNECTION



2010-2011 PRESIDENT

Congratulations to Entercom Account Executive and our own Austin AWM President **Sylvia Hay!**

She has been given a wonderful career opportunity that is taking her back to the San Antonio market to sell radio for Jack F.M. & KTFM at Border Media.

“Thank you for the opportunity you have given me serving as your President. It has been a great experience to serve with some of the best in the business!”

On behalf of the board members and entire chapter, we all wish Sylvia tremendous success in her new position—and hope she will visit us often!



UNIVISION
KAKW-TV ♦ Austin, TX

Univision KAKW-62
welcomes its newest Traffic
Coordinator,
Brynn Dunlap!



Todd Hogan of Univision Radio KLQB/KLJA was recently recognized at the Austin Chamber of Commerce 133rd Annual Meeting as the *2010 Education & Talent Development Volunteer of the Year* for his work as Chair of the Chamber’s Financial Aid Saturday’s marketing campaign! This is the second honor bestowed upon him for his work; he was also recently recognized as the *Business Volunteer of the Year* at the 5th Annual State of Education In Austin.

Photo: **Hogan** (middle) pictured with 2010 Chamber Chairman and President of Tokyo Electron U.S. Holdings, Inc., **Barry Mayer** (Left) and 2011 Chamber Chairman and President of ABC Home & Commercial Services, **Bobby Jenkins** (right)



UNIVISION
radio

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LOCAL CONNECTION



Emmis Austin Radio's **KGSR** and **KLBJ-AM** have been named finalists for this year's National Association of Broadcasters' Crystal Radio Awards. Since 1987, the NAB Crystal Radio Awards have recognized selected radio stations for their outstanding year-round commitment to community service.

Finalists were chosen by a panel of judges representing broadcasting, community service organizations and public relations firms. Winners will be announced during the Radio Luncheon, Tuesday, April 12, at the Las Vegas Hilton. The luncheon is part of the NAB Show.



The Austin Music Awards Show helped wrap up SXSW this past weekend and showcase the results of the Austin Chronicle Music Poll.



Congratulations to University of Texas at Austin's own KUT 90.5's **Twine Time with Paul Ray** named *Best Radio Music Program*. Emmis Austin Radio's KLBJ 93.7 morning co-host, **Dale Dudley**, won the *Best Radio Personality* category.



The **South by Southwest® (SXSW®)** Conferences & Festivals offer the unique convergence of original music, independent films, and emerging technologies. From the renting of public parking lots to expansion of festivities to Austin's Eastside, "guesstimates" have noted as much as a 30% increase in attendance over last year.



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EVENT CONNECTION



MARCH LUNCHEON RECAP TURNING DIGITAL INTO DINERO



MAGGIANO'S
= LITTLE ITALY =

AWM'S March Luncheon attendees were treated to expert guest speakers Tom Gimbel and Jason Stoddard speaking to the profitability of branding your company, knowing your audience and online marketing strategies.

Mr. Gimbel's career has spanned from founder of Clatterhead Social Media to currently serving as the GM of the Austin City Limits Show. Jason Stoddard is the founder of Stagira, Incorporated.

Thank you to those who attended, and we look forward to seeing you at our **June 8th Luncheon** on the topic of **Effective Time Management Tools**. Reserve your seat now at rsvp@awmaustin.org.



Stay tuned for more June luncheon details in the upcoming the May newsletter, or visit <http://awmaustin.org/luncheons/>.





UPCOMING AWM AUSTIN EVENTS

APRIL 14th

AWM Trailblazer & Awards of Excellence Gala

Visit <http://awmaustin.org/trailblazer> for more information and to purchase advance tickets!

MAY

New Board Nominations

JUNE 8th

Luncheon- Time Management



CAREER CONNECTION



Please visit <http://awmaustin.org/careers/>
for full job descriptions and to find out how to apply!



Account Executive
Key Account Coordinator



Account Executive
EMG Project Coordinator (*Temporary*)



Account Executive
Promotions Assistant
Various Internships



Chief Photographer
Sr. Web Producer



Web Sales Account Executive
Feature Reporter
Internships



Investigative Reporter



Account Executive
Digital Account Executive
Assignment Editor
Morning News Graphic Artist
Freelance Graphic Artist
Internships



Board Operator



Reporter



Account Executive
National Account Coordinator
PT Board Operator
Intern- Sales & General Admin.
Intern- Promotions Coordinator



Account Executive
News Reporter

HAVE YOUR POSITION POSTED WITH AWM AUSTIN!

To have a position posted on the Austin AWM site and newsletter,
please e-mail a brief description to career@awmaustin.org.



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

