

Your Austin

MEDIA CONNECTION



Thanks to everyone for a wonderful evening of celebrating Austin media at the 2011 Trailblazer & Awards of Excellence Media Gala!

Visit AWMAUSTIN.ORG for more photos!



We would also like to especially thank all of our sponsors. We appreciate everyone's support and are looking forward to a sensational year in Austin media!



RIVER ROAD
TREEHOUSES



OMNI HOTELS
southpark | austin



atxphotography.com

SURFACE TO AIR
Productions, inc



GLOBAL
PRINTING SOLUTIONS

EVENT CONNECTION



2011 Trailblazer & Awards of Excellence Recipients

CONGRATULATIONS TO OUR 2011 TRAILBLAZER, PAM MCKAY!



Best TV Personality - Olga Campos- KVUE

Best Radio Personality - Bobby Bones- KHFI-FM

Best TV Support Staff - Gloria Villarreal- Univision TV

Best Radio Support Staff - Ashley Ryan- Emmis Austin Radio

Radio Rookie - Jared Barker – KPEZ/KHFI-FM

TV Rookie - Lisa King- KVUE



Radio Rep - Amanda Williams- KASE/KVET-FM

TV Rep - Jim Carson- KVUE

TV Sales Manager - Tom Michel- KXAN/CW/KBVO

Best Radio Sales Manager - Tatjana Deegan- KGSR & KBPA

Internet Staff Award - Lindsey Fournier- Clear Channel



Best Local Media Buyer - Tracy Arrington- Davis Group

Best Local Agency - Danny Reed Advertising

TV Traffic - Brandi Vineyard- KVUE

Radio Traffic - Joe Viramontes- KLBJ -FM/KROX

TV Production Staff - Andrew Minnick- KXAN/CW/KBVO

Radio Production Staff - Billy Martin- Emmis Austin Radio



TV Promotions Staff - Fely Garcia- Univision TV

Radio Promotions Staff - Andres Cantu (AC)- KLZT/KROX

Unsung Hero - Mary Ann Schmidt- Clear Channel

Local TV Spot - Think Street- Guy/Girl Epic

Local Radio Spot - Entercom- Invisible Fence –

“Squirrel!!! Squirrel!!!”

TV Community Affairs - KTBC- Communities in Schools

Radio Community Affairs - Emmis Austin Radio- Tour De Cure

TV Promotional Ads- KTBC- Balance of Power

Radio Promotional Ads - KASE –

Zac Brown Band Chicken Fried Friday



MEDIA CONNECTION



MEET LINDA ELLERBEE

36th Annual Gracies “Tribute Award” Winner



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.

This year we are pleased to announce that Emmy-Award-winning journalist & producer/bestselling author Linda Ellerbee will receive the highly esteemed Gracies Tribute Award.

“The Alliance for Women in Media has been-and continued to be- an important force, both directly and indirectly, in the collective journey of all women who work in the media. No wonder I feel deeply honored receive this award,” said Ellerbee.

Each year the Gracies Gala attracts the best and brightest in all aspects of the media. 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.

“Linda Ellerbee is an inspiration to women in our field, and I’m delighted that we are honoring her with the Gracies Tribute Award.”

AWM Chair Valiers K. Blackburn



For more information visit <http://www.thegracies.org>.



LOCAL CONNECTION



After 14 years in Austin, full-service advertising agency Corder Marketing is now Redroc. The agency has rebranded to highlight its evolution.

Founded by Ernest Corder in 1997 under the name Corder Marketing. Redroc handles advertising and marketing strategy, creative and design, media planning and placement, web design, search marketing and other services for a variety of companies in Austin and throughout the U.S.



Visit www.redrocadvertising.com for more information.



UNIVISION TELEVISION promoted **Yancy Sorany Watson** to National Account Manager and welcomes **Paul Schoen-Kiewert** as their Multimarket Account Executive.

EMMIS AUSTIN RADIO
has new (and not so new!) faces
on their sales teams:

KLBJ-FM – Brandon Chezbro
KLZT – James Pickens
KLBJ-AM Kelly Dixon



If you have any new hires or recently-promoted employees that you would like listed in the June newsletter, please e-mail newsletter@awmaustin.org by Friday, May 20, 2011.



LOCAL CONNECTION



IT'S WEDDING SEASON IN THE AUSTIN MEDIA!

Congratulations to
Nick Courtright from the Austinist and
Michelle Courtright (formerly
Michelle Nail) from Univision TV!
They were married in Austin
on May 1, 2011.



Lori Knutson
(formerly Lori Barton)
of Clear Channel Radio
and husband Jason
Knutson tied the knot
on April 16!



And cheers to newlyweds
Michael and
Cynthia Minnick!
The bride (formerly Cynthia
McGrail) works at Emmis
Austin Radio.



If you have any local news that you would like listed in the June newsletter,
please e-mail newsletter@awmaustin.org by Friday, May 20, 2011.



LOCAL CONNECTION

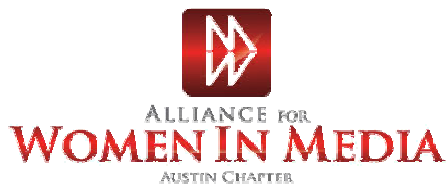


NOW ACCEPTING APPLICATIONS: AUSTIN AWM 2011-2012 BOARD OF DIRECTORS

Are you ready to become a leader in the Austin media community?
Then consider applying for a board position with AWM!

We are now accepting applications
for the upcoming 2011-2012 year.

Download the application at: <http://awmaustin.org/membership/>



For more information, including application questions and requirements, please e-mail Tatum Brown at tatum@thinkstreet.net.

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



If you have any local news that you would like listed in the June newsletter,
please e-mail newsletter@awmaustin.org by Friday, May 20, 2011.



EVENT CONNECTION



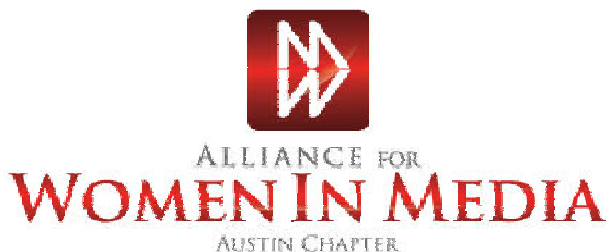
“Show Me the Money” How Good Time Management Can Turn To More Profits

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!

EVENT CONNECTION



Hispanic

marketing symposium



Capturing the \$9 billion buying power of the Hispanic market.

When: Tuesday, May 10th, 11:00am check-in, 11:30am-2:00pm lunch and program

Where: The Four Seasons - Ball Room

What: Esperanza “Hope” Andrade, Texas Secretary of State, will share her perspective on the results of the 2010 census and provide insight into the Hispanic population growth, and much more. Each of our presenters — Key marketers from three corporations including Chevrolet — will both share their strategies for engaging the Hispanic market and their exciting results. Register early (this event sells out quickly) to learn how you can capture your share of the \$9 billion Hispanic market in Central Texas.

Due to popular demand, the speakers will each hold a simultaneous one hour question and answer sessions. Your admission allows you to attend whichever session you prefer!

Hispanic Marketing Symposium pricing: Austin Ad Fed/AD2ATX Member: \$65.00
Non-Member: \$85.00 / Student: \$50.00 / Table of 10: \$650.00

To reserve your spot or sponsorship opportunities contact
president@austinadfed.com.

Open to EVERYONE!

**Presented by the Austin Ad Fed, the Hispanic Marketing Council,
and the Hispanic Chamber of Commerce**

If you have any local news that you would like listed in the June newsletter,
please e-mail newsletter@awmaustin.org by Friday, MAY 20, 2011.





Upcoming Austin AWM Events

MAY 11TH

New Board Nominations – Members Only

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



Sales Assistant
Promotions Technician



Account Executive
EMG Project Coordinator (Temporary)



Account Executive
Promotions Assistant (PT)
Various Internships



Investigative Reporter



Morning News Graphic Artist
Digital Account Executive
Account Executive
Sales Assistant
Internships



Reporter



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



News Reporter

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.

