

Your Austin MEDIA CONNECTION



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ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE

AUGUST LUNCHEON: Entertainment Venues in Austin

A panel of representatives from the most popular venues and well-known promoters in Austin. Listen to our panelists as they discuss upcoming events, challenges they face in the industry and trends they see in marketing, sales and promotions.

Make sure to come
with your questions!



Wednesday, August 10th

Maggiano's Little Italy Restaurant

10910 Domain Dr., Suite 100

Members \$25 Non-members \$30

NO SHOWS WILL BE BILLED!

Check out our secure shopping cart at <http://awmaustin.org/luncheons>
to pre-pay for the June 2011 luncheon!

MEDIA CONNECTION



Texas Association of Broadcasters

Texas Association of Broadcasters/Society of Broadcast Engineers 58th Annual Convention & Trade Show

August 10-11, 2011

Renaissance Austin Hotel

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

Questions?

Call (512) 322-9944.

Full Schedule & Registration Information at www.tab.org.

Schedule at a Glance

Wednesday, Aug. 10

8 am	Annual Golf Tournament
12 noon	REGISTRATION OPENS
1– 6:30p	Seminars
6:30 pm	REGISTRATION CLOSSES
6:30 pm	Opening Reception
7:30 pm	Annual Pioneer Club Banquet

Thursday, Aug. 11

7 am	REGISTRATION OPENS
7:30 am	Community Service Awards Breakfast
8a – 6 p	Seminars
9a – 5 p	Trade Show Open
11a – 1 p	Walk-Around Lunch in Exhibit Hall
2:30 pm	Annual Business Meeting
7 pm	REGISTRATION CLOSSES
7 pm	Chairman's Reception
7:30 pm	Annual Awards Gala



NATIONAL CONNECTION



Symposium on Digital Literacy for Women & Girls Tuesday, September 13, 2011

Chicago Tribune Building - 435 N. Michigan Ave. Chicago, IL
8:30 a.m. – 2:00 p.m.

[Register Today for Free \(but Space is Limited\)!](#)

Digital literacy is the ability to locate, organize, understand, evaluate, and analyze information using digital technology, and involves both a working knowledge of current high-technology, as well as an understanding of how it can be used. In today's competitive workforce, how are women leveraging the opportunity to deal with the ongoing biases against science and technology education for women and girls? How has their proficiency worked for them in terms of economic empowerment, career advancement and personal and professional development? What more needs to be done to protect the future of successful women in this field? Join us for a discussion with top experts, educators and employers for a discussion on this issue which impacts our global economy.

Symposium Panel Descriptions:

Navigating the Digital Literacy Challenge for Girls

Recent incidents of cyber bullying have brought to light the need to inform young adults about digital citizenship and conduct. From using the Internet for credible research, to developing media to express themselves creatively (YouTube, Facebook, etc.), students need to be aware of the impact of their digital "life". As a result of this session, we will walk away with guidelines in how to ensure young girls today are utilizing our digital media resources to appropriately navigate school and home life.

Moderator: **Alicia Haywood**, Producer, Harpo Radio

Panelists: **April McClain Delaney**, Common Sense Media; **Frank Gallagher**, Cable in the Classroom; and **Dr. Theresa Steinbach**, DePaul University

Training Employees for Your Digital Demands

Today's media world requires adaptability and the drive to keep pace to the constantly changing digital workforce. Whether you are launching a new multi-media platform or reimagining your current marketing strategy to fit the latest gadget, your employees need access to the most current training. Hear how industry leaders are implementing successful training programs to ensure their companies' economic vitality.

Panelist: **Carolyn Brandon**

The Next Big Thing in the Digital World

Learn from the top innovators in the digital world what is emerging today and what's just around the corner. Whether it is on your TV, radio, phone, tablet or something we don't even know about yet, we'll be talking about it. And we'll be sure to highlight how these new tools and technologies will help us to expand your digital literacy.

Moderator: **Rob Stoddard**, SVP of Communications & Public Affairs, NCTA

Panelists: **Randa Minkarah**, Senior Vice President of Revenue & Business Development, Fisher Communications; **Nicol Turner-Lee**, Vice President & Director, Media Technology Institute of the Joint Center for Political and Economic Studies; and **Lisa Weinstein**, President, Global Digital and Search, Starcom MediaVest Group

For more information visit <http://awmaustin.org>



BATTLE CONNECTION



SAVE THE DATE

Battle of the Media Stars
Thursday, September 29



Join the fun this year!

For more information visit <http://awmaustin.org>



LOCAL CONNECTION



ENTERCOM RADIO WELCOMES...



Aleasha Stephens - Account Executive specializing in digital media. Aleasha comes from an agency in Houston where she wore a variety of hats (marketing, sales, project/account management, etc), not least of which included social media management.



Sarah Fischer - Account Executive. She comes most recently from Houston and has worked in radio for years in the Tyler/Longview market



Brianna Parks - Account Executive. Bri has extensive experience on the buying side of Radio, most recently as a senior buyer with Fox in Los Angeles. A native of Texas, she returned to Houston a couple of years ago and has been working with Fox on the selling side with KRIV/KTXH-TV.



Beth Malsom - Account Executive... again. She worked as an account executive for Majic in 2004 and 2005. Prior to that Beth worked for their sister station, KOSI, in Denver. She has also worked for KNVA and most recently she worked for My Daily Deals.



Clint Miller- Account Executive. Most recently the President and Owner of AIA/Corporate Expressions, a promotional products franchise here in Austin. Before that, he spent over 10 years in TV here in Austin as Account Executive, Business Development Manager and Local Sales Manager.



Reid Wicoff - Director of Strategic Sales and Marketing/Cluster. Reid comes to Entercom from CBS Radio in Seattle where he managed all facets of CBS' digital sales for their four radio stations and local television affiliate.



LOCAL CONNECTION



Texas Medical Association honored KLBJ's **Perry Watson** with the *Anson Jones MD Award* for his story on "Heart Disease and ED" This is the second year he has won this award!

TDG is MOVING!



Effective August 1st their new address will be:
4201 Bee Caves Road
Suite C-101
Austin, TX 78746

2011 NAB MARCONI RADIO AWARDS FINALISTS

The National Association of Broadcasters announced the finalists for the 2011 NAB Marconi Radio Awards honoring radio stations and on-air personalities for excellence in broadcasting. The winners will be announced on September 15 at the NAB Marconi Radio Awards Dinner & Show, held during the 2011 Radio Show at the Hyatt Regency in Chicago, Illinois.

Austin Radio Station Finalists include:



LARGE MARKET STATION OF THE YEAR
KLBJ-AM, Emmis Austin Radio



ROCK STATION OF THE YEAR
KLBJ-FM, Emmis Austin Radio



SPANISH STATION OF THE YEAR
KLZT-FM, Emmis Austin Radio



If you have any new hires or recently-promoted employees that you would like listed in the September newsletter, please e-mail newsletter@awmaustin.org by MONDAY August 15, 2011.



LOCAL CONNECTION



Erika Gonzalez hosts the new show We Are Austin Mornings, and Meteorologist **Kelly Slifka** makes sure you know how to dress yourself and the kids for the day.

Monday through Friday from 5-7 a.m.



KGSR welcomes new Music Director and midday talent **Kristen Kurtis**, who can be heard daily from 10a-2p. Kristen comes from Spokane, WA, where she was the midday on-air talent and Music Director for the AAA station and PM drive talent on the HOT AC.



Emmis Austin Radio also welcomes **Abby Browning** as their new Office Manager and National Promotions Coordinator!



If you have any new hires or recently-promoted employees that you would like listed in the August newsletter, please e-mail newsletter@awmaustin.org by Monday, August 15, 2011.



COMMUNITY CONNECTION



Entercom Austin GM Alan Kirshbom and Mix 94.7 morning show personality JB Hager (pictured) paddled 21 miles in 25 mph head winds in support of Dam That Cancer.

Dam That Cancer is the premier fundraising event for The Flatwater Foundation, a non-profit organization that provides access to mental health services for those affected by cancer.

The 65 paddlers started at Mansfield Dam and finished ten hours later at Tom Miller Dam. Through their efforts, \$75,000 has been raised.

<http://flatwaterfoundation.org>



CELEBRATE PUBLIC SERVICE

Submit your company's Public Service contributions to newsletter@awmaustin.org
Subject: COMMUNITY



MEMBERSHIP CONNECTION



IT'S ONLY **\$5 PER MONTH** TO SUPPORT THE AUSTIN ORGANIZATION THAT SUPPLIES AWARDS, EVENTS AND FUN!!!

Become a member of the Austin Alliance for Women in Media NOW! We welcome new and renewal memberships at the reduced rate of \$60! **That's only \$5 per month!**

5 Reasons to be an Austin AWM Member

1. Networking Opportunities

Austin AWM provides professional and personal support to network with and for our industry by setting up seminars, events and celebrations in local media.

2. Educational Seminars

Austin AWM works with national & local industry leaders to give us their insight on media trends, revenue builders, and best practices for your business.

3. Event Invitations

Invitations to many Austin AWM events, programs and luncheons are offered at a reduced rate.

4. Committee Participation

Be an active voice and participant in planning and executing events for our industry and businesses associated with media.

5. IT'S ONLY \$5 A MONTH!!!

There are 2 ways you can become a member:

- 1) Click **here** to download the membership form and mail to P.O. Box 2684, Austin, TX 78768
- 2) Complete the **registration on the next page** and mail a check to P.O. Box 2684, Austin, TX 78768



MEMBERSHIP CONNECTION



I. Personal Information *(please type or print clearly)*

Name _____
Title _____
Company/Organization _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____

II. National Affiliation

We strongly urge you to affiliate with national and reap the benefits of added support systems, programs and inclusion at AWM National Events. *National affiliation is \$75*

III. Membership Classification

Select one:

- Professional Member \$60.00
 Student* \$30.00

IV. Payment Information

Chapter Dues \$ _____

National Affiliate Dues \$ _____

Tax-deductible contribution to

The Austin Alliance for Women in Media Sponsorship Fund

- \$25 \$50 \$100 Other _____

Total amount enclosed \$ _____

- Check/Money Order American Express MasterCard Visa

Credit Card Number _____
Exp Date _____
Name on Card _____

Signature _____

I hereby certify that the completed information above is true and correct, and I understand that this membership is personal to me and is NOT REFUNDABLE. I also understand that my membership is for one full year.

Please return completed application and payment to:

Austin Alliance for Women in Media
PO Box 2684
Austin TX, 78768

For questions, please contact McKenna Madgett at 512-832-4016

How did you learn about AWM Austin?

- Local Chapter
 Colleague _____
 Web site
 Other _____

III. Other Information (optional)

Please check the media that you work for:

- Radio Television
 Cable Print
 New Media

Please check the ONE category that best describes your job responsibility:

- Administration
 Advertising
 Broker
 Business/Finance
 Community Affairs
 Consulting
 Creative
 Education
 Engineering
 Executive Search
 Government
 Graphics/Design
 HR/Personnel
 Law
 Management
 Media Services
 Operations
 Ownership
 Production
 Programming
 Public Relations
 Publishing
 Research
 Sales/Marketing/Promotion
 Student
 Talent/News
 Traffic
 Other



DATE CONNECTION



UPCOMING AUSTIN AWM EVENTS

AUGUST

10 – Luncheon: Entertainment Venues in Austin
11:30am; Maggiano's Italian Restaurant in the Domain

17 – AWM Board Meeting
Emmis Austin Radio

22 - AWM Newsletter submission deadline
newsletter@awmaustin.org

SEPTEMBER

14 – AWM Board Meeting
Emmis Austin Radio

19 - AWM Newsletter submission deadline
newsletter@awmaustin.org

29 – Battle Of The Media Stars



CAREER CONNECTION



Please visit <http://awmaustin.org/careers/>
for full job descriptions and contact information.



Account Executive
Board Operator: AM 1300 The Zone



Political Reporter
Associate News Producer



Account Executive



Morning News Graphic Artist
Weekend Newscast Producer
Multi-platform Photojournalist
Internships



Account Executive
Air Talent/Board-Op (PT)
Various Internships



Sales Assistant
Promotions Technician
Account Executive



Web Producer
Director



News Anchor
News Producer



Account Executive
News Reporter
News Photographer/Editor
News Editor
Master Control Operator
Commercial Producer
Weekend TV Meteorologist
Photojournalist
Internships



Senior Media Buyer-Planner

To have a position posted on the Austin AWM website 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:



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WOMEN IN MEDIA
AUSTIN AFFILIATE

If your company would like to become a member, please e-mail info@awmaustin.org.

