ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

OCTOBER CONNECTION 2014



AWM Luncheon
October 15th
NEW LOCATION &
Special Guest Speakers
Police Chief Art Acevedo
Fire Chief Rhoda Mae Kerr
Mayor Pro Tem Sheryl Cole
Save your seat now!



A.W.M. Publication
October 2014
VOLUME 132 Austin

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE



A huge **THANK YOU** for all who participated in Color Wars!
Thanks to **Millennium Youth Entertainment Complex** for hosting the event!

Congratulations to our Winners!!

1st Place: iHeart Media



2nd Place: Emmis



3rd Place: KEYE



Spirit Award: Univision



Underdog Award: Spirit 105.9



EVENT WINNERS

- **Beach Ball- Statesman**
- **Musical Chairs- Emmis**
- **Three Legged Race- Community Impact**
- **Tug of war- iHeartMedia**
- **Raffle/ACL wristbands– Misty Gardener KEYE**

Stay tuned for total funds raised for SCHOLARSHIP & EDUCATIONAL programs!

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE











A HUGE shout-out to all of our amazing SPONSORS!

Corona Light
DIAGEO
The GOODNIGHT
MYEC
ONE Voice Communications, Inc.
CABEZA Advertising
CROWN TROPHY
gatti's pizza
Rudy's "Country Store" and Bar-B-Q
SONIC America's Drive-In

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

NEW LUNCHEON LOCATION

We have sampled *many* locations over the last few months and are happy to announce our new luncheon venue. We feel the **Norris Center** will be able to accommodate all of our needs.

Please use our website, awmaustin.org/events to RSVP and make payments.

Norris
MEETINGS & EVENTS
CENTERS

Norris Conference Center
2525 W. Anderson Lane
Luncheons, 11:30a-1p
Members $25, Non-members $30, $35 Walk-up
RSVP at http://awmaustin.org/luncheons

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

OCTOBER LUNCHEON

Wednesday, October 15th, 11:30a-1p

COMMUNITY LEADERS AND THEIR CAUSES

Join us at Norris Conference Center to discuss how Austin's media community can create partnerships with our community leaders and tackle just a few of their special causes.

Austin Fire Chief Rhoda Mae Kerr

Austin Police Chief Art Acevedo

Austin Mayor Pro Tem Sheryl Cole

KEYE TV **Moderator: Walt Maciborski**

Norris MEETINGS & EVENTS CENTERS

2525 W. Anderson Lane

Members $25/ Non-members $30/$35 Walk-up

RSVP at http://awmaustin.org/luncheons

NO SHOWS WILL BE BILLED

PLEASE RSVP FOR ALL AWM AUSTIN EVENTS AT WWW.AWMAUSTIN.ORG

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

Promotions



Congrats **Tom Michel** named KXAN Director of Sales





Congratulations **Stephen Michael** Kerr promoted to AM Drive and **Juliet Brandon** promoted to PM Drive on Majic 95.5

New Babies



Congratulations to Mix 94.7 Morning Host **Alex Franco** and his wife Andrea on the birth of Jacob Andrew Franco



Congratulations to **Yvonne Nava** and her husband on the birth of baby Bodhi

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

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

Congratulations

Congrats to the entire KLZT/107.1 La Z Team on being named **MARCONI'S 2014 SPANISH STATION OF THE YEAR**

emmis austin radio



THE AUSTIN CHRONICLE

Congratulations to the Winners of Best of Austin 2014 Media

- Best Film Critic: **Marjorie Baumgarten**
- Best Food Writer: **Addie Broyles**
- Best Journalist: **Richard Whittaker**
- Best Local App: **Favor**
- Best Local TV News: **KXAN**
- Best Local Tweeter: **@ATXhipsters**
- Best Radio Personality/Radio Show: TIE: **Jason & Deb on 101X &** **JB & Sandy on the Fringe**
- Best Radio Station: **KUT 90.5FM**
- Best Sportscaster: **Mike Barnes**
- Best TV Reporter: **Quita Culpepper**
- Best Weatherperson: **Jim Spencer**

Mud Puppies — Playcare + Boarding — Grooming + Training

Special Congratulations to AWM MEMBER BENEFIT Sponsor **Mud Puppies** for winning Best Pet Services!! For a complete list visit http://www.austinchronicle.com/best-of-austin/ .



KOKE FM AUSTIN'S COUNTRY ALTERNATIVE

HONOR FLIGHT AUSTIN

KOKE and **Bob Cole** joined forces with Honor Flight Austin to help raise funds so very willing and able World War II Veteran in Texas could fly to Washington D.C., free of charge, to see their WWII Memorial, built to honor their service and sacrifice.

http://www.honorflightaustin.org/

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

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

AWM recognizes Breast Cancer Awareness & Domestic Violence Awareness Month



'When breast cancer is detected early, in the localized stage, the 5-year survival rate is **98%'**

**NATIONAL CANCER INSTITUTE

October is **Breast Cancer Awareness Month** and we remind you the importance of making an early detection plan and encouraging others to do the same. For more information, please visit:

http://www.nationalbreastcancer.org/breast-cancer-awareness-month

Domestic Violence Awareness Month is observed in October and this year your support in generating greater coverage would be much appreciated. They are fortunate in Central Texas that dedicated volunteers, staff and community leaders have worked hard to develop needed services and advance prevention. Three organizations are making a difference and welcome your assistance in ensuring our community is aware of the impact of domestic violence and the help available to assist victims and families. Please visit the following website for more information:



http://www.ncdsv.org/images/NCDSV_DVSAresources-revised_8-2014.pdf

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

ACCEPTING APPLICATIONS FOR THE AWM 2015-2016 SCHOLARSHIPS!

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 2015 scholarships are open to those who:

- Completed 75+ hours of college course work by December 2014
- Must not graduate before December 2015
- 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.

A minimum of one **$1000 scholarship** is to be awarded to be used for either undergraduate or graduate tuition and will be administered by the respective Financial Aid Office of the recipient.



"I was very honored to receive the AWM scholarship. The funds helped me to buy the Adobe Creative Cloud so I could have more software to improve my editing skills. I am so thankful for this opportunity and those that it will provide me with in the future. Thank you so much again, Jamie Pross".

Student must be present at the AWM Gala on April 30, 2015 to accept award.

The 2014 scholarship deadline is 02/28/15!

For more information and to apply online visit:
www.awmaustin.org and click the scholarship tab

AWM MEMBER Benefit

AWM Members are able to SAVE thanks to our Benefit Partners. Sign up today to be a Member!

ARBOR CAR WASH

**$2 off full service car wash

www.arborcarwash.com ex: 1/2015

GARBO A SALON

**20% off services

**20% off retail purchases

www.garboasalon.com ex: 1/2015

BLACKFINN AMERIPUB

**15% discount

**Expires 1/2015

www.blackfinnameripub.com/austin

MUD PUPPIES

**$10 off first day of play care

**$10 off pre-paid play care pkgs

www.mudpuppies.com ex: 1/2015

REGIS SALON – *Barton Creek Mall location only*

**20% off services

http://bit.ly/1poRIe2

ex: 1/2015

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

AWM Dates To Remember…

OCTOBER

7th – Board Meeting: 12p

iHeartMedia, 3601 South Congress

15 – Luncheon: 11:30a-1p

NEW LOCATION-Norris Conference Center

2525 W Anderson Lane

TOPIC: Community Leaders and their Causes

NOVEMBER

4th – Board Meeting: 12p

Emmis Radio, 8309 N IH 35

15 – Luncheon: 11:30a-1p

NEW LOCATION-Norris Conference Center

2525 W Anderson Lane

TOPIC: Assistant Appreciation

DECEMBER

3rd – SPIRITS OF TEXAS

Zilker Park Clubhouse

9th – Board Meeting, 12p

Emmis Radio, 8309 N IH35



ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

MEMBERSHIP AND SPONSORSHIP INFORMATION

Individual Membership

There are two types of individual Austin memberships available:
$60/Professional and $30/Student.
Sign up on-line at www.awmaustin.org/membership .

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

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE

"Thank you!" to our Austin Alliance for Women in Media corporate sponsors:

emmis austin radio

SOUTH

ONE Voice COMMUNICATIONS INC.

SBG

MYEC

Millennium Youth Entertainment Complex

ALLIANCE FOR WOMEN IN MEDIA
AUSTIN AFFILIATE