

Media Links



An A.W.R.T. Chapter Publication December 2007/January 2008 / Volume 75



awrtaustin.org

Austin's Most Eligible!

Meet the top bachelors in Austin at
the 7th annual AWRT

Sweetheart Bachelor Auction

Wednesday, Feb 13th
Vicci Nightclub

404 Colorado
\$10 in advance
(on sale now)
\$15 at the door

Silent Auction, Drink Specials, and more!

For more information go to www.awrtaustin.org

Or contact Lisa King at lisa.king@twcable.com



Proceeds from the auction
will benefit American Women in Radio
and Television (AWRT) and *Latinitas*

Latinitas

Local News

JANUARY LUNCHEON 2008 ECONOMIC FORECAST



(From Left to Right)
Adriana Cruz, Charley Ayres, Nancy Burns & LisaBeth Thomas

On Wednesday, January 9, 2008, AWRT Austin held its first luncheon of the year with a panel session on the 2008 economic forecast.

Panelists Adriana Cruz, Vice President of Global Corporate Recruitment, Greater Austin Chamber of Commerce, Nancy Burns, President of the Downtown Austin Alliance, and Charley Ayres, Sr. V.P. of Business Retention & Expansion, Round Rock Chamber of Commerce gave us a preview of what's in store for Austin and the surrounding areas in 2008. LisaBeth Thomas, "The Big Cheese", LBTJ Group served as moderator.

Topics discussed were Phase 2 of Operation Austin (job growth initiative), the types of businesses that are currently in the area (bio, medical technology & clean energy companies in Round Rock), corporate recruitment (Austin is competing with other countries), the population increase in the region, traffic and the need for commuting solutions and transit oriented communities, real estate, the creative class and what's going on in downtown Austin (new residents, shopping, arts and cultural activities).



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Local News

* HOLIDAY PARTY *



Thank you Clear Channel Radio for hosting the 2007 AWRT Holiday Party!

AWRT Board members, Lori Barton (left) and Rebecca Goins (right) with Pam McKay, Clear Channel Radio Austin Market Manager/GM (center)

The AWRT Austin holiday party was held on Wednesday, December 5, 2007.

It was a festive night to take a break and celebrate the season with new and old friends.

We also collected toys for Brown Santa.

Thanks to everyone who donated food and drink.

Thanks also to our corporate sponsor, Clear Channel Radio for allowing AWRT to hold the event at their studios.

If you have a special announcement and would like it listed in the next newsletter, please e-mail

hbreaux@fox7.com



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HOLIDAY PARTY



Local News

NOVEMBER LUNCHEON Assisting Success



Kendra Scott
Kendra Scott Design, Inc.

Kendra Scott, of Kendra Scott Design, Inc. was the guest speaker at the November, 2007 luncheon, "Assisting Success."

This well attended event honored the hardworking assistants in radio, television and advertising in Austin.

Thanks to Kendra for sharing her inspirational story and for donating the beautiful earrings to all the assistants in attendance.

And, a special thanks to Danny Reed for underwriting the assistants' lunches again this year.

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MARKET NEWS

Please join AWRT in welcoming Luis Patino to the Austin market. He is the new V.P. General Manager / General Sales Manager of Univision and Telefutura Television in Austin.

ABOUT AWRT

American Women in Radio and Television

American Women in Radio and Television is the national, non-profit organization that extends membership to qualified professionals in the electronic media and allied fields. AWRT's mission is to advance the impact of women in the electronic media and allied fields by educating, advocating and acting as a resource to its members and the industry. Founded in 1951, AWRT has worked to improve the quality of broadcast programming and the image of women as depicted in radio, television and cable.

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**AWRT AUSTIN
CHAPTER PRESIDENT
CHRISTINE MARTINEZ
NAMED NATIONAL
SALES MANAGER
UNIVISION &
TELEFUTURA
TELEVISION AUSTIN**

Congratulations to AWRT Austin Chapter President Christine Martinez on her recent promotion to National Sales Manager of the Univision and Telefutura stations in Austin.

Christine joined the Univision family in 2002 and has spent the last five years as a local account executive for KAKW and KBVO in Austin with a strong track record of success in the retail and automotive categories.

Prior to working in television, Christine was a local radio account executive at Clear Channel Radio in Austin for a year and a half.

Christine Graduated from the University of Texas at Austin, with a major in advertising and minor in business and has distinguished herself inside and outside her stations. She is the president of the Austin Chapter of the American Women in Radio and Television and is a proud, third generation Austinite. Christine is the oldest of five children, born and raised here in Austin, she is a Longhorn by Birth— a True Orangeblood!

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Local News

SAVE THE DATE!

- Wed, 1/16 AWRT BOARD MEETING**
11:30am Univision & Telefutura Television
- 1/26-2/27 GRACIES JUDGING**
Washington, D.C.
- Tue, 2/13 SWEETHEART BACHELOR AUCTION**
5:30pm Vicci Nightclub
- Wed, 3/12 MARCH LUNCHEON**
11:30am Austin Woman's Club
- 3/13-3/15 AWRT ANNUAL LEADERSHIP
SUMMIT & BUSINESS CONFERENCE**
Washington, D.C.
- Thu, 4/10 TRAILBLAZER GALA**
RENAISSANCE HOTEL
- Wed 5/14 AWRT AUSTIN CHAPTER**
11:30am ANNUAL BUSINESS MEETING
- Wed, 5/28 33RD ANNUAL GRACIE AWARDS GALA**
New York, NY
- Thu, 5/29 GRACIE AWARDS LUNCHEON**
New York, NY

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Local Member Spotlight



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**LORI
BARTON**

**Account
Executive
Clear Channel
Radio**

*Interview with
Board Member
Lori Barton...*

How long have you been with Clear Channel in Austin and what do you do? I've worked at Clear Channel Radio in Austin for four and a half years. I'm an Account Executive for 98.1 KVET FM, The Genuine Austin Original. I love my station!

What aspects of your job have changed in recent years? My job is the same as it was when I started. That is to sell. We do have more products. Clear Channel has been ahead of the curve as far as creative and original ways to incorporate Integrated Marketing ideas into our sales strategies and the internet.

You're a relatively new board member of AWRT. Why did you join? I joined AWRT to get involved in my industry and community.

Where do you see the state of traditional media buying going in the future? This is a very exciting aspect about media buying/selling; there is ALWAYS something new on the horizon. Basically, I definitely know the answer to this one, but I can't give it away. HA!

What piece of advice would you give to someone considering a career in the media industry? Just do it!

What are you most excited for in 2007-2008 for AWRT? AWRT is a great group of fascinating people. I'm excited to get more involved. The Gala is always fun!

Career Corner

UNIVISION RADIO EMPLOYMENT OPPORTUNITY NOTICE

Job Title: Account Executive
Department: Sales
FLSA Status: Exempt
Supervisor: Sales Manager

Duties and Responsibilities

Sell advertising to new and existing advertisers. Write sales proposals, traffic and production orders. Develop new Business. Collect from all accounts in a timely manner. Meet or exceed 100% of sales quotas. Ensure the proper handling of service for existing and new advertisers. Some copy writing. Professional appearance, including good hygiene. Sell entire product line including station events and the Internet. Create client specific opportunities in event application. Present event related opportunities to new and existing clients. Engage in outside sales activities, which will require daily driving.

Minimum Qualifications for Consideration

Requires excellent communication and interpersonal skills
Good oral and written communication skills, computer experience helpful, work outside of flexible schedule.
Requires sales negotiating skills.
Requires working knowledge of Word, Excel, and Outlook software. Good driving record.

Experience and Education

High School Diploma or GED; Associates or Bachelors degree desired but not necessary. A minimum of 2 years experience in radio, media or outside sales.

Necessary Language Skills

English language skills required, written and oral. Ability to communicate in Spanish, a plus.

Interested candidates should forward resume to:

Attn: Randall Garcia
Fax: 512-340-7109

E-Mail: randallgarcia@univisionradio.com

Univision Radio is an Equal Opportunity Employer.

PLEASE SEND YOUR JOB LISTINGS TO AWRT AUSTIN:

If you have a job opening at your station or media company that you would like to add to our newsletter and website, please email a brief description to hbreaux@fox7.com and chumphries@kvue.com.



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Career Corner

UNIVISION RADIO EMPLOYMENT OPPORTUNITY NOTICE Temporary Sales Assistant

Duties and Responsibilities

Interact in a cohesive, professional manner with everyone in the Sales Department, as well as, between sales and other departments (programming, traffic, accounting, marketing, research, technical and engineering), including all Univision Radio divisions. Interact in a cohesive, professional manner with all Univision Radio customers and prospective customers – including listeners. To assist Account Executives and Sales Manager with all aspects of their job descriptions. This includes any clerical/administrative assistance, appointment scheduling, and communication with their clients. Attempts should be made to comply with all requests made by members of the sales staff that pertain to conducting the business of sales. Assist with verifying and inputting Traffic orders, proofreading for accuracy all contract/confirmation and distributing contract/confirmations and invoices. Help facilitate the acquisition of correct commercial copy and traffic instructions from customers on a timely basis. Assist with the creating and translation of commercial copy, cabina cards and promotional announcements (including “speculative” commercials) Help maintain our library of standard sales / research / promotional material. Assist in the preparation of specific customized sales presentations. Assist in the maintenance of various sales databases (account lists, competitive expenditures, client contact databases, etc) Help prospect for, and qualify, potential sales prospects, when time permits. Help facilitate the mass mailing and/or faxing of sales materials Provide assistance in fulfillment of promotional obligation: A) re-confirming remote broadcasts, special events, appearances B) Gathering and distributing remote prizes and premiums C) Distribution of event tickets to sales people, customers and contest winners. D) Creation of “post” event recaps/presentations using multi-media elements. Preparing materials to be sent to clients via our technical department errand runners, overnight mail, messenger services, US mail, World Wide Web, etc. Creating sales proposals and presentations for clients with the direction of the Account Executive and the research department. Maintain a system of assigning “call-in” prospects to the sales department with the supervision of sales management. Answering all incoming phone calls with proper business etiquette and taking complete and accurate messages when appropriate. To cover the Univision reception desk when called to do so.

Minimum Qualifications for Consideration

Requires knowledge of formatting, proofreading, use of basic arithmetic, and filing, which is typically gained through one year of clerical/ secretarial training or experience. Requires working knowledge of Word, Excel, PowerPoint and Outlook software packages. Requires good typing skills (50 wpm). Requires good interpersonal skills. Requires excellent communication and interpersonal skills. Requires highly motivated team player capable of working in a fast-paced environment. Requires working knowledge of Word, Excel, and Outlook software.

Experience and Education

High School Diploma or GED
Necessary Language Skills
Bilingual written and oral.

Interested candidates should forward resume to:

Attn: Deborahvie Avalos

Fax: 512-340-7109

E-Mail: davalos@univisionradio.com

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Career Corner

**KTBC-TV FOX 7
AUSTIN, TEXAS**

The following represents brief/broad descriptions. It is not intended, nor should it be construed, to represent a comprehensive and/or exhaustive description of all duties/responsibilities and requisite skills of each position. Unless otherwise noted, positions are full-time.

PHOTOJOURNALIST

Set up and shoot interesting stand-ups and live-shots. Create strong visual story-telling images. Work with reporters as a team. Two to three years experience as a news photographer/editor at affiliated broadcast station. College degree preferred in a related communications field. Must be creative and a quick learner. Must be a team player and have good journalistic skills. Good driving record required. Must have the ability to carry and set up camera, tripod and other related equipment. Must be able to set up live remotes, including carrying cable reels and pulling cable for live shots. Avid editing experience preferred. Shift nights/weekends.

Send cover letter and resume (tape if applicable) to:

Human Resources
KTBC-TV FOX-7
119 E. 10th Street
Austin, TX 78701

(Reference position title on envelope. Tapes will not be returned. No phone calls, please.)

EOE/M/F/D/V

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Career Corner

JOB OPPORTUNITY Emmis Austin Radio

PROMOTIONS/MARKETING DIRECTOR

Emmis Austin Radio Broadcasting Company seeks full-time Promotions/Marketing Director. If you've got a strong passion for marketing and promotions, we want to talk to you about our opportunity. Emmis Austin Radio consists of radio stations KLBJ-AM, KLBJ-FM, KDHT, KROX, KGSR, and KBPA, and is seeking a full-time Promotions/Marketing Director who knows how to execute outstanding radio promotions for their respective station(s).

Ideal candidates are innovative, highly motivated, detail oriented and organized. Candidates should also have comprehensive computer skills and preferably radio promotions experience. A valid driver's license and clean driving record required.

Interested persons should send resume via mail to: EEO Coordinator, Promotions Director Position, 8309 North IH 35, Austin, TX 78753, via email: eeo@emmisaustin.com.
Online at www.emmis.com.

Deadline: January 23, 2008. No phone calls.

We ask for your cooperation and assistance in our efforts to recruit, hire and promote qualified women and minorities. In this regard, if you know of individuals who might be interested in and qualified for this position, we encourage you to refer them to us. Equal Opportunity Employer.

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