

Media Links



An A.W.R.T. Chapter Publication February / March 2008 / Volume 76

march luncheon

3.12.08



What do you need to know about HD?

Please join us on March 12th for an in-depth look at the DTV conversion.

Special Guests:

Patti C. Smith

General Manager KVUE Television

Mark Dunham

Director of Engineering KXAN/KNVA Television

Danny Baker

General Manager KTBC Television

Dusty Granberry

Director of Broadcast Operations KEYE Television

Luis Patino

General Manager KAKW/KBVO Television

Moderator:

Oscar Rodriguez

Vice President Texas Association of Broadcasters

11:30am-1pm

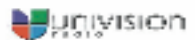
Austin Woman's Club (708 San Antonio)

Members \$20 Non-Members \$25



awrtaustin.org

THANK YOU TO OUR CORPORATE SPONSORS:



Local News

2008 SWEETHEART BACHELOR AUCTION

The 7th annual Sweetheart Auction was a wonderful success this year thanks to the all the contributions of the bachelors, volunteers, and sponsors! Countless hours were spent on preparing and planning for one night of fun, excitement, and entertainment all while helping to raise money for both AWRT and *Latinitas*. Over 250 people showed their support for both organizations while the women were very generous as they bid on the good-looking and fearless bachelors. Bachelors ranged from a great-looking chiropractor, to a TV personality, to a professional salsa instructor who has traveled the world performing, to many more amazing bachelors.

The co-founders of *Latinitas* as well as their board of directors contacted Lisa King after the event in a thank you letter saying “*Latinitas* would like to thank the entire AWRT organization for one of the most fun and lucrative fundraising events that *Latinitas* has ever been invited to be a part of. AWRT’s Sweetheart Bachelor Auction is such a gift to the non-profit world!”

Thanks to all who donated and participated to make this such a successful AWRT event. A SPECIAL THANKS TO THE EVENT CHAIR LISA KING for all her hard work and to Co-Chair Esmeralda Arzola !!!



Thank you to our corporate sponsors:



Local News



SWEETHEART BACHELOR AUCTION



Local News



**SWEETHEART
BACHELOR
AUCTION**



Local News

MARKET NEWS

Fellow AWRT Board Member Esmeralda Arzola has taken a position as a Local Account Executive at BMP Radio! Good Selling Esme!!!

ABOUT AWRT

American Women in Radio and Television

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.

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

hbreaux@fox7.com



Thank you to our corporate sponsors:



Local News

AWRT Trailblazer & Awards of Excellence Gala

Thursday, April 10th
Renaissance Austin Hotel
9721 Arboretum Boulevard
Austin, TX 78759

If you or your company is interested in being a sponsor or reserving a table for this year's event, please go to awrtaustin.org and click on the link:

[SPONSORSHIP AND TABLE RESERVATION INFO](#)

NOMINATION BALLOTS WERE SENT OUT TO AWRT DATABASE. IF YOU DID NOT RECEIVE ONE PLEASE CONTACT BETH BOBBITT AT BETH@TAB.ORG.

TO NOMINATE SOMEONE FOR THE TRAILBLAZER AWARD, GO TO THE AWRTAUSTIN.ORG WEBSITE AND CLICK ON THE LINK:

[TRAILBLAZER AWARD NOMINATION FORM](#)

TO NOMINATE FOR BEST RADIO SPOT, BEST TV SPOT, BEST COMMUNITY AFFAIRS RADIO CAMPAIGN AND BEST COMMUNITY AFFAIRS TV CAMPAIGN, PLEASE GO TO THE AWRTAUSTIN.ORG WEBSITE AND CLICK ON THE LINKS BELOW AND COMPLETE THE APPLICATIONS:

[BEST RADIO SPOT](#)

[BEST TV SPOT](#)

[BEST COMMUNITY AFFAIRS RADIO CAMPAIGN](#)

[BEST COMMUNITY AFFAIRS TV CAMPAIGN](#)

DEADLINE FOR ALL SUBMISSIONS IS FRIDAY, MARCH 21ST!

TO ORDER INDIVIDUAL TICKETS, PLEASE CONTACT

[Gwen Throckmorton](#)

gwen.throckmorton@twcable.com



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Local News

SAVE THE DATE!

- Wed, 3/12 MARCH LUNCHEON
HD PANEL
11:30am Austin Woman's Club**
- 3/13-3/15 AWRT ANNUAL LEADERSHIP
SUMMIT & BUSINESS CONFERENCE
Washington, D.C.**
- Thu, 4/10 TRAILBLAZER GALA
RENAISSANCE HOTEL**
- Wed 5/14 AWRT AUSTIN CHAPTER
11:30am ANNUAL BUSINESS MEETING**
- Wed, 5/28 33RD ANNUAL GRACIE AWARDS GALA
New York, NY**
- Thu, 5/29 GRACIE AWARDS LUNCHEON
New York, NY**
- Wed, 6/11 JUNE LUNCHEON
11:30am Austin Woman's Club**

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Local Member Spotlight



Interview with Board Member Lisa King Account Executive News 8 & Time Warner Media Sales...

How long have you been with (Time Warner) in Austin and what do you do? I have had the pleasure of working at Time Warner for three years initially as an assistant in the Media Sales department, then moved into a promotional role where I created innovative promotional ties and sponsorships with 44 networks including News 8 Austin. Most recently, I was promoted to Account Executive and am aggressively working to establish strong relationships to drive new business and initiatives at Time Warner Cable.

What aspects of your job have changed in recent years?

I have moved from different aspects of the company, assistant to promotions and now on to direct selling to clients. Working at Time Warner internally as an assistant and promotions coordinator helped me to make the transition and has given me a breadth of knowledge on the promotional power and opportunities cable has to offer as well as the inner workings of my organization. My previous positions have helped me to realize, that without our sales staff, we would not be able to succeed and move forward as seamlessly as we have.

How long have you been on the AWRT board and what roles have you served? I have been on the AWRT Board for three years co-chairing the Sweetheart Bachelor Auction for two of three years.

Where do you see the state of traditional media buying going in the future? (more internet, diversity marketing) Media is constantly in motion and we see it daily working for a cable company that is constantly evolving. As clients look for alternative and new innovative ways to reach their audience, our industry will strive to provide outlets to reach their needed results. Advance Media including internet and video on demand with strong promotions will become even more important and larger dollars will be allocated to them as we press forward.

What piece of advice would you give to someone considering a career in the media industry?

Media is a fast-paced and exciting industry that will leave you in the wind if you can't keep up. With that said, media provides you with opportunities to use creative ideas to help companies push and promote their brand and services which ultimately moves the dial forward on their business. If you are interested in a high energy day that is different from day to day/ week to week, then by all means join in.

What are you most excited for in 2008 for AWRT?

Like our industry, AWRT as an organization, must expand and progress to succeed, so I look forward to a year of new faces with fresh ideas and perspectives on how we may promote AWRT which ultimately serves as a voice for the individuals in our industry.

Career Corner

UNIVISION 62

JOB TITLE: LOCAL SALES ASSISTANT
JOB#: KAKW 2008-07
DATE: 2/29/08

Overview: The local sales assistant (LSA) will act as the support for the local Account Executives and the Local Sales Manager/s. The LSA will have to interact with the various departments including and not limited to sales, traffic, finance, production, promotions, news and community affairs. The LSA will work in the following areas:

JOB DESCRIPTION:

Provide clerical support to various the local sales manager/s and account executives
Perform daily tasks including coordination of traffic and production requirements.
Will aid other sales assistants with daily office duties related to sales and promotions as well as service to clients.
Assist front desk with phone support.
Assist marketing and promotions department with tasks ranging from event marketing to PowerPoint presentation design

MINIMUM REQUIREMENTS:

Education/ Experience:

Preferred four-year degree in advertising, marketing, or related field and/or Minimum 2 years experience in broadcast sales support.

SKILLS:

Must be computer-literate; proficient in all Microsoft Office applications including PowerPoint and Excel. Excellent organizational skills and ability to multi-task and work under pressure on short notice. Candidate must be self-motivated and should be able to communicate (read and write) well in English and in Spanish.

Qualified & interested parties, please forward resume to:

Susan Kelly, Local Sales Manager
Or Luis Patino, General Sales Manager

REF#KAKW 2008-07
2233 W. North Loop Blvd.
Austin, TX 78756

Or e-mail to

skelly@univision.net or lpatino@univision.net

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 to hbreaux@fox7.com and chumphries@kvue.com.



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Career Corner

Community Outreach Manager

Emmis Marketing Group, Austin, TX

Emmis Austin Radio is seeking a full-time Community Outreach Manager for our 6-station cluster. This manager will initiate, create and sell Community Outreach programs while leading the community-driven sales effort within the Emmis Austin radio cluster. This position will work directly with corporations, foundations and government entities to secure new funding for community programs.

Primary Responsibility:

Form revenue generating, community alliances utilizing Emmis Austin radio stations to conduct cause and social marketing campaigns.

Other Responsibilities:

Surpass Community Outreach revenue goal

Work effectively with radio Account Executives throughout the Community Outreach sales process

Represent Emmis Austin Radio to corporations, foundations, public entities and nonprofit organizations

Initiate, design, sell and implement cause and social marketing campaigns

Qualifications:

Qualified applicants will demonstrate excellent communication skills and the ability to sell cause and social marketing campaigns. Emmis is interested in ambitious candidates with sales capabilities who have a desire to work in the community, an understanding of the nonprofit sector and a passion to address community issues.

Other qualifications include:

Ability to multi-task in a fast-paced sales environment

Highly motivated individual, competent and accountable for individual work, strong time management skills, team player

Ability to set and attain performance and financial goals

Excellent oral and written communication skills; strong presentation skills and attention to detail

Possess sound computer skills including Microsoft Word, Excel, PowerPoint; Internet savvy

Preferred candidate should possess a bachelor's degree and minimum two years experience in sales or nonprofit fund raising /development

Interested persons please send resume immediately to: EEO Coordinator, Outreach Manager, 8309 North IH 35, Austin, TX, 78753.

Via email: eeo@emmisAustin.com or online at www.emmis.com.

Deadline: March 5, 2008. 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.

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