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Battle of the Media Stars Thursday, September 29

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



Join the fun this year!



ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN CHAPTER



BATTLE OF THE MEDIA STARS

Thursday, September 29th, 2011

ZILKER PARK POLO TABLE FIELDS

Team Check-in 2:15pm

Rules and Announcements 3pm

Games 3:15pm

Awards 5:45pm

Important:

One member of each team **MUST** be an AWM member!

Costs:

Teams : \$160

Spectators: \$10 in advance, \$15 on event day

Registration/Payment Due:

Friday, September 23rd

You can pay by check or by credit card at awmaustin.org/battle.

Earn extra **BONUS POINTS** this year by selling Raffle Tickets for a chance to win a Flat screen TV & having your GM at Battle

Proceeds from the event go to benefit the AWM scholarship fund.
Food & Beer to be provided!

Questions regarding Battle?

Email: amandawilliams@clearchannel.com or abbyferguson@clearchannel.com

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://www.allwomeninmedia.org/events/chicago.html>.



PROGRAM CONNECTION



August Luncheon Recap: Entertainment Venues in Austin

Missed this luncheon? Go to our Facebook page and website for more pictures & information on upcoming events. Don't be left behind again!



Thanks to our Panelists:

JESSICA HAYNE – University of Texas Performing Arts Center

JESSICA THOMPSON – Austin Creative Alliance

SHARILYN MAYHUGH – ACL Live at the Moody Theater

TARA VELA – Frank Erwin Center

STEFANIE STEPHENS – Cedar Park Center

Five women from Austin's most prominent entertainment venues comprised our panel for the August 10th luncheon. They shared their views on the importance of client loyalty, what works and doesn't work for entertainment venues, and some valuable secrets regarding things to do to get their attention and their business. In a surprising twist the tables were turned on the audience when the ladies of the panel decided to ask our members questions! The back and forth was not only educational but humorous and inspiring!



COMMUNITY CONNECTION



CLEAR CHANNEL AUSTIN TURNS SPOTLIGHT ON BULLYING

**STAND UP
STOP HATE
BE THE CHANGE**



Clear Channel Austin recently launched its “Stand Up. Stop Hate. Be the Change.” campaign, designed to reach targeted audiences defining bullying and cyber bullying, while providing resources for parents, the classroom and support strategies for kids. Each of the cluster’s five stations are dedicating public service time over two months and providing digital content to bring attention to bullying within the central Texas area. This movement will reach over 1 million listeners daily on two fronts—on-air and digitally.

Congratulations to Clear Channel summer intern Brad Holmes of Texas State University for creating the winning design in the Susan G. Komen for the Cure Austin Affiliates volunteer T-Shirt design contest. Thousands of volunteers will be wearing the design (right) at the race on November 13, 2011. Registration is open now.



Photo: Ryan Comfort from Latch On America, La Z's Melissa Vasquez, Kim Updegrave, MMBA's Executive director, and Amy Everhart from Mayor Leffingwell's office

107.1 La Z/KLZT teamed up with **Mother's Milk Bank of Austin** to showcase the national Latch On America Tour in Austin at Zilker Park. Dozens of mommas and their babies came out to learn more about the benefits of breastfeeding.

<http://milkbank.org>



Submit your company's community contributions to newsletter@awmaustin.org by Monday, September 19th, 2011.



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





UPCOMING AUSTIN AWM EVENTS

SEPTEMBER

14 – AWM Board Meeting
Emmis Austin Radio

19 - AWM Newsletter submission deadline
newsletter@awmaustin.org

29 – Battle Of The Media Stars

OCTOBER

12 – Luncheon:
11:30am; Maggiano's Italian Restaurant in the Domain

19 – AWM Board Meeting
Emmis Austin Radio

19- AWM Newsletter submission deadline
newsletter@awmaustin.org



CAREER CONNECTION



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



Account Executive
Director of Brand Management



Weekend TV Meteorologist
Internships



Account Executive
PT Anchor/Producer- KLBJ-AM
KLBJ-AM Morning Show Producer
Digital Content Editor



Studio/Control Room Operator
Morning Anchor/Reporter
News Photojournalist



Account Executive
Various Internships



Account Executive
Newscast Producer
Internships



Producer
VP, Engineering and Operations
Internships



Promotions Technician
Account Executive

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.

