



*Alliance for Women in Media's  
10<sup>th</sup> Annual Sweetheart  
Bachelor Auction  
February 9<sup>th</sup> at The Dogwood!*

The Dogwood is located at 715 West 6<sup>th</sup> Street.

Doors open at 5, Auction at 7.

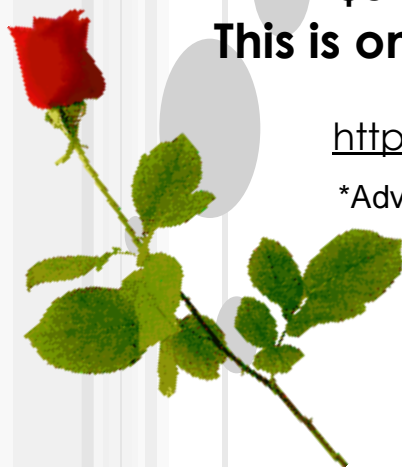
\$5\* advance, \$10 at the door.

**This is one event you don't want to miss!**

Tickets can be purchased at

<http://bachelor2011.eventbrite.com/>.

\*Advance tickets subject to a \$1.26 service fee.



This year we'll have some amazing Auction items, like a Dell laptop (courtesy of Discount Electronics) or a weekend stay at the Avia Woodlands in Woodlands, Texas!

# MEDIA CONNECTION



## MEET YOUR NEIGHBOR IN AUSTIN MEDIA!



Each month the AWM Media Connection will feature someone in the Austin media. This could literally be ANYONE—buyer, planner, AE, marketing, traffic—from the Austin world of digital, print, radio and TV.

The featured “neighbor” will receive lunch for two at an Austin hot-spot!

Submit your “neighbor,” along with their photo, company logo and a short bio, to [newsletter@awmaustin.org](mailto:newsletter@awmaustin.org).

## OUR FACEBOOK PROFILE HAS BEEN CHANGED TO A PAGE

We've created an **Austin Alliance for Women in Media** Facebook PAGE and will be deleting our profile in February. Make sure to “LIKE” our new page to stay up-to-date with events and other news involving AWM and the Austin Media!



Don't forget to nominate next month's Media Neighbor! E-mail [newsletter@awmaustin.org](mailto:newsletter@awmaustin.org) by 2/18/11!



# MEDIA CONNECTION



## LOCAL BOARD MEMBER SERVED AS JUDGE AT THE GRACIES

For 60 years, the Alliance for Women in Media (formerly AWRT) has served as the voice and resource for women in the media. And for more than three decades, the Foundation has been a leader in celebrating and honoring programming created for women, by women and about women, as well as individuals who have made exemplary contributions to the industry.

**The Gracies** strive to encourage the realistic and faceted portrayal of women in entertainment, commercials, news, features and other programs.

Austin AWM Board Member **KC Mercer** (of *KFMK/Spirit 105.9*) volunteered to be a judge for this year's festivities. She had the opportunity to view some of this year's finest programming and individual achievements in our industry and helped to determine the year's winners based on the submissions. Judging took place in Washington, D.C. in January.



## GAYLE KING NARRATES LATEST PSAS FOR AWM & THE DOVE SELF-ESTEEM FUND



The Alliance for Women in Media has partnered with Dove, the global beauty brand, since 2004, and in 2009, the two organizations worked together to launch a radio public service announcement (PSA) campaign.

We are pleased to add **GAYLE KING** as latest narrator for this campaign, which inspires parents and mentors to help girls to reach their full potential.

AWM and Dove encourage you to download the PSAs for your stations!

Please visit the national site at <http://allwomeninmedia.org/>!



# LOCAL CONNECTION



## WELCOME CRISTA BROADCASTING'S SPIRIT 105.9 AUSTIN!



KFMK/SPIRIT 105.9, part of the CRISTA Broadcasting ministry, has announced a new morning show program - “**Mornings with Steve & Amy**” weekdays from 6:00 – 10:00 AM.



*New-hires, from Left to Right*

**Jeff Pitluk** (AE);

**Myssi Avalos**

(Sales Assistant);

**K.C. Tuckness-Mercer** (AE);

**Belinda Binger**

(Sales Manager);

**Nicole Basey**

(Promotion Coordinator);

**Rick Hart** (AE);

**Chris Chappell** (Marketing &

Promotions Director)



SPIRIT 105.9, serving the Austin, Texas market, is one of four radio stations owned and operated by CRISTA Broadcasting, joining SPIRIT 105.3 and KCIS AM 630 of Seattle, and PRAISE 106.5 of Bellingham, Washington. CRISTA Broadcasting and the six sister ministries that comprise CRISTA serve practical and spiritual needs of people locally and globally through media, education, senior living, international relief and missions.



# LOCAL CONNECTION



## LOCAL PERSONALITY BOBBY BONES CO-HOSTED *LIVE! WITH REGIS AND KELLY!*

96.7 KISS FM (KHFI-FM) is honored to announce that Bobby Bones, host of The Bobby Bones Show, co-hosted *LIVE! with Regis and Kelly* on Wednesday, January 26th. Bobby, along with four other finalists, participated in the “Regis and Kelly Men of Radio Co-Host for a Day” contest over the past two months. The search was open to male radio broadcasters over the age 18 with regularly scheduled shows of any kind, including music, sports and news. Listeners were able to vote as many times as possible for their Top Five picks, and it was announced that Bones, in addition to 4 other winners, were to travel to New York City to act as a guest co-host with Kelly Ripa. *LIVE! with Regis and Kelly* is produced by WABC-TV in New York and airs in more the 200 markets nationwide. The local affiliate is KXAN.



**96.7**  
KISSFM

**LIVE**  
WITH  
**Regis**  
AND  
**Kelly**

**KXAN36**  
AUSTIN 



# LOCAL CONNECTION



## CONGRATULATIONS!



KTBC-TV is pleased to announce the appointment of **Darrell Green** to the position of local Account Executive. Darrell comes to FOX 7 from Telerep Dallas, where he was an account executive for the past four years.



Emmis Austin Radio also announces two new Account Executives, both of whom have a great deal of experience in the industry!

Welcome **Rosa Maria Bayram** and **Connie Newton!**

AWM Austin Board Member and BOB-FM's **Loni Thompson** welcomed her son, Colton James Thompson! He was born on 1/1/11 at 3:33 pm, measuring 20.5 inches and weighing 6lbs 10 oz.





## UNIVISION TV EMBRACES NEW GM



Javier Ramis' professional career in television began as an administrator for CTV of Spain. Soon after he relocated to Miami where he started working with Univision 23 as an Assistant Director.

Eleven years ago Mr. Ramis was recruited by Univision in Arizona to assume the position of Director of Marketing & Promotions, where he was responsible for the branding & promotional efforts of the Univision & Telefuturo stations in Phoenix, Flagstaff, Tucson and Douglas receiving 5 Emmy Awards and 14 nominations.

## KAKW also welcomes Sonia Ortega, newly-hired Account Executive

"I started my career in Salt Lake City, Utah, as a buyer and later moved into radio where I sold for a Citadel Broadcasting for 3 years. My most recent position was with the local NBC affiliate, KSL 5 TV."



 **UNIVISION**  
KAKW-TV ♦ Austin, TX



# EVENT CONNECTION



## SNEAK PEEK!

### 2011 Sweetheart Bachelor Auction



Amazing auction items include a Dell Laptop, courtesy of *Discount Electronics*, or a weekend stay at the *Avia Woodlands* in Woodlands, Texas!



Don't forget to bring your checkbook and your game face, ladies! February 9<sup>th</sup> at The Dogwood, located at 715 West 6<sup>th</sup> street. Doors open at 5pm, auction at 7pm.

\$5 advance, \$10 at the door  
<http://bachelor2011.eventbrite.com>

**DISCOUNT**  
*electronics*.com

AVIA.  
| THE WOODLANDS



You can RSVP for this event on our new Facebook page (Austin Alliance for Women in Media)!



# EVENT CONNECTION



## UPCOMING EVENT HIGHLIGHT: 2011 Sweetheart Bachelor Auction

“The Bachelor Auction is an amazing combination of all things that we love: drinks, gorgeous fellows, and shopping. Plus the money you spend helps us give back to our beloved city and thus eliminates any occurrence of buyer’s remorse. Did I also mention the gorgeous fellows?”

*Michelle Nail, 2011 Sweetheart Bachelor Auction Co-Chair*



## NEW LUNCHEON LOCATION MAGGIANO'S ■ LITTLE ITALY® ■

*Reminder!*

AWM Austin is thrilled to introduce **MAGGIANO'S**, in the Domain, as our new luncheon location! Lunches will be served family style with a different bottomless menu for each luncheon.

The next luncheon is March 8<sup>th</sup>! Here's a preview of the menu:

Tomato Caprese  
Calamari Fritte

**MAGGIANO's Famous Rigatoni 'D' ®**  
Gnocchi, Tomato Vodka Sauce  
Apple Crostada, Caramel Sauce

All served with freshly baked bread, coffee, hot tea, iced tea and soft drinks!

Please RSVP for March luncheon at [RSVP@AWMAUSTIN.ORG](mailto:RSVP@AWMAUSTIN.ORG) by Friday, 3/4/11.





## January Luncheon Recap: Advil for Tax Headaches



### MAGGIANO'S # LITTLE ITALY® #

AWM'S first luncheon at our new location *Maggiano's* was a great success!



Guest speaker, Attorney Dan Price with Stone, Loughlin & Swanson, LLP educated the group on best business practices within the guidelines of business and tax law, as well as information to fully optimize your tax return.



Thank you to those of you that were able to make it out, and we look forward to seeing you at our next luncheon on March 9<sup>th</sup>!





## Upcoming Austin AWM Events

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**FEBRUARY 9<sup>TH</sup>**

Sweetheart Bachelor Auction

**MARCH 9<sup>TH</sup>**

TOPIC: Turning Digital into Dollars!

**MARCH 11<sup>TH</sup>**

Deadline to submit scholarship applications  
visit [www.awmaustin.org/scholarships](http://www.awmaustin.org/scholarships) for details

**APRIL 14<sup>TH</sup>**

AWM Trailblazer & Awards of Excellence Gala

**MAY**

New Board Nominations

**JUNE 8<sup>th</sup>**

TOPIC: Professional Development



# CAREER CONNECTION



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



Account Executive  
Continuity Director  
Production Coordinator  
Digital Sales Manager



Account Executive  
Producer- KLBJ-AM



Digital Sales Manager  
Account Executive  
Various Internships



Graphic Designer



Account Executive



Account Executive  
Engineer



Account Executive



Remote Technician (PT)  
Intern- Sales & General Admin.  
Intern- Promotions Coordinator



National Accounts Manager

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



# CORPORATE CONNECTION



We would like to say a special “Thank you!” to our  
**Austin Alliance for Women in Media**  
corporate sponsors:

