

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 Paul Weyland, a 2002 recipient of the Trailblazer Award. We asked Paul a few questions about what he remembered and enjoyed the most about his involvement with AWM.



AWM: WHAT IS ONE OF YOUR FAVORITE AWM MEMORIES OR EVENTS?

Paul: My favorite moments with AWRT were emceeding the Media Olympic Games! Did it many times. Always a blast, wasn't it? Joking around, day drinking outside while performing athletic feats you'd never be doing sober, Dale Dudley's famous Rubber Party Pants and me pretending to do play-by-play.

AWM: WHAT STANDS OUT THE MOST THE DAY YOU RECEIVED YOUR AWARD?

Paul: I think the things that I remember most were getting to see so many friends I'd not had a chance to be with since returning from my three years managing stations in Europe. I DO remember some of Mark Keister's introduction AND tripping on the stairs on the way out. I always love "stealing the show," especially when I'm on the floor, surrounded by beautiful women saying, "Paul, are you okay???"

AWM: ANY WORDS OR THOUGHTS YOU'D LIKE TO SHARE FOR AWM'S NEXT 40 YEARS?

Paul: Believe it or not, I have no idea what to say about the next 40 years in media. Can you believe the disruptions we've all gone through over just the past few years? The murders and executions... sorry, Mergers and Acquisitions, the increasing dominance of the internet? COVID-19? The fact that we are now considered by some as the "Enemy of the People?" Thank God, not everybody thinks we're really the "enemy of the people." In reality it's only the "Enemas of the People" who think that way. Did I say that? Ha. I know that one thing will never change. Radio announcers and TV anchor people will continue to not wear pants while on the air. Congratulations on 40 years! Heck, I'm nearly 40 myself.

Paul Weyland of Paul Weyland Communication Strategies is a writer, speaker, trainer and university lecturer. He speaks to companies and organizations about how to increase sales and awareness through stronger marketing and advertising techniques. Paul delivers seminars and keynotes all over the world. He taught at the University of Texas and has worked in executive positions in media, including managing broadcast stations in Prague, Geneva and London and has authored books and many articles on sales, marketing and advertising. Paul lives in Austin, Texas with his wife Nancy and his border collie Shiner.