

Media Links

An A.W.R.T. Chapter Publication/ June 2006/ Volume 63



Thank you to our corporate sponsors:



SAVE THE DATE!

"Secrets Of My Success"



AWRT presents "Secrets of My Success," an inside look at the lives & careers of three successful Austin business women. Join moderator & Majic Morning Personality Kim Stewart as she hosts our distinguished special guests:

Gay Gaddis, President & Founder of T3, one of the fastest growing independently owned advertising agencies in the nation.

Elizabeth Christian, President of Elizabeth Christian & Associates Public Relations, an Austin-based public relations firm specializing in public affairs, media relations, community outreach and cultural organizations.

Katherine Jones, Principal & Founder of Milkshake Media, a creative agency specializing in branding, strategic creative, & design.

JUNE 14, 2006 - 11:30am-1pm
Austin Women's Club
708 San Antonio St.

\$15 Members, \$20 Non-Members, \$25 at the door
RSVP NOW AT AWRTAUSTIN@HOTMAIL.COM

Thanks to our corporate sponsors:



If you would like to add or delete someone from the AWRT mailing list, please contact Beth Bobbitt at beth@tab.org

President's Word



Thank you to our corporate sponsors:



I am so honored and excited to officially say "hello" for the first time as the new AWRT Austin Chapter President! I also want to welcome the new Board of Directors for 2006-07. This talented group of men and women will generously volunteer their time and creativity to plan and execute AWRT Austin Signature educational and networking events in the upcoming year.



Since many who read this will be meeting me for the first time via this newsletter, here's my bio in a nutshell: I fell in love with Austin during my four years as a UT ad major. After college I moved back to Dallas to establish my career in radio promotions, agency account service & media, and television ad sales. I attended the DFW Chapter AWRT luncheons and events and eventually became a member, however I did not get involved on the board, thinking that one had to know some sort of secret handshake to get in (not true!). MEANWHILE, Austin's beautiful hills and lively music scene still had its hook in me, so nearly four years ago I eagerly moved back, joining the sales team at KVUE-TV. Being new to Austin media I needed a way to get up to speed fast. In 2003 I joined the AWRT Board as a Battle of the Media Stars Co-Chair in order to network with people in the Austin media community, volunteer locally, and develop leadership skills. All it took to get in was a willingness to commit the time and energy!

I did not know when I joined the AWRT Board how much this organization would end up giving me and teaching me, both professionally and personally, or the friends and mentors it would introduce me to along the way. As I step into this role of increased responsibility and visibility, I believe in its mission now more than ever.

If you're interested in becoming more involved with AWRT this year by becoming a member, volunteering for an event committee, or joining the board, then I would love to answer any questions you may have. There's always room for people who want to get involved and make a difference. It's never too early or late to start!

Please feel free to call or email me directly at 459-2032 or sknechtel@kvue.com.

Susan Knechtel
KVUE Television Account Executive
AWRT Austin Chapter President

Local News

Member Highlights

Congratulations to Mark and Amy Coplen (KXAN-TV) on the arrival of their Baby Girl

Congratulations to Wendy Wheless (KVUE-TV) for being accepted to UTMCombs School of Business

Ms. Unsung Hero 2006, Cristy Ramos, was promoted to Account Executive at Univision KAKW 62 & Telefutura KBVO+ 51. Cristy has been with Univision since March 2003 as a Star Sales Assistant. Congrats, Cristy!

Congratulations to Dr. Liza Trevino was promoted to research director for KXAN/KNVA. Liza is a graduate of The University of Texas at Austin and earned her PHD from USC in Cinema Television Critical Studies.

Exciting! Martha Brewster Goodwin has moved from Univision to FOX-TV KTBC. Her first day at KTBC was June 2.

Congrats to Carrie Sapp (Marketing Matters) for completing the Boston Marathon in April and racing to a Top 10 Age Group finish at this year's Capital of Texas Olympic Triathlon. She heads to Maryland on June 11th to compete in the Eagleman Half Ironman Triathlon.

Congrats to Gloria Martinez has recently joined the KNVA-TV sales team as senior account executive. Before joining KNVA-TV, Gloria worked at Si TV and Hispanic Magazine handling regional sales for the emerging Hispanic market. In the past, Martinez has served on the National Board of American Women in Radio and Television, as well as president of the Austin Chapter of AWRT. She plans to marry in August 2006 to Lawrence Williamson.

If you have any local or member news for the next newsletter Please send it to Jamie Ahrens (Jamie.Ahrens@twcable.com). Thanks!



Thank you to our corporate sponsors:



National News

Don't Forget!

Making Waves is AWRT's features-driven magazine exclusively for our members. Here's a sneak peek at some of what you will find in the 2nd quarter edition of *Making Waves* devoted to the diversity imperative.



Diversity 101: Learn ten diversity best practices to help build a culture of inclusiveness within your company.

In the past, cable offered women new career opportunities, but what about today? Learn where cable's diversity has progressed and where it still needs work. **By Mary-Frances Winters**

It's frightening and it can be deadly, yet women vie for assignments in war torn countries. Two AWRT members tell of their risks and rewards of reporting from the front lines. **By Mary Kay Schoen**

We're celebrating AWRT's 55th Anniversary! How well do you know the faces of AWRT? Put your knowledge to the test with our photo match.

AWRT MEMBERS: Be on the lookout for this exciting issue arriving in your mailbox soon!

Upcoming June AWRT

Events

- **June 19 – 31st Annual Gracie Allen Awards Gala**

Marriott Marquis, New York, NY

- **June 20th, 2006 Gracie Awards Luncheon**

Tavern on the Green, New York, NY



Thank you to our corporate sponsors:



Career Corner

Senior Account Executive

Where: Univision KAKW-TV Austin

Job Description:

- Responsible for selling and collecting local advertising in Austin. Must be comfortable with cold calling and prospecting new business.
- Detail-oriented, with the ability to utilize qualitative and quantitative tools to facilitate selling process.
 - Able to work closely in a team atmosphere with multiple departments including news, research, traffic and production from beginning to end of the selling cycle.
- Responsible for directing and exceeding company's monthly individual sales goals.
- Able to think "out of the box" utilizing non-traditional methods of selling (i.e. Co-op, alternative revenue streams, promotions, etc.)

Minimum Requirements:

- 5 or more years of media sales experience (preferably in TV)
 - Skilled in Microsoft Excel and PowerPoint
- Working knowledge of Windows-based operating systems and have the ability to utilize multiple research and tracking programs for sales.

Education/Skills:

- Bachelor's degree in related field
- 5 or more yrs. of media sales experience
- Hispanic sales experience preferable

**UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER
AND WOMEN AND MINORITIES ARE ENCOURAGED TO
APPLY.**

CONTACT PERSON: Susan Kelly, Local Sales Manager
Interested parties may e-mail resume and cover letter to:

skelly@univision.net

Please reference Job #KAKW 2006-04

If you have a job opening at your station that you would like to add to our website, please email a brief description, 100 words or less, to mcrayton@kvue.com.



Thank you to our
corporate sponsors:



Career Corner Continued...

Sales Assistant

Education/ Experience:

- Preferred four-year degree in advertising, marketing, or related field.
- Minimum 2 years experience in broadcast sales support.

Skills:

- Must be computer literate, proficient in all Microsoft Office applications including PowerPoint and Excel.
- Excellent organizational skills and able to multi-task and work under pressure and on short notice.
 - Self-motivated.
- Candidate should be able to communicate (read and write) well in English and in Spanish.

Job Description:

- Provide clerical support to various sales managers as well as support to several account executives.
 - Perform daily tasks including coordination of traffic and production requirements.
- Will aid other sales assistants with daily office duties related to sales and promotions as well as service to clients.
 - Assist front desk with phone support.

Qualified & interested parties, please forward resume to:

Susan Kelly, Local Sales Manager

REF#KBVO2006-01

2233 W. North Loop Blvd.

Austin, TX 78756

Or e-mail to

skelly@univision.net

JOB#: KBVO2006-1

EQUAL OPPORTUNITY EMPLOYER

If you have a job opening at your station that you would like to add to our website, please email a brief description, 100 words or less, to mcrayton@kvue.com.



Thank you to our
corporate sponsors:



Career Corner Continued...

Director of Corporate Support

Where: KLRU-TV

Job Description:

KLRU, seeks a Director of Corporate Support to gain support from the Central Texas business community to fund broadcast and event activities at KLRU.

Duties and Responsibilities:

- Develops an annual corporate support plan to identify, cultivate, solicit and steward corporate support
 - Manages KLRU's local underwriting program
 - Solicits corporate production underwriters for KLRU's locally produced programs.
 - Solicits corporate sponsorships for Spark: KLRU's Engaging Speaker Series
 - Manages KLRU's trade out program.
- Develops sales promotion strategies designed to build awareness of KLRU and its programs within the community.
- Solicits innovations from other public broadcasting stations, media buyers, advertisers, nonprofits, and others.
- Works with the on-air promo manager and traffic manager to ensure that underwriting credit guidelines are met.
- Participates in Development and Marketing team activities and events; Other duties as assigned by the Vice President of Development.

Education/Skills:

- Bachelors Degree, with focus in business administration or marketing preferred
 - 3+ years experience in sales, fundraising, or similar
- Demonstrated ability to initiate and grow relationships with local and regional businesses
 - Excellent verbal and written communication skills
- Familiarity with sales related computer programs including client managing databases and PowerPoint
 - Passion for KLRU and PBS.
 - Excellent organizational, interpersonal and networking skills
- Demonstrated ability to take primary responsibility for a diverse number of projects and complete them in a timely manner with limited supervision.

Submit Resume And Cover Letter With Salary Requirements To:

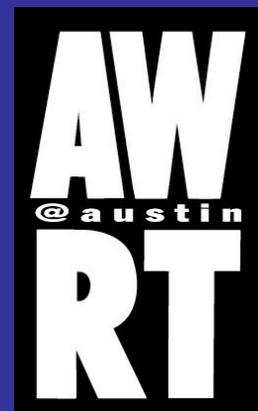
Melanie Blackman: mblackman@klru.org

KLRU-TV

P.O. Box 7158 // Austin, Texas 78713

Main 512.471.4811 Fax 512.475-9090

Thank you to our
corporate sponsors:



If you have a job opening at your station that you would like to add to our website, please email a brief description, 100 words or less, to mcrayton@kvue.com.