Media Links



An A.W.R.T. Chapter Publication/ September 2006/ Volume 65

BATTLE OF THE MEDIA STARS
Save the Date!











GAMES SPIRIT* TROPHIES*

Thursday, October 19, 2006

It's time to start thinking about who you want on your team!

This year will be bigger and better than ever and you don't want to miss out on any of the action!

Mark your calendar for the 2006 Battle of the Media Stars

Stand by for more details.

Food & cold beverages provided

Battle of the Media Stars is a fundraiser for AWRT Austin's scholarship fund. For more info visit awrtaustin.org.

If you would like to add or delete someone from the AWRT mailing list, please contact Beth Bobbitt at beth@tab.org

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Find out...

...how clients are using internet advertising...
...the answers might surprise you!

Internet + Traditional Media = TRACKABLE RESULTS $$$

Bill Leake, CEO and President – APOGEE SEARCH

Apogee focuses on search engine optimization. *The Austin Business Journal* says Apogee "helps companies get the maximum mileage out of their web sites, either by upping their presence on search engines such as Google or Yahoo, or by generating customer leads from people visiting their clients web sites."

Angela Jarvis, Interactive Media Supervisor - GSD&M

Angela has extensive experience with planning and buying web advertising as part of an overall media mix for various GSD&M clients.

September 13, 2006 - 11:30AM–1PM

Austin Women's Club – 708 San Antonio St.

$15 members, $20 Non-Members, $25 at the door

RSVP Today at AWRTAUSTIN@HOTMAIL.COM

If you would like to add or delete someone from the AWRT mailing list, please contact Beth Bobbitt at beth@tab.org

President's Word





Susan Knechtel
KVUE Account Executive

JAMBO! *(that's Swahili for HELLO!)*
Last month I went to Tanzania, Africa and climbed Mt. Kilimanjaro. During the five day climb to 19,000 feet our group of nine had plenty of time to ponder why we had set such a lofty goal for ourselves and how in the heck we were going to achieve it – especially on summit night when it was cold, dark, windy, and nearly impossible to breathe. We discovered that the only way to make it to the top was to take it one day, one step, and one breath at a time, and to rely on each other when our individual strength waned. All of us had moments of doubt, fear, and pain, and none of us could have made it to the top alone.

There are obvious parallels here to what we all go through every day. Whether you voluntarily accept a new job or big promotion that stretches the limits of your comfort zone or are struck by the sudden diagnosis of a health problem that you have no choice but to tackle, we are all climbing our own personal mountains all the time. It sounds so cliché to talk about teamwork getting you through, but truly, the more I challenge myself to do big things, and the more unexpected hurdles that are put in my path; the more I realize that my level of success is totally dependent on my own decision to accept the help of people around me. I can do a lot alone, but with a team I can do things I never thought possible.

Stephen Covey talks about the concept of **interdependence** in his book The Seven Habits of Highly Effective People. I read it early in my career, but then stubbornly rolled up my sleeves to prove that I could succeed "all by myself" -- only to have some successes take too big a toll on me mixed in with a few big failures. (Is this sounding familiar to anyone else!?!?) FINALLY ten years later I'm putting interdependence into practice, and let me tell you, it's so much more fun to smile and look your teammates in the eye during the victorious moment than to stand on the mountain alone.

As students head back to school and we return to the frantic pace of the media business, then make it through the holidays (yes, I actually saw Halloween decorations in a store last week), and eventually start thinking about our personal and professional goals for 2007, we should all take a moment to look at the team of people that surrounds us -- whether it's coworkers, vendors, family or friends. I bet we could all reach a higher peak if we relied on them more.

A friend in the park is better than a dollar in the pocket.
- Author unknown

Never doubt that a small group of thoughtful committed people can change the world: indeed it's the only thing that ever has!
- Margaret Mead (1901-1978)

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Local News



Member Highlights

Congratulations!

Eric Lassberg is the new President and General Manager of KXAN and KNVA in Austin. Eric is currently General Manager of KSCW in Wichita, Kansas, owned by Banks Broadcasting.

Welcome!

KVUE would like to welcome the newest additions to their sales staff Tim Gainan, Tracey Emmert and Jessica Lindstrom!

Good Luck!

CJ Geoffroy has accepted a position as Senior Account Executive for the Community Impact Newsletter with circulation currently in Round Rock, Pflugerville, Leander and Cedar Park.

If you have any local or member news for the next newsletter

Please send it to Jamie Ahrens (Jamie.Ahrens@twcable.com). Thanks!

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National News



Statement from American Women in Radio & Television

In Response to Katie Couric's Debut as Anchor of the *CBS Evening News*

September 6, 2006 (McLean, VA) – American Women in Radio & Television (AWRT) expresses its congratulations to *CBS Evening News* Anchor Katie Couric on her debut as the first permanent solo female news anchor of a network newscast. "It was a great day for women in broadcasting: a woman anchoring a network evening newscast during the same week that shows like *Ellen* and *The View* had their season premieres featuring Beyonce' Knowles and Jessica Simpson as lead guests. It's a very good message for all of our members and supporters," stated AWRT President Chickie Bucco.

Added AWRT Executive Director Maria Brennan, "We're proud that AWRT lifetime member and multiple AWRT Gracie Award winner Katie Couric debuted with such success last night. She's an inspiration to all women in the media."

For additional information on AWRT's initiatives, visit our web site at www.awrt.org.

Please join us for a **MEET & GREET ~ DUTCH TREAT**
with your AWRT friends
at an informal gathering in Dallas during the NAB Radio Show.

~

When: Thursday, September 21, 2006 ~ 5:30 – 7:00 p.m.
Where: The Bar at Nana at the Hilton Anatole ~ 2201 Stemmons Freeway, Dallas, Texas 75207

~

We hope to see you there!
Hosted by:
American Women in Radio & Television
&
Mentoring Inspiring Women in Radio (MIWs)

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Career Corner



Corporate Sponsorship Sales

Public Radio Partners seeks determined and persuasive sales professional to join our public radio sales team at KUT. Position requires the development of new business and excellent communications and presentation skills. 3 years of sales experience and a 4 year college degree are required. Media or marketing related sales experience preferred. Please e-mail cover letter and resume to kutrecruiting@prpnetwork.com.

If you have a job opening at your station that you would like to add to our website, please email a brief description,100 words or less, to mcrayton@kvue.com.

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Career Corner Continued...



Research Director

KVUE-TV is looking for a Research Director. This position will assist the sales department with presentations, psychographic, and audience ratings analysis as well as support other departments with pertinent research information and data. This individual will maintain the sales site, update One Domain, act as a liaison with Nielsen research, produce one-sheets and presentations. Prior media experience is preferred but not required. Knowledge of Excel, Power Point, Word, and OSI preferred. If you have an interest in this position, please send resume to: Human Resources, KVUE-TV, 3201 Steck Ave., Austin, Texas 78757 or email to jmcthompson@kvue.com. EOE

If you have a job opening at your station that you would like to add to our website, please email a brief description,100 words or less, to mcrayton@kvue.com.

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