

CELEBRATING 40 YEARS

In celebration of AWM's 40th Anniversary, we are sharing the rich history of the organization and its influencers like past Presidents and Trailblazers. In this issue we are featuring **Battle of the Media Stars** and how it all got started.



History of the Battle of the Media Stars

Battle of the Media Stars was started in the early 80s and came about because the Dallas chapter had experienced such great success with the event. In the beginning, they had far more teams wanting to participate than they had room for so they had a drawing to determine who could participate in the event. Those that couldn't participate served as spectators - and cheerleaders.

For the first 10 years or so, we held Battle at Pleasant Valley Sportsplex near Riverside. At that time most of the stations in town were independently owned, making it easier for everyone to participate. We had about 15 to 20 teams sign up to play. Those participating would stock their station vehicles with banners and streamers and arrive honking and screaming. There was always a big crowd and the Battle was financially profitable.



The most memorable thing from those days was the “secret event.” Organizers would make lanes on the field and spread eggs all over the field. The contestants were then blindfolded and told they had to get to the other end of their lane without stepping on the eggs. What they didn’t know was that all the eggs were picked up after they put their blindfolds on. It was the funniest thing you ever saw watching them trying not to step on the eggs - the eggs that weren’t even on the field, that is!

Battle continues to be one of the most entertaining, enjoyable, and profitable events and we can’t wait to experience it with you all again this year, even if things go a little differently this time around!



#awmatx40