



GET TO KNOW YOUR 2011-2012 AWM AUSTIN BOARD



McKenna Madget *President*

McKenna Madget is an Account Executive for 101X at Emmis Austin Radio. She began her career in media after graduating from Texas Christian University with a degree in Radio, Television, and Film. McKenna eventually joined KROX, after a successful stint at Time Warner, as an Account Executive.

While at TCU, McKenna worked as an intern for “Dateline NBC” in New York City and was able to use her experience there the following year as the Executive Producer of the TCU collegiate news show “TCU News Now.”

McKenna volunteers for many non-profit organizations and has been involved with Make-a-Wish, The Boys and Girls Club, and completed the Leadership Leander program, a year long process for training future community leaders, developed by the Leander Chamber of Commerce.

Her involvement in AWM began in August 2007 where her first duty was to organize the Time Warner Battle Team. Since then McKenna has held positions on the board as Membership Co-Chair and Trailblazer & Excellence Awards Gala Co-Chair. She is very excited about being President for the 2011-2012 year.

McKenna spends her free time with her dog Lulu, the luckiest-man-in-the-world, Max and playing bass guitar in a grunge-rock band called Stella Rose (which totally rocks).

MEDIA CONNECTION



We are looking forward to meeting you!



MEMBERSHIP CO-CHAIRS

Betty Dunn, Lori Knutson
& Nicole Basey



BATTLE OF THE MEDIA STARS CO-CHAIRS

Amanda Williams, Abby Ferguson



BACHELOR SWEETHEART AUCTION CO-CHAIRS

Ellen Rose, KC Mercer,
Christina Waugh



TRAILBLAZER & AWARDS OF EXCELLENCE MEDIA GALA CO-CHAIRS

Leslie Tate, Tatum Brown
(and Leah Woodard)



PROGRAMMING CO-CHAIRS

Kendra Jackson,
Tina Garza



MEDIA CONNECTION



HOSPITALITY CO-CHAIRS

Candace Baughn
Amanda Sevin,
Loni Thompson

SCHOLARSHIP CHAIR

Gloria Villarreal

HISTORIAN Michelle Nail

COMMUNICATIONS

CO-CHAIRS

Kelly Grannan,
Ginny Schoggins



SECRETARY Holly Breaux

TREASURERS Lyanca Martinez & Dorothy Binder

PRESIDENT McKenna Madget

VICE PRESIDENT Angela Hartman

EVENTS COORDINATOR Joyce Cunningham-Bibb



MEDIA CONNECTION



AUSTIN ALLIANCE FOR WOMEN IN MEDIA... *LIKE US!*



The 36th Annual Gracie Awards to Air on the Hallmark Movie Channel



The 36th Annual Gracie Awards were held May 24th in Beverly Hills at The Beverly Hilton Hotel. **AWM Austin Board Member K.C. Tuckness-Mercer served as part of the Judging Committee for this event this past January in Washington D.C.** She also attended the Gala last week.

The Gracie's, sponsored by Dove, recognizes exemplary programming created for women, by women, and about women in all facets of media, who have made exemplary contributions to the industry, while encouraging the realistic and multifaceted portrayal of women in entertainment, news, features and other programs. The Gala will air on the Hallmark Movie Channel on August 8, 2011, during prime time, then again as a daytime encore on August 12.



Be sure to LIKE our Facebook page to stay up-to-date with media news!



MEDIA CONNECTION



MEET YOUR MEDIA NEIGHBOR



SARAH McGOLDRICK **MARKETING MANAGER – C3 PRESENTS**

As the Marketing Manager for C3, Sarah works with traditional media outlets to secure both paid advertising schedules and promotions, develops viral campaigns for social media platforms, coordinates street team efforts, and works as a liaison with local media and band representation to secure interviews, previews, and media credentials for show reviews.

After dabbling in some freelance design work for Charles Attal Presents, Sarah was brought onto C3 full time, handling concert marketing at the club level for the Dallas market – namely Gypsy Tea Room and Trees venues.

She has since expanded her role and her department to oversee concert marketing in all markets and venues, including Austin's own historic Stubb's Waller Creek Amphitheater, and is now marketing arena level concerts nationwide from places such as Cleveland to Honolulu. This past year, Sarah spearheaded a team to create and launch www.C3Concerts.com – a website that includes all of C3's Austin events as well as some great artist discovery elements.

Her favorite aspects about her job are the great camaraderie of the C3 family, and connecting fans to live music experiences they'll be talking about long after the show is over. Sarah is always on the lookout for new and innovative ways to reach music fans in a way that's relevant and engaging.

C3 creates, books, markets, and produces live experiences, concerts, events, and just about anything that makes people stand up and cheer. Among others, they produce the Austin City Limits Music Festival, Lollapalooza, and Wanderlust Festival, as well as more than 800 shows nationwide. In addition, they offer representation services and publicity to artist and entertainers.

Sarah is an Ohio native, who fell in love with Austin while attending UT...and decided to stay put. As her mother tells it, she "lost her to the South!" Sarah continues to have a passion for (and quite a collection of) concert posters and loves going to see live music, and being active outdoors, whether that's yard work or kickball games.





“SHOW ME THE MONEY” How Good Time Management Can Turn To More Profits

Time management—it’s a skill we wish we all could master but don’t have the time to learn.

Kirk Austin – TCC Financial Inc.;
Independent Broker – will teach us the tools necessary to make the most of our time, while turning what you save in time into profits.



Wednesday, June 8th, 2011 11:30am-1pm
Maggiano’s in the Domain, 10910 Domain 11 Drive
Members \$25 Non-members \$30
RSVP@awmaustin.org by **Friday, June 3, 2011.**
NO SHOWS WILL BE BILLED!



MAGGIANO’S
LITTLE ITALY

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



2011 AWM Austin Trailblazer, Pam McKay, Expands Role To Market Manager Austin/San Antonio



Clear Channel Radio announced that Pam McKay has been named President and Market Manager for San Antonio, effective immediately. Pam is currently the Market Manager for Clear Channel Radio Austin and will expand her role to the San Antonio market.

“Becoming Market Manager in San Antonio is a great opportunity to expand my profile with Clear Channel Radio,” says McKay. “It will be an honor to work with such strong teams in San Antonio while continuing my role as Market Manager in Austin and leading both clusters to continued success.”



**Emmis Austin Radio
welcomes
Joe Valdez to their
KLZT sales team!**



COMMUNITY CONNECTION



\$312,000 Raised for Kids by KVET Radiothon ***-Benefitting Dell Children's Hospital-***

The **12th Annual KVET Radiothon for Kids** raised in excess of \$312,000 for central Texas kids. The two-day event held in the lobby of **Dell Children's Medical Center** featured on air testimonials and emotional accounts by kids and parents who have experienced the hospital first hand.



Funds raised from the annual **KVET**

Radiothon will help to support Dell Children's; a one-of-a-kind hospital that gives families access to a wide range of healthcare services including pediatric sub-specialists making it a world class facility for both simple and complex pediatric care. The children's hospital serves 46 counties in the central Texas region, treating more than 137,000 kids annually.



On April 16th and 17th, the **MS150** ride connected more than 12,000 riders and promoted a growing movement to end multiple sclerosis. **Team Emmis Austin Radio** raised close to \$25,000 to help find a cure for MS. Here they are after finishing the two day, 150 mile ride!



Submit your company's community contributions to
newsletter@awmaustin.org by Friday, June 24th, 2011.





UPCOMING AUSTIN AWM EVENTS

JUNE 8th

Luncheon: Time Management
Maggiano's Italian Restaurant
in the Domain

JULY

Luncheon (Topic TBA)
Maggiano's Italian Restaurant
in the Domain



CAREER CONNECTION



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



Account Executive



Account Executive
Web Sales Account Executive
News Reporter
Internships



Account Executive
Director of Engineering
Producer/Board Op (PT)
Various Internships



Web Producer
Editor



Morning News Graphic Artist
Assistant News Director
Newscast Producer
Account Executive
Sales Manager
Internships



On-Air Talent/Producer: KLBJ-FM
On-Air Talent/Assoc.Producer: KLBJ-FM (PT)
News Reporter: KLBJ-AM
Account Executive



Investigative Reporter
Accounting Manager
Graphic Designer



Sales Assistant
Promotions Technician
Account Executive



Account Executive
Marketing & Account Coordinator
Remote Technician
Intern- Sales & General Admin.
Intern- Promotions Coordinator



Production Tech

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:



ALLIANCE FOR
WOMEN IN MEDIA

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

