Your Austin
MEDIA CONNECTION



ALLIANCE FOR WOMEN IN MEDIA FOUNDATION



2012 Symposia Series

Signature: Building the Brand That Is You
Thursday, September 13, 2012

The Woman's Club of Minneapolis
410 Oak Grove Street, Minneapolis, MN 55403
9:00 a.m. – 2:00 p.m.

Registration is free, but space is limited.

http://www.allwomeninmedia.org/events/minneapolis.html



Scholarship Opportunity

Alliance for Women in Media Foundation & Verizon
$2,500 Internet Safety Student Scholarship Competition

The Alliance for Women in Media (AWM) Foundation and Verizon have partnered together to create a student scholarship contest to focus on a critical topic in today's society: Internet safety for teens. This competition challenges students to create a 60-second video examining Internet safety. The video will be a learning tool that teachers, parents and students will all be able to watch together.

Students will be required to submit a short concept paper and a proposed script for the 60-second video, based upon the concept of Internet safety for teens. The narrative should be something that would encourage parents, teachers and teen students to watch together and create a mutual dialogue about the topic. For more information about the scholarship's requirements, go to: http://www.allwomeninmedia.org/images/stories/2012_verizon_scholarship_application.pdf

Materials are due **August 17, 2012.**

For questions, please contact AWM Headquarters at 703.506.3290 or info@allwomeninmedia.org .

PROGRAM CONNECTION



GO EXTREME WITH COUPONS!

Submit your questions in advance at info@awmaustin.org

Are you Cutting? Clicking? Texting?

Discover how daily deals & couponing have become an integral part of today's marketing plan.

Alliance for Women in Media
Austin Affiliate

Scheduled panelists:

Allison Warren
Austin Perks

Rebecca Glenn Gindele
Travelzoo.com

Caleb Stirling
Austaco

Moderator:

Tracy Arrington/Davis Group

the davis group
media planning & placement

MAGGIANO'S
LITTLE ITALY

Wednesday, August 15, 11:30a-1p
10910 Domain Dr., Suite 100
Members $25 Non-members $30
Non-RSVPs $35 at the door.
NO SHOWS WILL BE BILLED!

Don't be left out this time! RSVP TODAY!
rsvp@awmaustin.org by Friday 08/10/12.
Avoid the line! Pre-pay for the luncheon on our secure shopping cart at http://awmaustin.org/luncheons.

For more information on upcoming luncheons, please visit http://awmaustin.org/events.

PROGRAM CONNECTION



LUNCHEON RECAP: JULY2012/TABC Trivia



Border Media's **Marc Hoenig** (left) TABC's **Gene Bowman** (right)

Contestants engage in a swift round of trivia over TABC laws Contestants L-R: **McKenna Madget** (CCM+E), **Rachel Lepera** (Emmis), **Angela Hartman** (CCM+E) and **AC** (Emmis)





If your company has participated in community events that you would like listed in the September newsletter, please e-mail newsletter@awmaustin.org by Monday, August 27th, 2012.

PROGRAM CONNECTION



LUNCHEON RECAP: JULY2012/TABC Trivia

Thanks to **Gene Bowman** for helping us change up our luncheon format.
Here is Gene's copy of the prepared questions/answers
we asked during the trivia portion.
Also, thanks to **Marc Hoenig** of Border Media for being our trivia host
(Pat Sajak beware!) and **Matt Sunshine** with CSS for sharing the Trivia Tower.

And remember, when in doubt…
http://www.tabc.state.tx.us/marketing_practices/bulletins/MPB012a.pdf

Can you give away a six-pack at an event? **Answer: Yes under the following circumstances: 1) If a non-profit organization has been issued a Charitable Auction permit, they may auction off or give away as door prizes alcohol that has been donated for the event. or 2) the event is unlicensed and no admission charge was involved. If it is a licensed venue then the answer would be no since Rule 45.103 states that only one free alcoholic beverage drink may be given to a person per business day.**

Are you able to promote a HAPPY HOUR? **Answer: Yes, as long as it is in conformance with Rule 45.103 "On Premise Promotions"**

Can you include a beer (or wine) logo in a print advertisement? **Answer: Yes, if the ad is limited to the licensed retailer or upper tier member that is paying for the ad. You cannot combine a retailer's name or logo with that of an upper tier member (distributor, wholesaler, distillery, winery, etc.) The exception being Non-profit groups. Non-profits may have sponsors from both the retail tier and upper tier members for their events as long as they are not the permit holder (concessionaire) at an event. (See MPB026 on our website)**

Can you sample wine at an event? **Answer: If it is a licensed on-premise event, limitation would be the equivalent of one free glass of wine or five ounces per customer to adhere to the Promotion Rule 45.103. If the sampling is in conjunction with an admission charge at an on-premise location, the equivalent of two glasses of wine or 10 ounces could be given to each customer. (Promotional rule 45.103 "On Premise Promotions") If the sampling takers place under a Winery Festival Permit, there is no limitation on number of samples as long as they are not excessive in nature and not tied to an admission charged.**

Do social sites have to follow the same guidelines? What about mobile sites? Yes

Are there contacts that we can call/email when a scenario arises? **Answer: Yes, the compliance section at any of our field offices. The Austin District Office number is (512) 451-0231.**

For more information on upcoming luncheons, please visit http://awmaustin.org/events.

PROGRAM CONNECTION



LUNCHEON RECAP: JULY2012/TABC Trivia ...CONTINUED

How often do the rules change/get re-examined? **Answer: Rules are implemented by agencies to enhance statutes though clarification or to address regulatory issues. In the case of TABC, rules often deal with marketing and public safety issues. Each state agency is mandated to review existing rules every four years. Every quarter (three months) the TABC legal division reviews a section of current rules to ensure they are still applicable, need to be updated, or deleted. There is a formal process to change or implement a new rule that includes open forums for the solicitation of comment from the public and the alcoholic beverage industry and the final version must be passed and approved by the TABC Commission. The TABC Commission consists of three members that are appointed for overlapping 6 year terms by the Governor.**

Is there an appeal process for set policies? **Answer: Violations of the law or rules of the Commission by a licensed entity can result in both administrative and criminal sanctions. Criminal charges are turned over local jurisdictions (city / county) for prosecution. Administrative cases are processed by the agency. If an administrative case is filed against a licensed entity, a supervisor will attempt to settle the case at the field level. Penalties for administrative violations can be settled with the option of paying a civil fine or the suspension or cancellation of the permit depending on the severity of the violation. Some types of violations related to the sale or service of alcohol can involve education initiatives to reduce the fine or suspension.**

In all administrative cases, the permit holder has the right to request a hearing before an administrative judge.

Is there any info (online, etc) available for us to consult? **Answer: Yes, TABC Public Website – www.tabc.state.tx.us Marketing Practices – Bulletins & Frequently asked questions and Marketing Practice Bulletins which addresses the agency's position on common issues and problems related to marketing.**

Do you publically announce new/revised rules/laws? **Answer: Yes, on our public website www.tabc.state.tx.us**

Is there a mailing/email list we could be included on for when changes occur? **Answer: Not at this time**

How much do the rules change when you're advertising for a manufacturer vs a distributer **Answer: Both are considered upper tier members; however they are on different levels. Most rules related to their relationship with retailers are the same. You would need to be careful with advertisements between the two since one is a manufacturer tier and the other a wholesale distributor tier member. They cannot benefit each other directly or indirectly.**

BATTLE CONNECTION



Let's get ready to RUMBLE!!!

Battle of the Media Stars
Thursday, September 27
Polo Picnic Area in Zilker Park











http://www.awmaustin.org/

LOCAL CONNECTION



Convention & Trade Show

Texas Association of Broadcasters/Society of Broadcast Engineers
59th Annual Convention & Trade Show
August 8-9, 2012
Renaissance Austin Hotel

The event is the largest state broadcast association convention in the nation, with 1,100+ annual registrants.

Questions? Call (512) 322-9944.

Schedule at a Glance *

Wednesday	
8 am	Annual Golf Tournament
12 noon	REGISTRATION OPENS
1– 6:30 pm	Seminars
6:30 pm	REGISTRATION CLOSES
6:30 pm	Opening Reception
7:30 pm	Annual Pioneer Club Banquet
Thursday	
7 am	REGISTRATION OPENS
7:30 am	Community Service Awards Breakfast
8 am – 6 pm	Seminars
9 am – 5 pm	Trade Show Open
11 am – 1 pm	Walk-Around Lunch in Exhibit Hall
2:30 pm	Annual Business Meeting
7 pm	REGISTRATION CLOSES
7 pm	Chairman's Reception
7:30 pm	Annual Awards Gala

*Subject to change

TAB SBE 2012

http://www.tab.org/convention-and-trade-show/

LOCAL CONNECTION

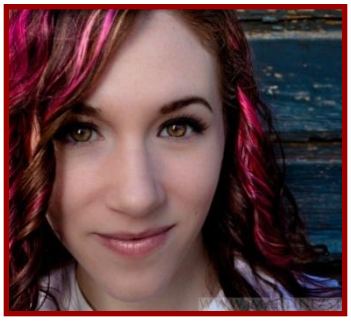


Guy Antonioli
National Acct Mgr
KAKW/KTFO





Sam Palasota
Account Executive
News Radio KLBJ



Kristen Kurtis
(promoted to)
Assistant Program Director
and Music Director for
KGSR and KGSR HD2

Dirk Doud
Integrated Account Manager
KASE/KVET FM





Mike Reeder
Digital Content Coordinator
KVET AM

If you have any new hires or recently-promoted employees that you would like listed in the September newsletter, please e-mail newsletter@awmaustin.org by Monday, August 27th, 2012.

LOCAL CONNECTION





Greg Kerr, Anchor
Fox 7 News in the Morning
Good Day Austin
KTBC FOX 7

Lorena Alcantara Higuera
Promotion Manager
KTBC FOX 7

Tatum Brown
Media Director
AdVerve



Elide Marks
Continuity
Director

Mario Portillo
Key Account
Coordinator



AWM board member and Emmis Austin Radio's **Kelly Welch** recently married Reggie Welch.



107.1 La Z's, **El Chiquilin**, welcomed his baby girl on 7/20/12
Ayva Trinidad Ulloa



If you have any new hires or recently-promoted employees that you would like listed in the September newsletter, please e-mail newsletter@awmaustin.org by Monday, August 27th, 2012.

LOCAL CONNECTION



2012 NAB Marconi Radio Awards Finalist

The National Association of Broadcasters announced the finalists for the 2012 NAB Marconi Radio Awards honoring radio stations and on-air personalities for excellence in broadcasting. The winners will be announced on September 20 at the NAB Marconi Radio Awards Dinner & Show, held during the 2012 Radio Show at the Hilton Anatole in Dallas, TX.

SPANISH STATION OF THE YEAR
KLZT-FM, Emmis Austin Radio

KOKE-FM

In 1972, KOKE-FM switched to a new format called Country Rock or “progressive country.” In 1974, Billboard (Magazine) named KOKE-FM the most innovative station in the country! As of early July, 2012, KOKE-FM has returned to the Austin airwaves (99.3 FM and 98.5 FM). The return of KOKE-FM to Austin is significant because it is the only commercial FM station in Austin that is locally owned and operated.

For more information please contact Scott Bennett
512-699-0704 or scott@acesmediasolutions.com







If you have any new hires or recently-promoted employees that you would like listed in the September newsletter, please e-mail newsletter@awmaustin.org by Monday, August 27th, 2012.

COMMUNITY CONNECTION



Fan Fare Friday

Austin Family Eldercare is a non-profit organization that has campaigned for 22 years to collect fans for the elderly and disabled in the Austin area. Fan Fare Friday included free live music at Threadgill's during the day and an evening benefit concert with ticket sales being donated to the fan drive. 93.3 KGSR and KXAN Austin News broadcasted live during the drive on June 22nd.

http://www.familyeldercare.org/







Share your company's community outreach programs here!

newsletter@awmaustin.org

If your company has participated in community events that you would like listed in the September newsletter, please e-mail newsletter@awmaustin.org by Monday, August 27th, 2012.

MEMBERSHIP CONNECTION



Austin Chapter AWM 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 Chapter Affiliation for 6employees.

- Pre-paid luncheon table for 6 at all monthly luncheons (7 luncheons).
- Name and Logo in Austin AWM Chapter 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 Chapter Affiliation for 3employees.
- Pre-paid luncheon table for 3 at all monthly luncheons (7 luncheons).
- Name and Logo in Austin AWM Chapter 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

For additional membership information visit http://awmaustin.org/membership.

MEMBERSHIP CONNECTION





IT'S ONLY $5 PER MONTH TO SUPPORT THE AUSTIN ORGANIZATION THAT SUPPLIES AWARDS, EVENTS AND FUN!!!

Become a member of the Austin Alliance for Women in Media NOW! We welcome new and renewal memberships at the reduced rate of $60!
That's only $5 per month!

5 Reasons to be an Austin AWM Member

1. Networking Opportunities
Austin AWM provides professional and personal support to network with and for our industry by setting up seminars, events and celebrations in local media.

2. Educational Seminars
Austin AWM works with national & local industry leaders to give us their insight on media trends, revenue builders, and best practices for your business.

3. Event Invitations
Invitations to many Austin AWM events, programs and luncheons are offered at a reduced rate.

4. Committee Participation
Be an active voice and participant in planning and executing events for our industry and businesses associated with media.

5. IT'S ONLY $5 A MONTH!!!

There are 2 ways you can become a member:

1) Click **here** to download the membership form and mail to P.O. Box 2684, Austin, TX 78768
2) Complete the **registration on the next page** and mail a check to P.O. Box 2684, Austin, TX 78768

DATE CONNECTION



UPCOMING AUSTIN AWM EVENTS

AUGUST

8 - AWM Board Meeting: Clear Channel Radio
15 - AWM Luncheon: Maggiano's Little Italy 11:30a
Topic: Couponing- From Cutting to Clicking
27 - AWM Newsletter submission deadline
newsletter@awmaustin.org

SEPTEMBER

19 - AWM Board Meeting: Clear Channel Radio
24 - AWM Newsletter submission deadline
newsletter@awmaustin.org
27 – Battle of the Media Stars: Polo Picnic Area at Zilker Park

OCTOBER

10 – AWM Luncheon: Maggiano's Little Italy 11:30a
17 - AWM Board Meeting: Clear Channel Radio
22 - AWM Newsletter submission deadline
newsletter@awmaustin.org





If you would like additional information about any of the events or luncheons, please email info@awmaustin.org.

CAREER CONNECTION



Please visit http://awmaustin.org/careers/
for full job descriptions and contact information.

clearchannel
MEDIA + ENTERTAINMENT

Account Executive
Producer/Board-Operator KVET-AM
General Sales Manager
Promotions Assistant
Internships

emmis
austin radio

Account Executive
Digital Sales Manager
Digital Marketing Manager
On-Air Personality: KLBJ-FM
Promotion Coordinator: KLZT
Accounts Payable Coordinator

ENTERCOM

Account Executive
Account Executive- SMB Team
Local Sales Coordinator/Sales Assistant
Promotions Manager
Internships

FOX 7 AUSTIN

Photographer
Account Executive
Editor

KEYE TV

Account Executive
Master Control Operator
News/Sports MultiMedia Journalist
Promotions Writer-Producer
News Director
Internships (News Department)

KVUE AUSTIN

Graphic Designer
Video Editor (PT)
Morning Anchor/Reporter

kxan

Promotion Producer
Assignments Editor (PT)
Morning Weather Anchor
Internships

SPIRIT 105.9

Account Executive
Promotions Technician (PT)

Account Executive

62 AUSTIN

Executive Assistant

To have a position posted on the Austin AWM website and newsletter,
please e-mail a brief description to career@awmaustin.org.

CORPORATE CONNECTION



We would like to say a special "Thank you!" to our Austin Alliance for Women in Media corporate sponsors:

SPIRIT 105.9

emmis austin radio

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

If your company would like to become a member, please e-mail info@awmaustin.org.