

---

## AWRT Advocacy Alert

On June 28, 2005, American Women in Radio & Television (AWRT) submitted a letter to the Federal Communications Commission (FCC) recommending changes the FCC should make in its Designated Entity program, which helps women and minority-owned businesses participate in spectrum auctions.

AWRT recommended:

- prohibiting large wireless carriers from partnering with in-region Designated Entities;
- increasing the Designated Entity bid credit from 25 percent to 35 percent;
- increasing the bid credit from 35 percent to 45 percent for Designated Entities serving underserved segments of the population; and excluding individuals with a net worth of greater than \$3,000,000 (excluding interests in primary housing) from controlling a Designated Entity.

AWRT recommended the FCC implement these changes in its upcoming Advanced Wireless Services spectrum auction scheduled for 2006.

To read the letter submitted by AWRT and for more information about AWRT's advocacy efforts, please log on to [www.awrt.org](http://www.awrt.org)

Thank you.

Elizabeth Hammond & Maria Efantis Brennan  
2005 National Government Relations Chair AWRT  
Executive Director

---



## RSVP Update:

Please send your RSVP for future events to [awrtaustin@hotmail.com](mailto:awrtaustin@hotmail.com)

# Medi@Links

An A.W.R.T Chapter Publication

July 2005, Volume 52

## SAVE THE DATE!

# AW @austin RT

## FALL PREVIEW PARTY

**Tuesday, July 26th**

**6-9pm**

**Alamo Drafthouse**

**(South Lamar location)**

**\$20 per person**

**RSVP to**

**[AWRTAUSTIN@HOTMAIL.COM](mailto:AWRTAUSTIN@HOTMAIL.COM)**

Thank you to our corporate sponsors:



# Career Corner...

## KXBT-FM TRAFFIC DIRECTOR - INFINITY RADIO, AUSTIN

The Traffic Director is primarily responsible for inventory control management. Traffic Director reports directly to the Traffic Manager. In addition to assisting the GSM and AEs, the Traffic Director works mainly with the DOS, Account Executives, Sales Assistants, Program Directors, Promotion Departments and Production.

The responsibilities of the Traffic Director will include, but are not limited to:

1. Inventory Control. Enter all orders, print contracts, work spots in and electronic reconciliation.
2. Print commercial logs daily. Merge commercial logs with Scott System. Scott System prints out discrepancy report.
3. Ensure all spots and copy are accounted for before close of business.
4. Each morning print audit report and verify that log is signed by on-air staff and all spots ran correctly.
5. Generate special billing reports once a month including audit reports.
6. Backup other Traffic Directors as needed.
7. Follow up with Account Executives daily to ensure everything is done correctly.
8. Meet with New Hires to review role in the company and how you will work together.

Please respond with resume and salary requirements to

Human Resources Attention: Deniese Dunavin

Fax (512) 329-6255

EEO

## Traffic Assistant - KAKW – 62 Univision

Univision Telefutura is looking for a Traffic Assistant.

**Requirements: Assist** in preparation of KAKW-TV daily programming log. Assist in operation of KAKW Traffic department, including commercial reviews, document retention and station promotions. Operate and maintain the traffic computer, with the assistance of Univision MIS department employees. Telephone duties (backup for Front Desk). Other duties, as determined by KAKW Management.

**Responsibilities: Must** be able to read and write in Spanish and English. Must be able to type. Must have experience with computers and programs such as MS Word and MS Excel. Must be able to work under pressure; meet multiple deadlines; be flexible; and multi-task. Must be able to lift and carry up to 20 lbs. The successful candidate will be required to dress appropriately for a business casual environment and possess an ability to work with all departments so as to achieve personal, team and station goals.

Interested parties should send resume to:

KAKW-62 Job # 2005-08 C/O Carol Mueller 2233 W. North Loop Boulevard

Austin, TX 78756 Or Email to [cmueller@univision.net](mailto:cmueller@univision.net)



If you have a job opening at your station that you would like to add, please email a short description (50 words or less) to [amy.m.carter@twcable.com](mailto:amy.m.carter@twcable.com)

# Food For Thought:

## Women Are Becoming More Educated and Affluent

According to a new release by The Media Audit, there are 24.3 million adults under the age of 45 with a college degree: 12.3 million are women and 11.9 million are men. And, says Bob Jordan, president of International Demographics, "In a very few years there will be more college educated women than men,"

Within the Hispanic and African-American populations the gender/education shift is even more pronounced than it is in the general population.

There are 17 million African-American adults in the 87 metropolitan markets surveyed. Of that number, 22.5 percent or 3.8 million are college graduates and 59.6 percent or 2.3 million are women. African-American women outnumber men in these markets; 9.6 million to 7.5 million and a significantly larger percentage of the women are college educated 23.9 percent to 20.7 percent for men. Of all African-Americans with a college degree, 59.6 percent are women and 40.4 percent are men.

"As women and men become better educated they become more affluent and their media habits change," says Jordan. "The income differences may be of no surprise, but the changes in media habits can be startling. Education has a significant impact on the lifestyles, media habits, income and buying power of both men and women. It is a serious demographic factor"

For instance, 56.3 percent of all those who listen to the Country radio format are women, but just 26.6 percent of those that do, have a college degree.

On the other hand, just 18 percent of all women listen to Sports radio but 51.9 percent of those that do have a college education. More than 58.2 percent of college educated women have household incomes of \$50,000 or more compared to 39.8 percent of all women. Among college educated women, 38.8 percent have household incomes of \$75,000 or more compared to 22.6 percent of women in general.

(Source: The Media Audit 6/2/05)

## Career Corner...

### CBS 42/KEYE TV (CBS O&O) : Producer

#### Primary Responsibilities:

CBS 42/KEYE TV (CBS O&O) in Austin, Texas is looking for a Producer for our 5PM newscast. The right person for the position will have at least three years experience in TV news as a newscast producer. Qualified applicants must have excellent news judgment and instincts. Candidates must be able to demonstrate knowledge and skills needed to produce newscasts and news stories; must work closely with reporters, photographers and editors in producing content for newscasts; must work quickly under deadline stress; be good communicators; be imaginative and creative; must have good graphic instincts, and must work with news management on execution of CBS 42/KEYE News strategy and tactics.

Candidates must be able to quickly react to breaking news and help execute news department's breaking news plan and work with news management on execution of CBS 42/KEYE News strategy and tactics.

Candidates must be detail-oriented and exceptionally well organized; have good people skills, have a positive, can-do attitude, take initiative, be problem-solvers and must be able to work in a team concept. This is not a job for beginners.

For consideration, please send resume, tape, cover letter indicating position of interest to:

CBS 42/KEYE-42

Attn: HR

10700 Metric Blvd

Austin, Texas 78758

Fax: 512-490-2164

E-mails accepted at [hr@keyetv.com](mailto:hr@keyetv.com)

Web Sites: [www.keyetv.com](http://www.keyetv.com)

NO PHONE CALLS, PLEASE.



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

## Continued...

### Time Warner Cable Media Sales: Local Account Executive

Time Warner Cable is seeking an experienced media sales professional to prospect, sell and service local advertising clients in the San Marcos area.

**Requirements:** Two years experience in advertising sales or related area. Bachelor's degree in advertising or related area is preferred. Valid Texas driver's license and good driving record are required.

**Responsibilities:** You will use your knowledge of the San Marcos market and your keen sales sense to:

1. Make appointments with, call on and sell spots to local or regional ad agencies and business clients.
2. Prepare orders and other paperwork for order insertion.
3. Coordinate orders with Traffic Manager.
4. Seek and coordinate commercial production for existing and new business.
5. Meet annual sales goals as established by sales management.

This a straight commission position with a high earning potential. Company benefits included: Very reasonable medical coverage, matching 401k, pension plan, FREE Digital Cable and Road Runner High-Speed Internet, discounted Digital Phone, tuition reimbursement, and much more!

Interested parties Email resume to: [lee.maaz@twcable.com](mailto:lee.maaz@twcable.com)