



## OCTOBER CONNECTION

# MEDIA MILESTONES

**Ann Jerome, Exec. Dir. of the American Heart Association**



For the month of October, in support of the [Austin Heart Walk](#), the American Heart Association's premiere event for raising funds to save lives from this country's No. 1 and No. 5 killers - heart disease and stroke, AWM would like to highlight and recognize Ann Jerome, Executive Director of the American Heart Association. Ann has worked with our current Vice President Catalina Berry as well as the various media organizations across Austin. Ann has a heart for non profits. In fact, Ann began volunteering at a very early age. She is from New Orleans and has a Masters in Sociology. Ann is a graduate of the University of Memphis.

Ann began her career at Goodwill in Omaha and from there she landed in Kansas City to become the CEO of Ronald McDonald House where she remained for several years. Ann has been with AHA for the last 3 years. In addition to volunteering, her other passion is health care. One of her biggest missions is helping people understand their role in their overall health and to provide education regarding awareness and prevention. In fact, one of the biggest killers in women is heart disease. One out of every three women die from heart disease.

One of Ann's biggest accomplishments is the success that she has had with her staff and volunteers. AHA continues to grow and make an impact in everyday lives. And that is what she enjoys most about her job – making a difference in people's lives.

As far as Ann's leadership principles, she believes good leaders must be accessible and approachable. They must lead with their heart and offer support. She insists that leaders set the tone for an organization and that influences their outcome.

Ann enjoys running, swimming, and biking. She also loves to travel and is a music lover. Please come out to support Ann and the American Heart Association on October 15<sup>th</sup> for their annual Heart Walk.

Thank you Ann for your service, dedication, and making a difference here in Austin!

# CALENDAR OF EVENTS

## October

5<sup>th</sup>: Monthly Board Meeting, 12p, KSM South  
20<sup>th</sup>: Battle of the Media Stars

## November

2<sup>nd</sup>: Monthly Board Meeting, 12p, Sanders Wingo  
9<sup>th</sup>: Assistant Luncheon, sponsored by Danny Reed

## December

7<sup>th</sup>: Monthly Board Meeting, 12p, Seton  
8<sup>th</sup>: Spirits of Texas, Zilker Clubhouse

## January

4<sup>th</sup>: Monthly Board Meeting, 12p, Spectrum Reach

## February

1<sup>st</sup> : Monthly Board Meeting, 12p, iHeartMedia

# ANNOUNCEMENTS



20+ years an industry veteran, Amy Coplen joins Team TEGNA as KVUE's Local Sales Manager. Amy has an extensive background in media, beginning her career with TeleRep Station Sales as well as holding positions on the agency side in Media Planning and Buying. She served as Executive Director of a non-profit briefly but had to return to the industry she was most passionate about: Local Television. She has worked with KHOU-TV Houston and after moving to Austin she spent 9+ years at KXAN/Lin Digital in national and local sales management. After 5 years at home with family Amy could not stay away from the fast paced fun of helping clients grow their business.



Brandon and Sarah welcomed Rowan Alton Chezbro into the world today at 7:45AM on 9/30. He's a big and healthy guy, weighing 8lbs and 6 oz. Big congrats to the new parents!!!



## THANKS TO ALL OUR CORPORATE SPONSORS!



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# 27<sup>th</sup> Annual AWM Battle of the Media Stars

October 20th, 2016 3pm-5:30pm

Zilker Park Rugby Fields

Registration opens at 2:15pm

**ALL PROCEEDS BENEFIT THE AWM SCHOLARSHIP**

## *This year's theme is Zombies!*

**Each team will need to base their costumes and décor off the zombie theme and get creative. What sets you apart from other stations, media, agencies, etc.? How will you differentiate your zombie idea/ dress?**

- Minimum of eight players & maximum of ten- \$160 per team\*
- At least one active member of AWM must be on each team roster and in attendance on the day of the event. This can be an employee of your company OR a client!
- At least two team members must be female
- Payment & forms due by 09/22/16 for 3 Early Bird Bonus Points
- Sign up a new AWM member on your team for 3 Bonus points
- All other payment & forms due at Battle on 10/20/16
- Raffle tickets & payment due at check in, day of battle 10/20/16  
Earn 10 bonus points for selling \$250 in raffle tickets!
- Remember to bring the SPIRIT! 3 teams will receive 5 bonus points or being the most SPIRITED team at Battle. The top team will get the coveted trophy!

Direct all questions to Holly Kyle or Kristi Webber

[Holly.kyle@kxan.com](mailto:Holly.kyle@kxan.com) or [webberkristi@gmail.com](mailto:webberkristi@gmail.com)

*\*Corporate Sponsors just need to submit their paperwork, Battle team is included as part of your membership*



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# 17<sup>th</sup> Annual Texas Conference for Women

AWM Austin would like to send you to  
the Texas Conference for Women  
on November 15, 2016  
at the Austin Convention Center.

*Featuring Keynote Speakers:  
Linda Cliatt-Wayman, Amal Clooney, Nina Tassler,  
Diane von Furstenberg and Abby Wambach.*

Visit [www.awnaustin.org](http://www.awnaustin.org) for the AWM Austin Application  
Process for the Texas Conference for Women Ticket.  
Applications due by Monday, October 31<sup>st</sup> at 5pm

More information about the event can be found here [www.txconferenceforwomen.org](http://www.txconferenceforwomen.org).



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# MEMBERSHIP

WELCOME TO THE AUSTIN AFFILIATE OF WOMEN IN MEDIA

Help us continue to grow by joining via our website at <http://awmaustin.org/join.php>

**MEMBERSHIP DRIVE WINNER WILL BE ANNOUNCED ON 10/4**

Look for an email and social posts announcing the winner.

## ANNUAL MEMBERSHIP OPTIONS

### Individual

\$60 for Professional  
or \$30 for Student

### Corporate\* for 8 Includes:

- AWM National Membership + Austin Affiliation for 8 employees.
- Pre-paid luncheon table for 8 at all monthly luncheons (7 per year).
- Name and logo in Austin AWM Affiliate Newsletter.
- Name and logo on all luncheon promotional materials.
- Corporate member recognition at all AWM Austin Events.
- Complimentary access to AWM Job Bank for posting job openings.
- One reserved and pre-paid team for Battle of the Media Stars.
- Complimentary link from Austin AWM website to your company.

**Sponsorship Value: \$5,440 / Sponsorship Cost: \$3,000**

*Additional corporate memberships available\*\*:*

- For 6 - Sponsorship Value: \$4,820 / Sponsorship Cost: \$2,500
- For 3 - Sponsorship Value: \$3,890 / Sponsorship Cost: \$1,600

*\* Corporate membership benefits subject to change until purchased*

*\*\* Same benefits as those listed above, for corresponding number of people.*

# CAREERS

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



Marketing and Promotions Director, Senior Sales Assistant, and Sales Professionals



Media Buying/Planning Supervisor



Various Openings



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](mailto:info@awmaustin.org)



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# SOCIAL CONNECTIONS

Connect with us on social media to stay updated on the latest AWM news, activities and fun.



<https://www.facebook.com/AustinAWM/>



<https://mobile.twitter.com/AWMAustin>



<https://www.youtube.com/channel/UCkaBF5VUvtKbGm2ZFexyZAA>



<https://www.instagram.com/awmatx/>



awmatx

## THOUGHT FOR OCTOBER

wake  
up with  
determination.  
go to  
bed with  
satisfaction.



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