JUNE 2020
ISSUE 239

JUNE CONNECTION

The monthly newsletter of Austin Alliance for Women in Media

ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE
Supporting Austin Women in Media for 40 Years



Dear Austin Media Community,

June marks the beginning of a new year for the Austin Alliance for Women in Media. A new Board of Directors has been elected and AWM Austin launches its 40th Anniversary Celebration this year.

For 40 years, the Austin Affiliate has been advocating and providing education for women and all members of the media. Through its fun events, informative programming and corporate and membership participation, AWM Austin has endured. This year our goal is to share the rich history of the organization and its influencers, while continuing to provide professional development and awarding a college scholarship.

We are living in turbulent times and many of us are filled with a range of emotions; anger, sadness, frustration and fear. I know I am. How do we deal with this? In my search for answers, I was reminded that connecting with others is one way to move in a positive direction. AWM Austin can provide just that, an opportunity to network and connect with members of our media community. Later this month, the 2020-2021 board will begin working on ways to provide you with these opportunities, but we'll need your voice and your support. Email us at info@awmaustin.com what topics are of interest to you. Respond to our surveys so we can learn more about you. Follow AWM Austin on Facebook, Twitter, Instagram and LinkedIn and engage with us. Attend our events and interact with your peers and colleagues.

These next few months, AWM Austin may be conducting its events a little differently. We are up for the challenge; but your participation, not just now, but year-round, is key. The success of this organization relies on you and it's one way in which we can come together. Let's connect and take that step in the right direction. I know it will make me feel better. My hope is that it will make you feel better too.

Best regards,
Liz Land
2020-2021 President
liz@utexas.edu

UPCOMING AFFILIATE MEETINGS

JUNE 13
9AM-12PM

Strategic Planning Meeting

Board Members only

AUG
TBD

August Luncheon

TBD

"Behind every great woman, is a great organization"
-Alliance for Women in Media

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Meet the Board

Leading our 40th year, please welcome your 2020-2021 Board of Directors



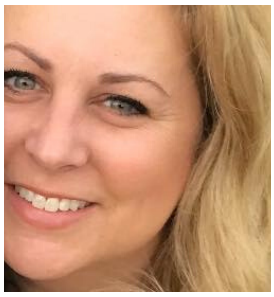
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CHRISTINA RINKEN-FABIANICH
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ALPINE MEDIA TECHNOLOGY

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Celebrating 40 years!

Mary Strickland, Founder

How the Austin Alliance for Women in Media came to be...

In 1980, Mary Strickland was working in sales at KVUE when she received a call from the San Antonio chapter of American Women in Radio & Television (AWRT). They had been contacted by the national office and asked to investigate the feasibility of developing an AWRT chapter in Austin. At that point in time, there were very few women in sales. In fact, Mary was the only woman in the KVUE sales department. The idea appealed to her and she told the San Antonio chapter that while she was interested, she needed to think about it.

Mary then presented the idea to her GM at KVUE, Joe Jerkins. He had been a member in Oklahoma and thought it was a great idea. Joe went on to become a huge advocate of the chapter and Mary believes that he was key to their success.

Some managers resisted AWRT because they felt it would be more social than professional. But Joe was a staunch supporter, paying half of the dues for those who joined as a regular member. As if that wasn't enough, Joe would pay ALL of the dues and cover travel to the national conference if one of his staff members became an officer for AWRT.



AWRT Fundraiser, 50's Party.
From left to right Mary Strickland and Barbara Rodgers



Trailblazer Recipients 1999. From left to right Gloria Martinez, past President; Dottie Dorwood, former board member & Trailblazer recipient; Mary Strickland past President; Mark Kiester, former board member & Trailblazer recipient; Neal Spelce, Trailblazer recipient; Bob Cole, Trailblazer recipient.

In those days, the national organization had very specific guidelines to become a member. For example, managers, copywriters and anyone tied to the product that went on air were accepted. However, if you were a clerk or part of the accounting department, you might not be accepted.

Throughout the next five to 10 years, those guidelines remained. However, many chapters felt it wasn't in line with their mission to educate all women in broadcasting. Why shouldn't women across the board be included to increase membership? When the organization changed to AWM in 2010 it expanded out to all media (not just radio and TV) and brought the organization full circle.

To form a chapter/charter you had to maintain 17 active members. Mary was named the first President and the Austin chapter was chartered once they attended a national meeting and picked up their charter. To keep the charter, a chapter needed to maintain that minimum membership, have a viable budget, award scholarships and illustrate stability. All qualities that remain today.

Mary has continued to be active with AWM since its inception 40 years ago. She feels a strong sense of responsibility and simply enjoys it... and we love nothing more than having her by our side.

We salute you, Mary. A true Trailblazer then, now and always!

#AWMATX40

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LOCAL CONNECTION

Keeping you connected to the news impacting your Austin media community

CONGRATULATIONS LISA KING ON YOUR NEW LITTLE BUNDLE OF JOY

Lisa King with CBS/Telemundo announced on May 18, 2020 her beloved daughter Charlie Marie was brought into this world, blowing kisses and making an entrance their family won't forget. Best wishes to Lisa and her family!



TUDN® RADIO
KLZT 107.1 HD3
AUSTIN
tudnaustin.com

WATERLOO MEDIA BRINGS THE LARGEST U.S SPANISH SPORTS NETWORK TUDN RADIO TO AUSTIN

Austin's radio listeners now have a new choice for Spanish sports and entertainment as Waterloo Media has launched TUDN "Tu Deporte Network" on 107.1 HD-3 and streaming at tudnaustin.com.

AUSTIN

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HALF OF CONSUMERS SAY THEY'RE READY TO RETURN TO STORES



Forty-seven percent of people in a May 24 report by Engine Insights, the research and analytics division of global media and marketing services company Engine, said they now felt safe returning to brick-and-mortar shopping, while 38% of people said they are now willing to go to a restaurant.



SIX SKILLS EVERY MODERN MARKETER NEEDS TO MASTER

As leaders in their respective fields, the members of Business Journals Leadership Trust are constantly building their skills and learning how to apply them to various parts of their business, including marketing. To that end, we asked six of them to name some unique skills every marketer should build and why.

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Scholarship

Supporting the next generation of leaders in the media industry

AWM is proud to provide scholarships to college students studying media or a related field at a university in Austin and surrounding areas. Since 2007 a scholarship has been awarded to be used for undergraduate tuition.

SCHOLARSHIP RECIPIENTS

2020 TIANA WOODARD

2019 STEPHANIE ZELLER

2018 PRAKSHI MALIK

2017 BELEN RAMOS

2016 AUTUMN BERNHARD

2015 CASANDRA JARAMILLO

2014 JAMIE PROSS, RACHEL MILLER

2013 SONIA RAJARDJA

2012 TORRIE HARDCASTLE

2011 KATHLEEN KIRK

2010 SYLVIA HAY

MICHELLE TROUTT

STEPHANIE THURBER

2009 REBECCA WEISER

2008 STEPHANIE KUSY-WILSON

2007 JACKLYN REILMAN

By donating to the scholarship fund you will be contributing to the development of the next generation of leaders in the media industry.

To donate please click here



ALLIANCE FOR
WOMEN IN MEDIA 40
AUSTIN AFFILIATE

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NOW'S THE TIME TO BECOME AN AWM MEMBER

So many great memories,
so many reasons to join!

1. EXPAND YOUR HORIZONS WITH INSIGHTFUL MONTHLY LUNCH & LEARNS
2. FIND SUCCESSFUL MENTORS
3. ATTEND ANNUAL FUNDRAISING EVENTS WITH ATX INDUSTRY LEADERS
4. LOCAL NEWSLETTER KEEPS YOU ABREAST OF INDUSTRY NEWS
5. MAKE A COMMITMENT TO THE ADVANCEMENT OF WOMEN IN OUR INDUSTRY

INDIVIDUAL 2020-2021 MEMBERSHIP

- PROFESSIONAL: $60
- STUDENT: $30

Sign up online at http://awmaustin.org/join.php

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Board of Directors

Become an AWM Board Member

INTERESTED IN JOINING THE 2020-2021 AWM BOARD?

WE WOULD LOVE TO HAVE YOU!

For more information please contact Maria Anderson at mariaanderson@iheartmedia.com.



Career Connection

Post up

Are you ready to make a career move?
OR
Do you need to fill an open position on your team yesterday?

We can help!

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Corporate Sponsorship

Become a corporate sponsor

It 's never too late to become a sponsor.

Click here to learn more about how you can get involved!



Spectrum REACH

kxan

iHeart MEDIA

Entercom Austin

WATERLOO MEDIA

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