

Your complete guide to this year's procedures and event execution

#AWMATXGala2020

ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE



Salutations

The Austin Affiliate of the **Alliance for Women in Media** (AWM) is preparing for the **2020 Trailblazer and Excellence in Media Awards** at The Westin at The Domain on Thursday, April 30th 2020. This premier dinner and awards presentation is AWM's opportunity to commend industry professionals for their contributions to the Austin media community.

The evening will kick off with a cocktail reception, silent auction benefiting AWM's Scholarship Program, and we will close out the evening with a sensational After Party.

In this packet, you will find more details about the Voting Process, Trailblazer Nominations, Nomination Categories and Creative Categories: Audio, Display/Visual and Video Submissions.

We need your help with gathering nominations as well as with the overall voting process.

And most importantly, thank you for your continued support of Austin's Alliance for Women in Media.

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THE VOTING PROCESS

Please inform your employees in order to be eligible to vote, their company email address must be a registered subscriber of the AWM Newsletter.
To subscribe, please visit our website www.awmaustin.org and click "NEWSLETTER."
Use the Newsletter Signup link to become a subscriber.
Deadline to subscribe is January 31st.

Nomination Categories Nominations are now being accepted for this year's awards. ***Company nominations will be limited to 2 names per category per submission. Please also note that past Trailblazer winners are not eligible for voting categories***. This first round, as in past years, will occur using Survey Monkey. Newsletter subscribers will receive an email containing the link to take the survey. Only ONE voting opportunity is available per email. Please note that once the voting link has been launched, we are unable to add additional voters. **Nomination deadline is February 1st**.

The nomination process will be open until **February 1st.** Please provide names of all eligible employees per category to gala2020@awmaustin.org
Our committee has come together to expand those being recognized within Austin media and new opportunities available for submissions. For example, we have added Social to our categories. Our goal is to always continue to grow as our industry grows.

Round Two (aka Essay Round) may include up to 5 finalists in each category. There must be *at least* 2 finalists to qualify for an award. These finalists will be contacted and will receive 3 brief questions to answer. To avoid any conflicts of interest, answers will be judged by AWM board members outside of the Austin market. It is the Finalists responsibility to submit their completed questions to gala2020@awmaustin.org with FINALISTS in the subject line.

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Trailblazer Nominations will remain consistent with what has been expected from several years past. Trailblazer nominations will be accepted until **March 1, 2020**. Entries should be submitted to gala2020@awmaustin.org Nominations will be reviewed and voted on during the March AWM Board meeting.

Reminder, *a Trailblazer is an individual of distinction that has at least 20 years of service in Austin's media industry.*

TIMELINE*

Nomination Deadline	February 1
Trailblazer Nominees Accepted:	February 1 – March 1
Creative Submissions Accepted:	February 2 – 12
Round One Nominee Voting:	February 4 – 12
Nominee & Creative Finalists Announced:	February 19
Round Two Nominee Essay:	February 19 – March 5
Scholarship Applications Deadline:	March 1
Nominee & Creative Out of Market Review:	March 9 – March 20
Trailblazer Announced:	March 5
Scholarship Recipient Announced:	March 5
Trailblazer & Excellence in Media Awards Gala	April 30

**may be subject to change*



Categories

AGENCY

Local Agency of the Year
Local Agency Marketing & Promotions Employee of the Year
Local Agency Buyer/Planner of the Year
Local Agency Media Director/Manager
Local Agency Support Staff of the Year
Local Agency Production Staff of the Year
Local Agency Rookie of the Year*
Local Agency Unsung Hero

DIGITAL

Digital Sales Manager of the Year
Digital AE of the Year
Digital Rookie of the Year*
Digital Support Staff of the Year
Digital Production Staff of the Year
Digital Unsung Hero

OUT OF HOME

OOH Sales Manager of the Year
OOH AE of the Year
OOH Rookie of the Year*
OOH Support Staff of the Year
OOH Production Staff of the Year
OOH Unsung Hero

JOURNALISM

Local Journalist of the Year

***Employed 1 Year or Less in the Industry**

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Categories

PRINT

Print Marketing & Promotions Employee of the Year
Print Sales Manager of the Year
Print AE of the Year
Print Rookie of the Year*
Print Support Staff of the Year
Print Production Staff of the Year
Print Unsung Hero

RADIO

Radio Marketing & Promotions Employee of the Year
Radio Sales Manager of the Year
Radio On-Air Personality of the Year
Radio AE of the Year
Radio Rookie of the Year *
Radio Traffic Dept Employee of the Year
Radio Support Staff of the Year
Radio Production Staff of the Year
Radio Unsung Hero

SOCIAL

Local Instagrammer of the Year
Local YouTuber of the Year
Local Podcast
Local Vlogger of the Year
Local Blogger of the Year
Local Influencer of the Year

TELEVISION

TV Marketing & Promotions Employee of the Year
TV Sales Manager of the Year
TV On-Air Personality of the Year
TV AE of the Year
TV Rookie of the Year *
TV Traffic Dept Employee of the Year
TV Support Staff of the Year
TV Production Staff of the Year
TV Unsung Hero

***Employed 1 Year or Less in the Industry**

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CREATIVE

Please provide submissions that were created between May 1, 2019 and February 1, 2020. Your submission's link can be sent to gala2020@awmaustin.org no later the February 12th.
Only TWO company submission links per category will be accepted.

2020 Creative Categories

AUDIO
Best Commercial
Best Promotional Commercial
Best PSA/Community Affairs Commercial

DISPLAY/VISUAL
Best Ad
Best Promotional Ad
Best PSA/Community Affairs Ad

VIDEO
Best Commercial
Best Promotional Commercial
Best PSA/Community Affairs Commercial



AWM 2020 TRAILBLAZER NOMINATION FORM

A Trailblazer is an individual of distinction that has at least 20 years of service in Radio, Television, Print, Outdoor or a related industry. This individual demonstrates high standards in their commitment of time and talent to their companies, colleagues, clients, community, and supports the mission and goals of the Alliance for Women in Media.

Each nomination must include:
☐ This completed nomination form.
☐ A description explaining why this candidate deserves to be recognized as the 2020 Trailblazer Award Winner. Please include career experience and any community involvement. (Not to exceed 500 words)

Nominee Information
Nominee:
Title:
Company Name: Phone:
Email:

Nominator Information
Nominator:
Title:
Company Name:
Phone:
Email:

Nomination Deadline is March 1, 2020
Please email completed nomination forms and requirements to gala2020@awmaustin.org subject line TRAILBLAZER.

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