ALLIANCE FOR

WOMEN IN MEDIA

AUSTIN AFFILIATE



JANUARY CONNECTION

By Holly Kyle – Battle of the Media Stars Co-Chair

This time of year professionally, most of us are working at a furious pace, working on annuals, meeting with clients and working diligently at getting 2017 off to a positive start. Personally, most of us will take a "look back" at the year behind us and think of what we accomplished, what we still have yet to achieve, maybe a few pounds we want to lose, and how we want to get back into shape. Or things we might want to do differently.

Taking stock in our lives shouldn't be something we only do at the turn of a new year. It should be something we do every day. I don't mean "ask yourself how you can change or improve each day." I mean step back, slow down, and appreciate all there is to life. Both professionally and personally. There is much more beauty to it all, when we are grateful.

The last year for me, as many of you know, has been one of the hardest I have endured: battling breast cancer, choosing to keep working, and trying to make sense of my health situation not only to my 8 year old daughter, but to myself. I learned how quickly we all tend to rush through our days, get frustrated by small things, and forget to breathe.

I'm a mom and a coworker. A salesperson and a sister. A friend and a daughter. And I am my best at all of those things when I allow life to weave them all together. I am my best when I lean on every circle of friends, family, clients, coworkers and managers I have surrounding me. I am my best when I show vulnerability and honesty.

What I know is: our best self is when we tie both our professional and personal lives together through HEART and PERSPECTIVE.

Decide to start your year differently this time. Live your life with awareness of all the beauty there is around you. Slow down. Wake up and realize that you can start each day by being aware of how unique you are and how important a role gratitude will play in both your professional and personal lives. Put your heart into it and keep things in perspective, simply by being grateful for all you have and what you offer. Gratefulness of heart and a perspective of gratitude can help you through any struggle, joy, hardship, bad day, happy moment, upset client, or pain.

Choose to do it differently this year. And always remember to #livethedash

CALENDAR OF EVENTS

January

4th: Monthly Board Meeting, 12p, Austin Am Statesman, *(305 S. Congress)*
11th: Luncheon, 11:30a, Alamo Drafthouse, S. Lamar

Topic: 2017 Digital Trends Forecast
Guest Speakers: Lena Temperton, Quantcast and Tracy Arrington, Blackboard Co

February

1st : Monthly Board Meeting, 12p, iHeartMedia *(3601 S. Congress Ave; Bld F)*
1st – 28th : Membership Drive
23rd: AWM Mixer (Location TBD)

March

1st : Monthly Board Meeting, 12p, Spirits *(3600 N Cp. Of Tx Hwy; Ste A200)*
8th : Luncheon (Location TBD)

April

5th: Monthly Board Meeting, 12p, Spectrum *(11501 Alterra Pkwy; Ste 400)*
20th: Gala at the W Hotel

May

3rd: Annual Business Meeting (Location TBD)

THANKS TO ALL OUR CORPORATE SPONSORS!

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FEBRUARY MEMBERSHIP DRIVE

Join AWM between February 1-28

for a chance to win a

FREE YEAR

OF AWM MEMBERSHIP*

Individual Annual Membership
($60/Professional, $30/Student)

Anyone joining Alliance for Women in Media, Austin Affiliate, during our Membership Drive will be entered to win their 2018 annual membership renewal for free. (Membership not transferrable.)

Sign up at awmaustin.org/join.php

*Receive your 2nd year free.

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NOW ACCEPTING APPLICATIONS FOR THE 2016-2017 AWM SCHOLARSHIP!

AWM Austin is proud to award scholarships to college **juniors** and **seniors** studying media (or related field) at an Austin or San Marcos area university.

The 2017 scholarship is open to those who:

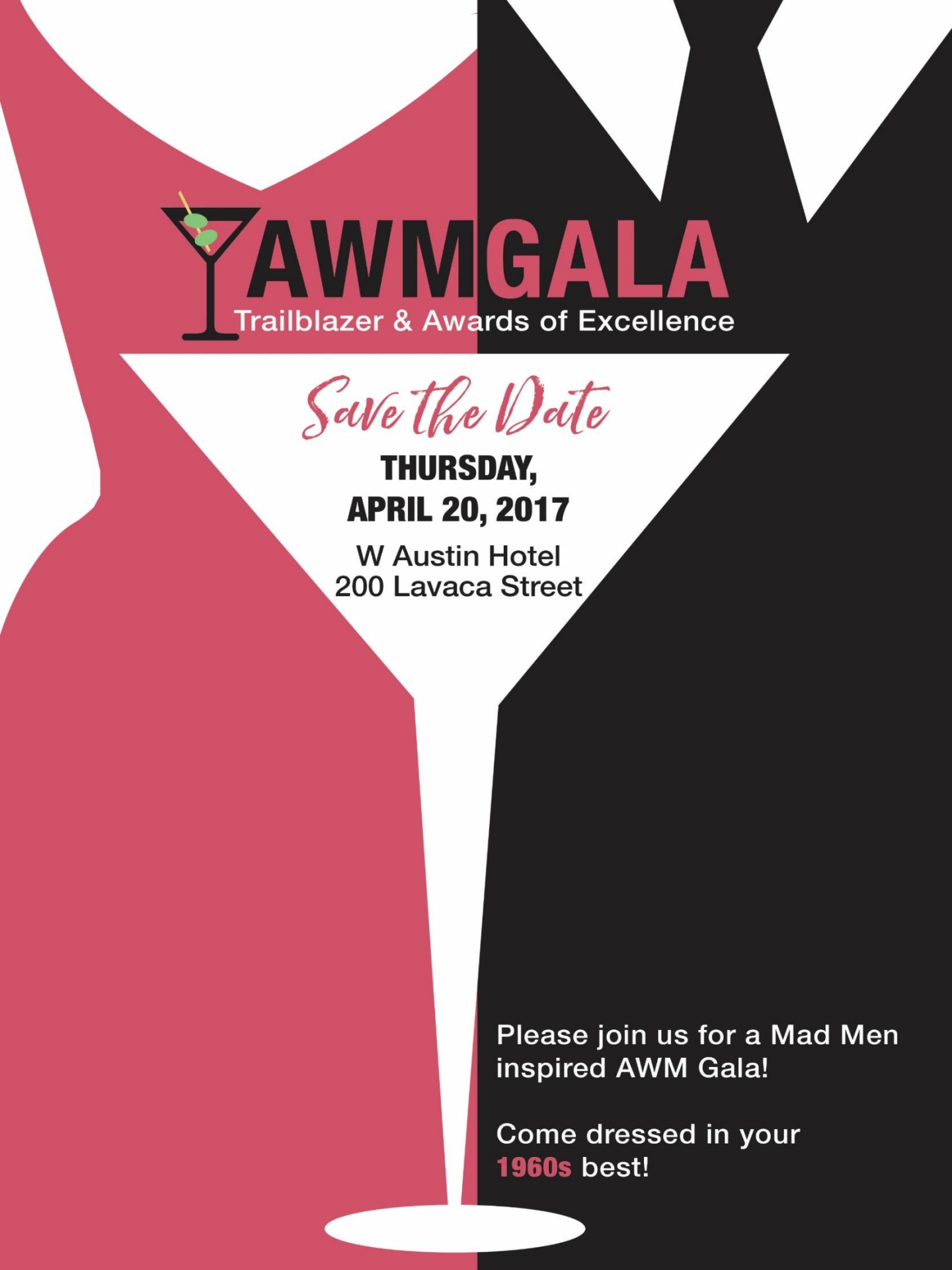
- Completed 75+ hours of college course work by December 2016
- Must not graduate before December 2017
- Have an overall GPA of 3.25 or higher or a 3.0 or higher in declared major courses (on a 4.0 scale)
- Are enrolled at the time of application as a full-time student (carrying a minimum of 12 hours per semester) at an Austin or San Marcos area university, with a declared major in radio, television, film, digital media, public relations, advertising, marketing, communications or broadcasting.

One **$5000 scholarship** is to be used for either undergraduate or graduate tuition and will be administered by the respective Financial Aid Office of the recipient. Student must be present at the 2016 Trailblazers and Awards of Excellence Gala on Thursday, April 20 to accept award.

The 2017 scholarship deadline is 03/31/17!

For more information and to apply online visit www.awmaustin.org/scholarships

AWM JANUARY 2017


AWM GALA
Trailblazer & Awards of Excellence
Save the Date
THURSDAY,
APRIL 20, 2017
W Austin Hotel
200 Lavaca Street
Please join us for a Mad Men inspired AWM Gala!
Come dressed in your 1960s best!

ANNOUNCEMENTS

We want to thank our vendors and silent auction donors for helping us raise over $1,200 towards our scholarship fund

VENDORS

Buddha's Brew
Craft Beers - Brown Distributing
Dulce Vida Tequila
Tito's Handmade Vodka
Spirit of Texas Rum
Cape Classic Wines
On Premise Wine
Longhorn Steakhouse
Di Lux Austin
Nate's Baked Goods
Oast-House Kitchen + Bar

AUCTION ITEMS

Mav's Tickets (4)
$200 Trulucks Giftcard
Haley Lebeuf Earrings
Dripping Springs Vodka Private Tour & Tasting
UT Men's Basketball Tickets
Spurs Tickets (4)
Costa Sunglasses
Lost Pines Resort – 1 night stay

KLBJ's B-Doe and wife Kristen welcomed baby Braden at 3:34 am on 12/22/16.

Congratulations!!



Gary Weaver Director of Marketing and Promotions of Emmis Austin Radio and wife Lisa welcomed Baby Edward Kirk weighing 6lbs 9 oz on December 8th at 2:07 pm. Congratulations!!



Emmis Austin Radio's seven stations were in the spirit of giving this holiday season:
-NewsRadio KLBJ AM and FM raised over $12,000 benefitting the Fisher House Foundation
-KGSR-FM hosted its 26th Anniversary party benefitting the SIMS Foundation
-KLBJ-FM raised over $7,500 to help less fortunate Central Texas families
-101X hosted shows at Emo's benefitting Austin's Habitat for Humanity
-BOB-FM was a supporter of the Chuy's Children Giving to Children Parade
-107.1 La Z and Latino 102.7 raised $165,679 to benefit Dell Children's Medical Center
Way to go Emmis!!

Do you have a new employee, promotion or other celebration to share? Send the details to info@awmaustin.org



CAREERS

Current job listings on the AWM website*: http://awmaustin.org/classifieds.php

iHeart MEDIA

Promotions Director

Media Consultant

emmis austin radio

Bilingual Account Executive

Promotions AE

FOX 7 AUSTIN

Various Openings

LinkedIn For a more extensive list of open advertising jobs in Austin, Visit: https://www.linkedin.com/jobs/advertising-jobs-austin-tx

Do you have a new employee, promotion or other celebration to share? Send the details to info@awmaustin.org

INSPIRATIONAL READS FOR 2017

