



ALLIANCE FOR  
**WOMEN IN MEDIA**  
AUSTIN CHAPTER

# SAVE THE DATE

***2011 Alliance for Women in Media  
Trailblazer & Awards of Excellence  
Media Gala***

**Hosted By:  
Austin's Chapter of the  
Alliance for Women in Media**

**Thursday, April 14<sup>th</sup>, 2011 at 6:00pm**

**InterContinental Stephen F Austin Hotel**

**Promoting Progress, Creating Change**

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# MEDIA CONNECTION



*Thank you to all our Bachelors for making the 10<sup>th</sup> Annual Sweetheart Bachelor Auction a huge success!*



Check out more pictures from this event and others at <http://awmaustin.org/photos/>



# MEDIA CONNECTION



## MEET YOUR MEDIA NEIGHBOR!



**Melinda Garvey**  
Publisher & Co-Founder,  
*austinwoman* magazine

Melinda founded *austinwoman* magazine, one of the fastest-growing niche publications in Central Texas, in March 2002. *AW* has grown from a mere 28 pages on newsprint to over 100 pages of full color gloss, while distribution has grown from 20,000 copies to 27,000.

The magazine has become highly recognized for its in-depth profiles and stories on distinguished, educated and interesting women. *AW* has been innovating with the website and online digital edition, as well as diversifying the company into a media company, by adding specialty publications and events, and now introducing an iPhone application!

When she's not selling the publication or buzzing about the community, she enjoys spending time with her wonderful New Zealander husband Christopher and son Beck, boating on Lake LBJ or walking her beloved Wheaton Terrier, Finnegan.



For more information, visit [www.austinwomanmagazine.com](http://www.austinwomanmagazine.com) and follow them on Facebook and Twitter. Stay tuned for all of their events!

**MAGGIANO'S**  
"LITTLE ITALY."

**As our featured MEDIA NEIGHBOR, Melinda will receive a \$50 gift card courtesy of MAGGIANO'S. Submit your entries for April's *Media Neighbor* to [newsletter@awmaustin.org](mailto:newsletter@awmaustin.org)!**



# MEDIA CONNECTION



Each year, The Gracies recognize exemplary programming created for women, by women and about women in all facets of media and entertainment, as well as individuals who have made contributions to the industry. The awards program also encourages the realistic and multifaceted portrayal of women in entertainment, news, features and other programs.



**The 36th Annual Gracie Awards** will be presented at a black-tie Gala at the Beverly Hilton Hotel, Los Angeles, CA on Tuesday, May 24, 2011. Local market, public and student award winners will be announced prior to the event.



## **Become an Austin AWM Board Member!**

Help us to do what we do best...  
keep our media community  
connected and growing.

For more information, please email  
[info@awmaustin.org](mailto:info@awmaustin.org).



# LOCAL CONNECTION



## THERE IS STILL TIME TO APPLY!

AWM Austin is proud to award scholarships to college juniors and seniors studying media or a related field at an Austin or San Marcos area university.

We are accepting applications for the 2010-2011AWM College Scholarship.

**Deadline to apply is MARCH 25th, 2011.**

Complete details and application can be found at <http://awmaustin.org/scholarships>.



## AUSTIN'S LATINWORKS RANKS NINTH ON AD AGE'S AGENCY A-LIST!

"LatinWorks is known for highly creative work that is meticulously planned and strategically grounded, helping marketers understand and win over increasingly diverse Hispanic consumers while avoiding stereotypes."

*-Laurel Wentz, Ad Age*

[AdvertisingAge](#)



## ROD BABERS NAMED TEXAS FOOTBALL SIDELINE REPORTER

Rod Babers, co-host of KVET-AM 1300 "The Zone's" afternoon drive show, the *Sports Buffet* (and former UT and NFL cornerback) will take over the role as sideline reporter for Texas Football. This fall he will also be joining long-time voice Craig Way for game broadcasts, which are also heard on Sirius-XM radio and on the internet at [TexasSports.com](http://TexasSports.com).



# EVENT CONNECTION



## “TURNING DIGITAL INTO DINERO” MARCH LUNCHEON

Wednesday March 9<sup>th</sup> 11:30am-1:00pm

**MAGGIANO'S** in the Domain

Members \$25 Non-members \$30

[rsvp@awmaustin.org](mailto:rsvp@awmaustin.org) by Friday, March 4<sup>th</sup>

*No shows will be billed!*

Your residence must be beneath a rock if you don't know how to tweet, follow, like or friend someone in today's day and age. Digital assets, including medium websites and social media platforms, are evolving at a rate unlike anything we have experienced in modern times. Soon we will be able to do almost everything with one device...a phone.

But what does this mean for traditional media and more importantly their clients? You know the power of your medium, but have you grasped the power of digital assets?



Come join us on **March 9<sup>th</sup>, 2011 from 11:30am-1pm** for AWM's Luncheon with our panel of guests whom will discuss creative ways to utilize online and social media platforms to drive brand awareness, call-to-action and revenue for your medium and clients!

**MAGGIANO'S**  
"LITTLE ITALY"





## Upcoming Austin AWM Events

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

TOPIC: Turning Digital into Dollars!

**MARCH 25<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**  
**KVET FM Morning Show Co-Host**  
**KVET AM On-Air Personality**



**Digital Sales Manager**  
**Account Executive**  
**Internship**  
**PT Promotions Assistant**



**Account Executive**  
**KLBJ-AM Account Executive**  
**EMG Project Coordinator (Temporary)**



**Account Executive**  
**Engineer**



**Account Executive**  
**Digital Account Executive**



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



**Account Executive**



**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:**



If your company would like to become a member, please e-mail [info@awmaustin.org](mailto:info@awmaustin.org).

