ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

August 2014 Newsletter

Color Wars Host:
CJ Morgan 93.7 KLBJ THE ROCK OF AUSTIN





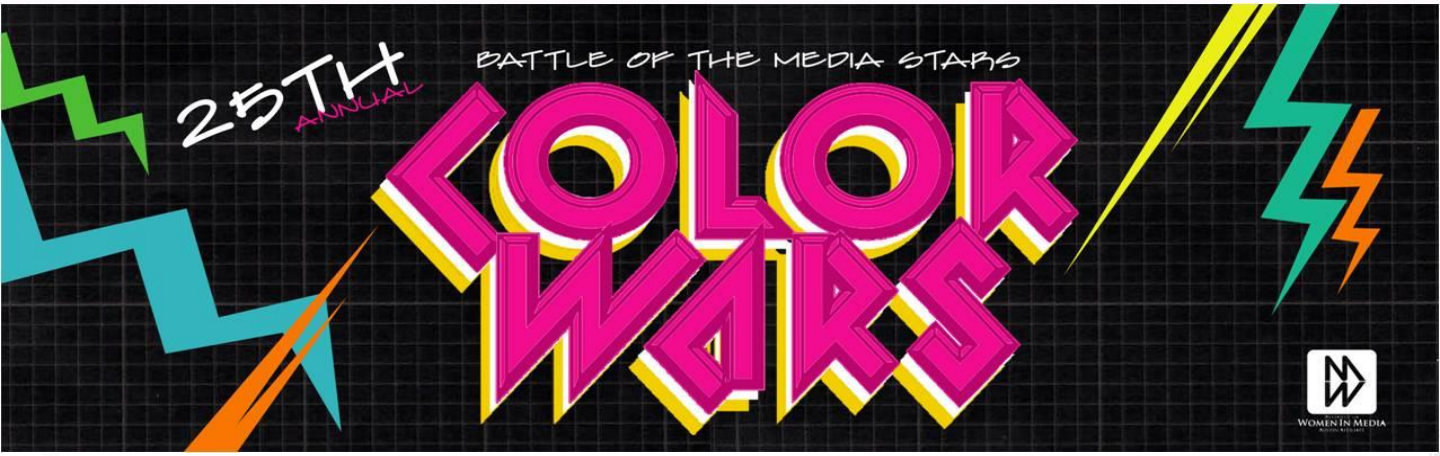




It's WAR! September 18th is coming…

Austin A.W.M. Publication
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ALLIANCE FOR WOMEN IN MEDIA
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25th Annual Battle information- *At a glance*:

September 18th, 2013 3pm-5:30pm
Zilker Park Polo Fields
Registration opens at 2:15pm

ALL PROCEEDS BENEFIT THE AWM SCHOLARSHIP

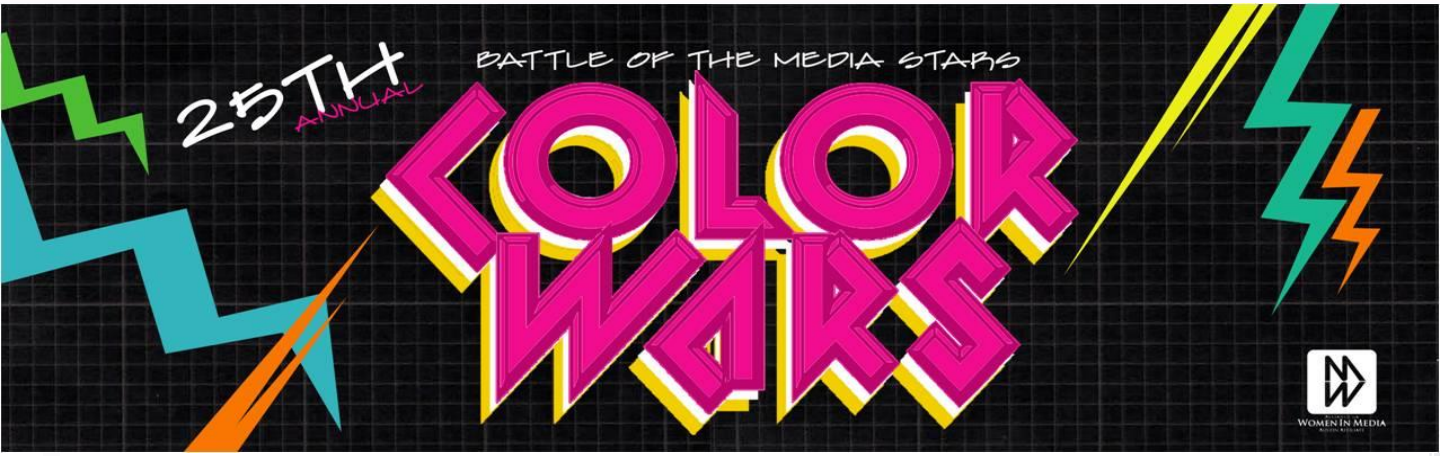
How the Color Wars work…
Each team will get an assigned color as they sign up.
The team will need to base their costumes and theme off this color.
This year we are raffling off a pair of 3-day passes to ACL!

- Minimum of eight players & maximum of ten- $160 per team
- At least one active member of AWM must be on each team roster and in attendance on the day of the event. This can be an employee of your company OR a client!
- At least two team members must be female
- Payment & forms due by 8/21/14 for 3 Early Bird Bonus Points
- Sign up a new AWM member on your team for 3 Bonus points
- All other payments, raffle tickets & forms due at Battle on 9/18/14
- Earn 10 bonus points for selling $250 in raffle tickets!

Remember to bring the SPIRIT! 3 teams will receive 5 bonus points for being the most SPIRITED team at Battle. The top team will get the coveted trophy!

Corona Light DIAGEO Gatti's pizza

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THURSDAY AUGUST 21ST, 2014

EARN BONUS POINTS!

Come to Blackfinn Ameripub
in the Domain from 5pm - 7pm

Get a chance to pick your team color and earn bonus points!

Bonus point opportunities:

EARLY BIRD - Submit all release and team roster for 3 points
2 Points for CAPTAINS attending
1 Point for each team member attending
2 Points for NEW AWM members signing up THAT NIGHT.
2 Points bonus for GM/GSM/VP attending

Gatti's pizza · Corona Light · BLACKFINN AMERIPUB

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AUGUST LUNCHEON

MILLENNIAL MARKETING

Wednesday August 13th 11:30a

mi·len·nial

noun: a person reaching young adulthood around the year 2000; a Generation Yer

Join us as we learn what's working and what's not when it comes to reaching this group of consumers!

Panelists include:

Luz Gonzalez
Marketing Specialist

metroPCS
Wireless for All.

Javier Montiel
Assistant Vice President,
Banking Center Manager

BROADWAY BANK
We're here for good.

Steve Laukhuf
CEO

ONE Voice Communications Inc.

incite

Guest Moderator
Sarah Harris - VP/Founder

RSVPs now being handled thru our website http://awmaustin.org
Seats will be limited! Deadline Friday, August 8th, 2014

MAGGIANO'S LITTLE ITALY

Wednesday August 13th 11:30a-1p
10910 Domain Dr., Suite 100
Members $25 Non-members $30
Non-RSVPs $35 at the door. NO SHOWS WILL BE BILLED

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JULY LUNCHEON RECAP

Staying Austin in Austin

Thanks to our sensational panel **Scott Crossett**, **Margaret Jabour** and **Karen Salem** for such a great discussion! Special thanks to guest moderator and former AWRT President/Trailblazer **Pam Power**.











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COMMUNITY IMPACT NEWSPAPER
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Congratulations



Congrats to Mack Brown who joins the ESPN team as a College Football Analyst



Congrats to Jonas Orengo and his wife on the arrival of Aarron Hendrix Orengo!

8lbs 12oz born
June 25, 2014

Congratulations to Dirk Doud and wife on the arrival of Dakota Doud!
June 24, 2014
6lb 12oz, 20 inches

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MEDIA + ENTERTAINMENT





Ashley Paredez was promoted from Reporter to FOX 7 News Weekend Anchor/Reporter.

New Hires

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Brandon Wark
Finance Manager

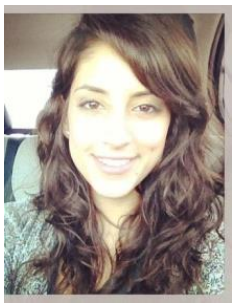


Jonathan Reed
Program Director
KHFI/KPEZ

emmis austin radio



PROMOTION
Nikki Simpson
Asst. Controller



Stephanie Perez
KGSR/KBPA
Sales Assistant



Todd Johnsrud
Traffic Assistant

FOX 7 AUSTIN



Jennifer Kendall
Multi-Media Journalist



Nick Spinetto
Good Day Austin
Reporter



Elizabeth Saab

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Texas Association of Broadcasters

TAB Convention focuses on broadcast sales strategies

Whether you're a manager or AE, get ready for some fast-paced, relevant sales training at the Texas Association of Broadcasters Convention (Aug. 6-7 at the Renaissance Austin Hotel).

Managers can send their entire sales department for a day and a half of training for only $45/person ($65 w/Thursday lunch).

That's a bargain for great sales trainings like…



Kelly Wirges, CEO of ProMax Training
(Thurs., Aug. 7 at 9:30 am)
Bottom line: most sales people detest and, therefore, avoid prospecting. The **"Prospecting that Pays"** session will help even those who are uncomfortable with the process implement a methodology that not only creates sales opportunities, but is also enjoyable – really!



Bridget Brennan, CEO of The Female Factor
(Thurs., Aug. 7 at 9:30 am & 1:30 pm)
Women are the engine of the global economy and buy nearly 80% of all consumer products. They hold the purse strings, and companies must be shrewder than ever to win them over.
The **"Top Ten Trends in Marketing and Selling to Women Consumers"** session will delve into what's driving women's purchasing decisions, with a special emphasis on marketing to millennial women.



Paul Weyland, Pres. of Paul Weyland Communication Strategies
(Thurs. Aug. 7 at 11 am & 2:45 pm)
"To Sell the Truth," Paul Weyland will teach you how to sell an advertising strategy that mirrors the client's own sales methods in his own business. Mirrors don't lie. No more disclaimers. No more cliché commercials that don't work. No more tired on-air promos either. Even veteran sellers say that this session will radically and forever change the way you sell local direct.

2014 TAB CONVENTION & TRADE SHOW

This is just a taste of what's in store for you!

Take a look at our convention info online and register today!
Registration questions? call (512) 322-9944.

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AWM National Scholarship

Alliance for Women in Media Foundation, National Cable & Telecommunications Association Scholarship Deadline to Apply is September 5, 2014

Alliance for Women in Media Foundation (AWMF) and the National Cable & Telecommunications Association (NCTA) are pleased to announce a new joint student scholarship. The mission of this partnership is to assist a female undergraduate or graduate student in the United States in her studies as well as to shed a light on issues of prominence in the media.

The winning applicant will have the opportunity to produce a concept for a digital piece, essay or other creative concept addressing one of three key areas: 1) Identify the significance in today's society of digital literacy and 21st century skills; 2) Forecast trends in new and digital media as they may affect users and providers of services, or 3) Review cable industry public policy viewpoints. The finished product, pending editorial review, will be featured in NCTA and AWMF media distribution channels, and the student will have the right to use and retain the deliverable material in her own portfolio and for any purposes she sees fit.



Scholarship applications are due on September 5, 2014. AWMF and NCTA will select one student winner to receive $3,500 payable to the winning student's educational institution, and one complimentary ticket to an AWM Foundation event on October 28, 2014 in New York City.

For more information, please visit http://allwomeninmedia.org/node/626.

Application with requested materials must be submitted by the close of business on September 5, 2014.
For questions, please email Yacine Sow at ysow@allwomeninmedia.org or call:703-506-3290.
Alliance for Women in Media Foundation www.allwomeninmedia.org~703-506-3290

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Texas Radio Hall Of Fame

Congratulations to Austin nominees in this year's TEXAS RADIO HALL OF FAME. Winners to be announced at the Hotel Galvez/Galveston Island on November 1st. For more information visit http://trhof.net/nominees/ .



Dave Anderson/KOKE
Tom Allen/KOKE
Gil Garcia/Clear Channel
Jose Jamie Garcia, Sr/KELG
Scott Gillmore/Emmis Austin Radio
Troy Kimmel/KOKE
Bob Pickett/KASE

CONGRATULATIONS AND GOOD LUCK FROM AWM!

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Have you seen us lately?





Our website: awmaustin.org



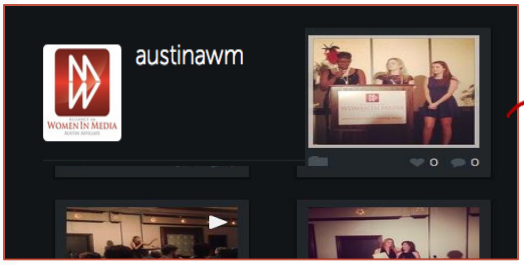


Our Facebook page: www.facebook.com/AustinAWM





Our Twitter feed: twitter.com/AWMAustin





Our Instagram feed: instagram.com/austinawm

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Careers

The new AWM website now allows companies to post their available positions. Please visit AWMAUSTIN.ORG for the most up to date information. Listings expire after 30 days.

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Account Executive
News Reporter
Digital Account Coordinator

KXAN 36 AUSTIN

Digital Account Executive

SPIRIT 105.9

Part-Time Promotion Tech
Digital Content Specialist

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AWM Austin Affiliate Corporate Membership Benefits:

Public support of our professional organization that has a commitment to the advancement of women and minorities in our industry.

Corporate Membership for 6 Includes:

- AWM National Membership and Austin Affiliate Membership for 6 employees.
- Pre-paid luncheon table for 6 at all monthly luncheons (7 luncheons).
- Name and logo in AWM Austin Affiliate Newsletter.
- Name and logo on all luncheon promotional materials.
- Corporate member recognition at all AWM Austin Events.
- Complimentary access to AWM Job Bank for posting job openings.
- Reserved and pre-paid team for Battle of the Media Stars.
- Complimentary link from Austin AWM website to your company.

Sponsorship Value: $4820
Sponsorship Package: $2500

Corporate Membership for 3 Includes:

- AWM National Membership and Austin Affiliate Membership for 3employees.
- Pre-paid luncheon table for 3 at all monthly luncheons (7 luncheons).
- Name and logo in AWM Austin Affiliate Newsletter.
- Name and logo on all luncheon promotional materials.
- Corporate member recognition at all AWM Austin Events.
- Complimentary access to AWM Job Bank for posting job openings.
- Reserved and pre-paid team for Battle of the Media Stars.
- Complimentary link from Austin AWM website to your company.

Sponsorship Value: $3890
Sponsorship Package: $1600



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AWM Dates To Remember…

August

5– AWM Board Meeting, 12n
KEYE-TV, 10700 Metric Blvd
13-AWM Luncheon, Maggiano's, 11:30a
Topic: *MILLENNIAL MARKETING*
21-COLOR WARS Happy Hour 5pm-7pm
Blackfinn Ameripub, the Domain
21-AWM Newsletter Submissions Due

September

9– AWM Board Meeting, 12n
ENTERCOM, 4301 Westbank Dr
18-AWM BATTLE OF THE MEDIA STARS
Zilker Park 2-5p
22-AWM Newsletter Submissions Due

October

7– AWM Board Meeting, 12n
Clear Channel M+E, 3601 S Congress
15-AWM Luncheon, Maggiano's, 11:30a
Topic: People In Your Neighborhood
24-AWM Newsletter Submissions Due



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