



FEBRUARY CONNECTION

As President's Day falls within the month of February, we would like to highlight our current AWM President this month: Maria Anderson. Maria began her career in advertising during her senior year at the University of Texas at Austin, working as an intern at Bonner & Tate. This internship led to another at GSD&M, where she worked with the Texas Tourism account service team. During her time on this account, she was asked to contact every state and request their travel brochure to help re-build the next Texas Travel State Guide. While interviewing for a job in Account Service at GSD&M, Bonnie Hunter asked her what she thought about media and if she was interested in a position in that department.

Thus began her 20 year tenure in the Media Department at GSD&M, where she worked her way up to Broadcast Buying Director on the AT&T account. She was a member of the agency's Culture Committee, helping to promote, protect and preserve the history of the agency, which included the Holiday Charities Events and the GSD&Mulligan Employee Golf tournament. She was awarded the Unsung Hero Award in 1995 for her contributions on the Lennox Heating and Air account and the proprietary system she helped develop for them. As a member of the media department, she was introduced to AWM (AWRT back then), where she attended various lunches and participated in the Battle of the Media Stars.

In 2012, Maria went to work for CBS Radio as the Senior Account Manager on the Walgreens and MasterCard accounts. This was followed by the Media Director position at EnviroMedia, where she worked on new business and managed all aspects of the Media Department. In 2014, she joined Avalanche Media Group as Group Media Director, working on various accounts and business development efforts for the agency.

When not working on media plans or AWM events, Maria spends her time volunteering at her children's school as Homeroom Mom, Social Media Contributor and Gala Committee Volunteer. She is an avid Longhorn fan, holding season tickets for over 20+ years and attended the 2006 Rose Bowl Championship game in Pasadena. In fact, the *Eyes of Texas* was the first lullaby her children were sung when they were babies.

ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE

NO-HOST HAPPY HOUR



Thursday, February 23rd
5p-7p
@ Tacos & Tequila
507 Pressler

Free event open to all members
and those interested in becoming members

Any person that joins or renews as an AWM member at the
happy hour will receive a 2nd entry in the drawing for an
additional year of free membership.

**Please RSVP so we can reserve enough space to
accommodate all those that plan to attend**

<http://awmaustin.org/meetinginfo.php>

FEBRUARY MEMBERSHIP DRIVE

Join AWM between February 1-28

for a chance to win a

**FREE YEAR
OF AWM MEMBERSHIP***

Individual Annual Membership
(\$60/Professional, \$30/Student)

Anyone joining Alliance for Women in Media, Austin Affiliate, during our Membership Drive will be entered to win their 2018 annual membership renewal for free.
(Membership not transferrable.)

Sign up at awmaustin.org/join.php

AWM Austin is currently soliciting applicants for our 2017-2018 Board of Directors. Please consider joining us in continuing to grow and provide services to the media community.

The Board application form can be obtained at www.awmaustin.org.

Forms must be received by March 15, 2017. You must be a paid member in good standing. Send form to membership@awmaustin.org.

*Receive your 2nd year free.

AWM FEBRUARY 2017



AWM GALA

2017 Trailblazer & Awards of Excellence

Please join us for a Mad Men inspired Gala. Come dressed in your **1960s** best!

THURSDAY, APRIL 20, 2017
W AUSTIN HOTEL

[RESERVE YOUR TABLE NOW](#)

\$750 table of TEN available through MARCH 31

\$800 table of TEN on APRIL 1

\$80 INDIVIDUAL tickets

***DEADLINE TO PURCHASE TICKETS IS APRIL 12
OR SOONER IF SELL OUT OCCURS***

VOTING TO BEGIN SOON

You must be an AWM Newsletter subscriber to vote. Please share this with your colleagues and co-workers and ask them to [subscribe](#).

AWM has secured a room block for your convenience.
W Hotel room rates are \$299. Book your guest room [NOW](#).

SPONSORSHIP OPPORTUNITIES COMING SOON!

NOW ACCEPTING APPLICATIONS FOR THE 2016-2017 AWM SCHOLARSHIP!

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

The 2017 scholarship is open to those who:

- Completed 75+ hours of college course work by December 2016
- Must not graduate before December 2017
- Have an overall GPA of 3.25 or higher or a 3.0 or higher in declared major courses (on a 4.0 scale)
- Are enrolled at the time of application as a full-time student (carrying a minimum of 12 hours per semester) at an Austin or San Marcos area university, with a declared major in radio, television, film, digital media, public relations, advertising, marketing, communications or broadcasting.

One **\$5000 scholarship** is to be used for either undergraduate or graduate tuition and will be administered by the respective Financial Aid Office of the recipient. Student must be present at the
2016 Trailblazers and Awards of Excellence Gala on Thursday, April 20 to accept award.

The 2017 scholarship deadline is 03/31/17!

For more information and to apply online visit www.awmaustin.org/scholarships

ANNOUNCEMENTS



Emily McItoosh has been named the official Program Director for 93.3 KGSR. Congratulations to Emily!



Please welcome our new Sales Assistant – Berenice Guzman. *Berenice has been a member of the Emmis Promotions Department since July 2016. Her commitment and performance downstairs only made her a natural fit for her new role in the Sales Department.*

Please welcome them to the Emmis family.



Happy Anniversary to Avalanche Media Group, LLC! Celebrating their 5th Anniversary. Congratulations!

In Memory of



"Take chances, make mistakes. That's how you grow. Pain nourishes your courage. You have to fail in order to practice being brave."

- Mary Tyler Moore, born December 29, 1936.

During the 1970's, through her role as Mary Richards, Mary made it possible for girls and women to imagine themselves as everyday trailblazers. She became an icon of modern femininity by transforming America's ideas about who the everywoman could be.

"Mary Tyler Moore was a working woman whose story lines were not always about dating and men. They were about work friendships and relationships, which is what I feel my adult life has mostly been about."

- Tina Fey

Do you have a new employee, promotion or other celebration to share? Send the details to info@awmaustin.org

AWM FEBRUARY 2017

CALENDAR OF EVENTS

February

1st – 28th: Membership Drive

23rd: AWM Mixer, 5P – 7P at Tacos & Tequila (507 Pressler St. 78703)

March

1st: Monthly Board Meeting, 12p, Spirits (3600 N Cp. Of Tx Hwy; Ste A200)

8th: Luncheon, Maggiano's (The Domain, 10910 Domain Dr, 78758)

April

5th: Monthly Board Meeting, 12p, Spectrum (11501 Alterra Pkwy; Ste 400)

20th: Gala at the W Hotel (Mad Men Theme)

May

3rd: Annual Business Meeting, Maggiano's (10910 Domain Dr, 78758)

June

10th: AWM Strategic Planning Meeting at TAB

CAREERS

Current job listings on the AWM website*: <http://awmaustin.org/classifieds.php>



Various Openings



Account Executive



Account Executive
Media Sales - Austin



For a more extensive list of open advertising jobs in Austin, Visit: <https://www.linkedin.com/jobs/advertising-jobs-austin-tx>

Do you have a new employee, promotion or other celebration to share? Send the details to info@awmaustin.org

THANKS TO ALL OUR CORPORATE SPONSORS!

Please welcome our newest corporate sponsor **quantcast!**
We welcome you all to AWM and we thank you for your support!!

