

Media Links



An A.W.R.T. Chapter Publication June 2007/ Volume 71

PROMOTING PROGRESS

AW RT

CREATING CHANGE



awrtaustin.org

AW @austin RT

June Luncheon

Emerging Trends in Automotive

Emerging trends in automotive and how they could affect YOUR WALLET in the upcoming year:

Automotive is the single largest category of advertiser for any local media outlet, so we need to stay up-to-speed on new and developing trends in that industry. Discover what local auto experts see as the main value that local media partnerships provide in helping them achieve their business goals. Find out their opinions on the shifting trends in consumer buying habits, imports vs. domestics, high gas prices, brand loyalty, internet marketing, diversity marketing, paid programming, changes in co-op marketing incentives, and more. There will be time set aside for Q&A so start thinking of your questions and RSVP today!

panel guests:

Robert Cardosi - GM, Classic Toyota
Scott Crossett - Owner, Apple Leasing
Chuck Nash - Dealer Principal, Chuck Nash Auto Group

moderator:

LisaBeth Thomas, "The Big Cheese" LBTJ Group

Wednesday, June 13, 2007
Austin Women's Club
11:30am-1pm
708 San Antonio Street. (entrance on Nueces)

Members: \$20
Non-Members: \$25
Checks and all major credit cards accepted.
Payment must be made at the door.

DON'T FORGET!

Bring your gently used women's business attire donations for Dress For Success!

THANK YOU TO OUR CORPORATE SPONSORS:



Local News

2007-2008 AWRT AUSTIN CHAPTER BOARD OF DIRECTORS

President	Christine Martinez	KAKW-TV
Vice President	Jennifer Von Strohe	KAKW-TV
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Lori Barton	KVET-FM Clear Channel Radio
Rebecca Goins	Total Traffic Network Clear Channel Radio

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Shirley Reynolds	KAMX MIX 94.7
Alison Carson	KGSR- FM/ Emmis Austin Radio

Membership Co-Chairs:

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LisaBeth "LB" Thomas	LBTJ Group

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Lisa King	Time Warner Cable

Programming Co-Chairs:

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Christina Rinken-Fabianich	KKMJ Majic 95.5

Trailblazer and Special Events Co-Chairs:

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Gwen Throckmorton	Time Warner Cable

Fall Preview Party Chair:

Susan Kelly	Univision KAKW-TV
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Scholarship Chair:

Tatum Brown	Stanhope Group Advertising
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Publicity/Newsletter Chair:

Holly Breaux	KTBC-TV FOX 7
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Ginny Schoggins	Univision Radio KINV & KLQB-FM
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Christie Humphries	KVUE-TV
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Database Administrator:

Beth Bobbitt	Texas Association of Broadcasters
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Government Relations:

Scott Luther	
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NETWORKING HAPPY HOUR AT HILL'S CAFE

On Thursday, May 17th AWRT Austin hosted a networking happy hour at Hill's Café. In addition to everyone having a great time, six new members joined our chapter. **WELCOME NEW MEMBERS:** Amanda West - Clear Channel/KPEX, Teresa Smith - Time Warner Cable, Monica Vallejo - Univision TV, Yancy Watson - Univision TV, Josh Frescas - Univision TV and Federico Torre - BMP Radio.



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AWRT AUSTIN SCHOLARSHIP RECIPIENT

The AWRT Austin scholarship winner is University of Texas at Austin student Jaclyn Reilman, a 20-year-old senior Radio/TV/Film Major. Jaclyn has a black belt in Tae Kwon Do, is a member of the Chi Omega Sorority, the UT Film Committee, and the Phi Sigma Pi National Honor Fraternity @ UT and is a Gold Award Girl Scout. Jaclyn has worked all through college. She is currently working for Round Rock ISD filming special events, football and soccer games, archiving the events and training others to do the same. Jaclyn comes from a single parent family and credits her mother for her success. She won \$1000 from the AWRT Austin Chapter which was presented to her at the 2007 Trailblazer Gala.

**Congratulations to the
LBTJ Group for landing the
Chuck Nash Auto Group
Account!!!**

If you have a special announcement and would like it listed in the next newsletter, please e-mail hbreaux@fox7.com



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National News

American Women in Radio and Television, Inc.

American Women in Radio and Television is the national, non-profit organization that extends membership to qualified professionals in the electronic media and allied fields. AWRT's mission is to advance the impact of women in the electronic media and allied fields by educating, advocating and acting as a resource to its members and the industry. Founded in 1951, AWRT has worked to improve the quality of broadcast programming and the image of women as depicted in radio, television and cable.

The Foundation of AWRT

In 1960, AWRT became the first professional broadcasting organization to establish an educational foundation. Its mission is to utilize the media to create positive change. The Foundation of AWRT supports educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields.



Thank you to our corporate sponsors:



Board Member Spotlight

REBECCA GOINS

Rebecca joined the AWRT board in May '07 as a Hospitality Co-Chair. She works for Total Traffic Network with Clear Channel Radio in Cluster Sales & Integrated Marketing.

Interview with Rebecca Goins:

- 1.) How long have you been with Clear Channel in Austin? **6 years**
- 2.) What aspects of your job have changed in recent years?
I was an Account Executive @ KFMK-Jammin 105.9 for 4 years and transferred to the Total Traffic Network team nine months ago. It was a scary change for me, but a good decision. I have gone from selling radio to selling a network. I had to learn to think of radio in a different manner and it turned out to be an easy transition for me.
- 3.) You're a relatively new member of AWRT. Why did you join?
It was time for me to join AWRT. I have always been interested in the organization, but never made the time for it. I enjoy working w/ strong successful dedicated women. This is the perfect organization to meet new people who are as dedicated to their careers as I am.
- 4.) Where do you see the state of traditional media buying going in the future? (more internet, shorter commercials)
The changes have actually already begun. In regards to shorter length commercials, clients are realizing that shorter length ads are a great value for them; listeners have noticed more music and shorter commercial breaks. Shorter length commercials offer a better environment to listeners; a better environment for listeners is a better environment for advertisers. Media buying has discovered new options available to them in shorter length spots... (:30)s, (:15)s, Traffics, Adlets, Blips etc... In regards to internet, clients and agencies are finding that media has so much to offer them these days. Complete Internet packages are available with streaming ads, banner ads, pre-roll ads, keyword searches etc...
- 5.) What are you most excited for in 2007-2008 for AWRT?
Being a part of AWRT as a member! I'm also excited to see what changes are in store for this year. As we all know change is a part of our world and for the most part it is usually for the better.

Interview by Carrie Sapp of Marketing Matters (April, 2007).



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Career Corner

KTBC-TV FOX-7 5/31/07

The following represents brief/broad descriptions. It is not intended, nor should it be construed, to represent a comprehensive and/or exhaustive description of all duties/responsibilities and requisite skills of each position. Unless otherwise noted, positions are full-time.

Graphic Designer

GREAT OPPORTUNITY FOR TV DESIGNER IN AUSTIN! FOX 7 is looking for an experienced designer to work with our creative team. Must have advanced Macintosh skills, with expert knowledge of After Effects, Photoshop and Illustrator. Lightwave 3-D and print experience a major plus. Will be working on a wide variety of projects including newscast graphics/animations, station promotion and sales projects as well as online and print graphic support. Experience working in a local television station strongly preferred. College degree or formal design education required. 1-2 years of professional graphics experience required. Ability to work flexible schedules, including holidays and weekends required. This is not a 9-5 job. Please submit a DVD of your best work or an online link to your portfolio along with resume and cover letter.

Send cover letter and resume (tape if applicable) to:
Human Resources
KTBC-TV FOX-7
119 E. 10th Street
Austin, TX 78701

(Reference position title on envelope. Tapes will not be returned. No phone calls, please.)
EOE/M/F/D/V

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Career Corner Continued...

**KTBC-TV FOX-7
5/31/07**

Assistant Chief Engineer

Broad range of knowledge, experience and skills in broadcast television, UHF and VHF transmitters, microwave technologies and superior excellence with edge servers and AVID Unity server administration. Leading, troubleshooting, repairing and maintaining all sub-systems. Repair tape machines and all other ancillary broadcast equipment down to component level. Assure compliance with all applicable FCC and FAA rules and regs. Fill in during absence of Director and V.P. as necessary. Min. 8 yrs engineering experience in broadcast tv, preferably at a News tv station; at least 4 yrs engineering mgmt exp included in broadcast tv. College degree preferred. VHF,UHF and microwave schools (or equiv) preferred. VHF,UHF transmitter experience NTSC and DTV. Ability to repair studio equipment, Sony and Panasonic tape machines, microwave equipment. In-depth knowledge of television technologies, RF and electrical distribution. Ability to lead a design, plan, wire list, cabling, drawing package and implement various broadcast or network engineering systems in the facility on time and on budget. Multi-task and prioritize assignments.

Send cover letter and resume (tape if applicable) to:
Human Resources
KTBC-TV FOX-7
119 E. 10th Street
Austin, TX 78701

(Reference position title on envelope. Tapes will not be returned. No phone calls, please.)
EOE/M/F/D/V

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Career Corner Continued...

UNIVISION 62
EFFECTIVE DATE: 6/1/07

PRODUCTION & TRAFFIC COORDINATOR

REPORTS TO: DIRECTOR OF MARKETING AND PRODUCTIONS
FLSA STATUS: NON-EXEMPT

SUMMARY OF FUNCTIONS: Primarily responsible for coordinating, logging, and quality checking of advertising spots/copy to comply with Univision standards. Assists with ingestion of commercial spots. Runs teleprompter, sound, graphics in Production. Performs miscellaneous production duties.

MAJOR DUTIES AND RESPONSIBILITIES:

Log in all copy. Quality control/check commercials to ensure compliance with Univision standards. Generate missing copy reports. Generate daily list of spots to be ingested. Coordinate with sales department on copy deadline and special case clients. Check previous day's contract inputs. File tapes. Ingest spots for the Production Department. Run the teleprompter, sound, and graphics in Production. Edit/complete radio production. Act as the chief conduit between traffic, sales, and production, working closely with all Department Heads in those areas.

ORGANIZATIONAL RELATIONSHIPS:

Reports to Director of Marketing and Productions.

EDUCATIONAL REQUIREMENTS:

Bachelor's Degree in Radio, TV, Film or equivalent preferred.

EXPERIENCE AND SKILLS REQUIREMENTS:

Requires a minimum of 2 years experience as a Production & Traffic Coordinator or similar position. Must be able to work under pressure and be well-organized.

LANGUAGE REQUIREMENTS:

Applicant must be fluent in English and Spanish - oral and written.

PHYSICAL REQUIREMENTS:

Must be able to sit for prolonged periods of time and lift up to 15 pounds. Must have good vision and hearing acuity. Manual dexterity and skill in using keyboard required.

COGNITIVE REQUIREMENTS:

Requires analytical, problem-solving, mathematical and reading abilities.

EQUIPMENT USED:

Computer; teleprompter, telephone, Beta/VHS/Mini DV player

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER AND WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY.

CONTACT PERSON: Lucy Anguiano, Director of Marketing & Production.
Interested parties may e-mail resume and cover letter to:
languiano@univision.net Please reference: Job #KAKW 2007-06



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Career Corner Continued...

KGSR – Overnight On-Air Talent

KGSR, Austin Radio, one of the five (5) best radio stations in the U.S. in one of the best cities in the U.S. (Austin, Texas) and a part of one of the best companies (Emmis) is looking for new overnight talent. Hours for this position are midnight to 6:00 a.m.

Candidates must have at least two years of on-air experience and must be able to provide an audio sample of their work. An audio sample is required to be considered for this position. Candidates must also have knowledge of the KGSR brand, including its relationship to the community, as well as knowledge of KGSR artists and music from the following genres: Roots and contemporary singer/songwriters, Austin artists, adult blues, and independent alternative and pop. Candidates must also be able to represent KGSR at station remotes, appearances, and have the ability to fill in for other on-air shifts.

Key attributes of candidates:

Proven track record of reliability

Good voice quality

Knowledge of aforementioned genres

A can-do attitude

Interested candidates please send resumes with air checks via email; eeo@emmisaustin.com, KGSR Overnight talent, mp3 files should not be larger than 2 mb, or online at www.emmis.com. Resumes and air checks can also be mailed to Chris Edge, 8309 North IH 35, Austin, TX , 78753. Deadline: June 18, 2007. No Phone Calls.

We ask for your cooperation and assistance in our efforts to recruit, hire and promote qualified women and minorities. In this regard, if you know of individuals who might be interested in and qualified for this position, we encourage you to refer them to us. Equal Opportunity Employer.

PLEASE SEND YOUR JOB LISTINGS TO AWRT AUSTIN:

If you have a job opening at your station or media company that you would like to add to our newsletter and website, please email a brief description, 100 words or less, to hbreaux@fox7.com and chumphries@kvue.com.



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