



The Association for  
**Women In Communications**  
Lubbock Professional Chapter

# Newsletter

## 2016-2017 Officers

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## 3 Communication Trends Influencing the Future

by Amanda McAfee

We all know our industry is evolving daily. Keeping up can be difficult. Ken Wincko, Senior VP of Marketing at Cision and PR Newswire, suggests three ways to keep up:

### 1. Focus on earned media.

Building relationships with your brand is the key to an effective communications strategy. "Earned media is rated more effective compared to owned and paid media by 81 percent of senior marketers, according to a recent study conducted by Outsell."

### 2. Be more integrated.

Avoid silos in your organization by building a cohesive and ongoing brand narrative. Use software to help coordinate all of your campaigns and processes in one place.

### 3. Better data and use better management tools.

Choose KPIs that "focus on business impact and growth, such as pipeline and conversion rates." Make sure you are connecting the dots of what is working and what is not working.



*AWC is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.*

# President's Letter

by Michelle Stephens, President



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MAD LIB PRESS RELEASE  
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## Mrs. Clause Joins AWC in 2016

The Association for Women in Communication is proud to announce membership of the esteemed Mrs. Clause to the Lubbock Chapter beginning December 1. Mrs. Clause brings **(number)** years expertise in the fields of **(verb-ing)**, **(verb-ing)**, and **(verb-ing)**.

"We are **(adjective)** to have Mrs. Clause join our organization," said AWC member **(name)**. "She has already volunteered to **(verb)** with the **(verb-ing)** committee next year. She has an excellent reputation as a **(noun)**."

"I am **(emotion)** to be a part of this **(adjective)** group of women," said Mrs. Clause in a statement released through her publicist, **(name of celebrity)**. "In just a few short days of membership, I have worked with the Lubbock Women's Club to change the next meeting menu to feature **(food)**, **(food)**, **(dessert)** and **(beverage)**."

Mrs. Clause was named as one of the Holiday's Top 100 **(noun)** earlier this year. A graduate of **(name of college)**, she has **(adjective)** skills in **(social media platform)** and **(communication topic)**. Her hobbies include **(verb-ing)** and **(verb-ing)**.

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## AWC Texas Tech Chapter News

by Alyssa McCoy, Texas Tech Chapter President



The holidays are a particularly busy time for students. Not only do we have to tackle the typical seasonal chores such as shopping for gifts and making travel arrangements, we are also focused on studying for finals, completing projects, and wrapping up the semester.

Needless to say, it can be very easy for students to get wrapped up in our own busy lives. This is one of the main reasons that the Texas Tech chapter of AWC dedicates our final meeting of the Fall semester to charity. Instead of having a speaker or focusing on career development, we spend several hours making blankets to donate to the Lubbock chapter of Project Linus which provides homemade blankets to children

in need. Shifting the focus of our monthly meeting helps us to shift our own mindsets. It's a great way to remember what the holidays are truly about while doing good for others in the process.



## Favorite Christmas Traditions...Then & Now

by Jo Langston

Ashley Harder

Childhood: Angel food 'birthday cake' for breakfast and sing Happy Birthday to Jesus.  
Adult: Buying my kids their Christmas pajamas that they open Christmas Eve night.

Doris Reding

Childhood: Santa Claus and stockings  
Adult: caroling, gifts for a family in need

Allyson Sherrill

Childhood: Our family has one big family sleepover every year. I loved having Santa with my eight cousins and later other littles.  
Adult: The same, but I love going to Dallas to be with my mom, cousins to shop or going on home tour. This year is our 57th sleepover.

Leslie Cranford

Childhood: Opening gifts on Christmas Eve at my grandmother's house  
Adult: Making, baking and decorating Christmas cookies.

Valerie Hlavarty

Childhood: Get up early on Christmas Day to see Santa Claus toys.  
Adult: Reading the Christmas story and going to Mass

Lisa Carson

Childhood: Getting up before sunrise to see if Santa made it.  
Adult: Having "Chinese" Christmas with family and donating Christmas to a family in need.

Diane Harlan

Childhood: Santa  
Adult: Being at our home

Britta Tye

Childhood: Re-enacting the Christmas Story with all of my cousins and getting new frilly Christmas dress  
Adult: Champagne and cranberry juice while opening gifts and singing at Christmas Eve Mass

Danette Baker

Childhood: Family gatherings  
Adult: Hanging children's Christmas ornaments on tree

Suzanna Cisneros

Childhood: Entire family including great-aunts and cousins staying up til 2 a.m. making tamales  
Adult: watching kids opening their gifts and stockings

Valerie Moreno

Childhood: Making Christmas cookies with family  
Adult: Same!

Kaley Daniel

Childhood: Opening one present on Christmas Eve  
Adult: Driving around to look at Christmas lights while drinking hot chocolate

Jo Langston

Childhood: Big family gathering on Christmas Eve night..food, drink and presents everywhere  
Adult: Sipping champagne at midnight toasting family members no longer with us

Marijane Wernsman

Childhood: Christmas Eve gift (money) from my grandpa  
Adult: Christmas Eve Midnight Mass

Sherry Saffle

Childhood: Decorating the tree, making Christmas mints with my mother  
Adult: Driving around looking at Christmas lights

K'Leigh Sims

Childhood: Putting up Christmas tree  
Adult: Making homemade chocolate truffles with my mom and exchanging gifts with my husband

Glenys Young

Childhood: Christmas Eve candlelight service, then dinner and gifts and grandma's house  
Adult: Opening presents with kids

## Member Lunch Drawing Update

K'Leigh Sims and Melissa Pierce were the lucky winners of the October business meeting drawing; the two members went to lunch at Applebee's and got to know each other a little better. It was a good time for both, as they were making changes in their job duties.

"We had not yet met, so it was a blind date," Melissa said. "She just started a new job at Frenship, so we got to visit about that and my new position at Covenant working on the centennial!"

"It was neat to eat with someone who has been part of AWC for several years," K'leigh added. "She told me more about the organization and a little bit of history, and we instantly bonded over our love for our pets and yummy recipes."

Each month a new member and a seasoned member will have the opportunity to have a networking lunch on the organization. Every member who attends the business meeting will have her name go into a drawing.

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*Merry  
Christmas!*