ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

AWM JULY CONNECTION



The newly elected board met on June 6th to kick off plans for the upcoming year. Some of the topics covered include:

- Support for the growing student division.
- Battle of the Media Stars moving to October
- Exploring a new luncheon venue
- Finalizing this year's Scholarship(s)

We look forward to another year of furthering the mission of the Austin Alliance for Women in Media, which is to "harness the promise, passion and power of women in all forms of media to empower career development, engage in thought leadership, and drive positive change for our industry and societal progress."

Ginny Schoggins
AWM President
gschoggins@emmisaustin.com

A.W.M. Publication
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ALLIANCE FOR WOMEN IN MEDIA
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JULY LUNCHEON

KPI's: Your Metrics or Mine?

Wednesday, July 15, 11:30am



Our guest speaker will be
Brian Wheelis
Director of Media & Engagement

Clients want conversions/sales, agencies want benchmarks to prove they beat the industry average and media outlets want ratings/impressions they can count on delivering.

What does everyone want? To get paid for performing!

We'll talk about deconstructing business goals and getting to meaningful and actionable metrics that lead to better ideas that perform and prove success. Half of the answer is identifying the right problem!

All RSVP's received after July 10th are $35
Confirm your seat on-line at awmaustin.org

LOCATION REMINDER
NORRIS CONFERENCE CENTER

Norris MEETINGS & EVENTS CENTERS

Wednesday, July 15th 11:30a-1p
2525 W. Anderson Lane
Members $25 Non-members $30
Non-RSVPs $35 after July 10th
NO SHOWS WILL BE BILLED!

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MEDIA MOMENTS



Connect with us on these social media channels for more photos and reminders of future events.

AustinAWM

AWMAustin

awmatx







WWW.AWMAUSTIN.ORG

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COMMUNITY

Recovery and relief efforts from recent floods continue in Central Texas.

Employees at Community Impact Newspaper volunteered their time Friday, June 26th to help in the San Marcos area. If you would llike to volunteer, visit www.servesanmarcos.org.



Here are additional opportunities to get involved:

- There is still a need for volunteers in Wimberley. For more information, visit http://barnabasconnects.org/wimberley-flood-2015/
- On August 9, 2015, a premiere benefit concert called Texas Flood of LOVE, being held at The Nutty Brown Cafe & Amphitheater, will aim to make a difference to the Wimberley Valley Community and the families that have endured such heartbreak and loss. For event information go to: http://www.texasfloodoflove.com/

If your company would like to share their volunteer experiences email info@austinawm.com

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COMMUNITY

CANville is a community-wide food drive that helps the Capital Area Food Bank



-Participating companies build iconic Austin structures out of canned food items
-Submit pictures/video by Aug 5th
-Winners announced Aug 13th

2014 Success: 73,171 meals (that's 24,000 cans and $20,000+)
2015 Goal: 220,000 meals and 35+ participating companies

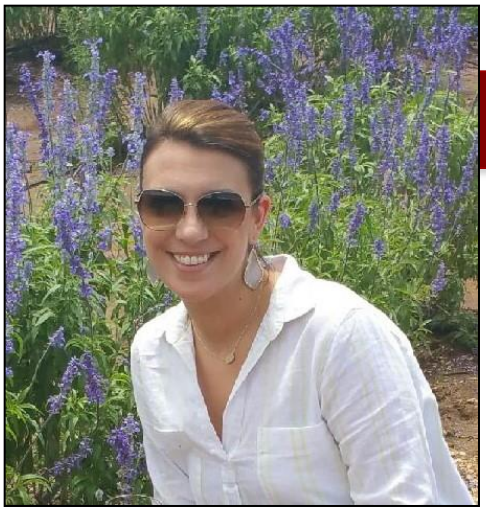
There is still time for companies to sign up or individuals to donate.
Find more details at: http://cafbtx.convio.net/goto/CANville2015

If your company would like to share their volunteer experiences email info@austinawm.com

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NEW FACES

The iHeart Media office welcomes these new employees



Krystal Stone: Sales Support



Travis Hill: Director of Marketing



Trisha Norman: Account Executive

iHeart MEDIA

Do you have a new face or a celebration you want to share?
Be sure to send us the information at info@awmaustin.org

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PROMOTIONS





ENTERCOM

Entercom Austin promoted Jennifer Buck (with Entercom since 2009) and Bob Woche (with Entercom since 2010) to General Sales Manager.

NEW ARRIVALS



KVUE 62 AUSTIN

Congratulations to new mom **Taylor Rutherford** on her arrival of Dylan on June 5th!

Do you have a new face or a celebration you want to share?
Be sure to send us the information at info@awmaustin.org

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Texas Association of Broadcasters

TAB2015

Texas Association of Broadcasters
62nd Annual Convention & Trade Show
August 5-6, 2015 – Renaissance Austin Hotel

TAB2015 is next month!

Whether you are brand new to the event or you've attended every convention they've ever held, the entire TAB staff is looking forward to seeing you at Texas broadcasting's biggest event.

Topics include:
The Next Generation of Customer Connection
Programmatic Buying
Leading Through Change
Competing in a New Audio Landscap
…and many more!

Check out the full schedule, packages and registration online
https://www.tab.org/convention-and-trade-show
Questions? Contact TAB at registration@tab.org
or call (512) 322-9944.

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Careers

These companies have posted their open positions on the AWM website. Please visit www.awmaustin.org/classifieds for information on the current positions available or to include your opening. All postings expire after thirty days.

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Questions? info@awmaustin.org

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AWM Dates To Remember…

JULY

8th – Monthly Board Meeting 12p-1p
Emmis Radio, 8309 N IH35
15th – LUNCHEON, 11:30a-1p
Topic: KPI's: Your Metrics or Mine?
Norris Conference Center, 2525 Anderson Lane

AUGUST

5th – Monthly Board Meeting 12p-1p
Emmis Radio, 8309 N IH35
12th – LUNCHEON, 11:30a-1p
Topic: State of Media
Norris Conference Center, 2525 Anderson Lane

SEPTEMBER

1st – Monthly Board Meeting 12p-1p
Location: TBA
16th – LUNCHEON, 11:30a-1p
Topic: Social Media - integration with other media
Norris Conference Center, 2525 Anderson Lane



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