

The Matrix Messenger

What's Inside

President's Message

AWC Heritage 1980-Today

New Members

Save the Date!

"All hands on deck!"



I know I have written before how powerful women are when they sit in circle. That was an 'ah-ha' moment for me at the national conference last fall.

Well, our circle is growing. Through our recruitment efforts in the fall (thanks to vice presidents **Brenda Hill** and **Kelley Pitts**), we added 13 new members! In fact, we had more new members than any of the other large market chapters! And to top it off, **Diane Harlan** won the national prize for recruiting the most new members during the drive.

So, yeah for us. Now the work begins. This is a busy time for our chapter. Our new members need to 'get their feet wet,' and maybe they just need someone to ask them to help. The Celebrity Luncheon and spring membership events require many hands! And we have 26 more of those now.

And new members or veteran members who haven't been able to help with projects yet, jump in! It's a great way to get to know other members and see just how vast and wonderful our professional network is. Please feel free to ask me or any members of our board.

Our new members wear a gold tag on their nametag. Introduce yourself, find out what they do and ask how they would like to be involved.

All hands on deck!

~ Chapter President Jo Langston

AWC Heritage

1980s

AWC members are raising thousands of dollars at regional meetings to support the Equal Rights Amendment (ERA) and its permanent home in the Constitution. Although the act falls three states short of the 38 needed to ratify, the women's rights movement benefits nonetheless.

1981

In February, AWC Founder Georgina MacDougall Davis dies. In her lifetime, she witnessed two women's movements and aided the journalism profession in expanding into other emerging communications fields.

The Pro/Comm, a combination magazine and newspaper, replaces *The Matrix* and National Newsletter.

1982

Theta Sigma Phi's last surviving member, Irene Somerville Durham, dies. The organization's future lies with a new generation of women leaders.

1988

The Board of Directors votes to relocate the organization's headquarters to Washington, D.C. to be closer to the seat of government.

1990s

Baby Boomers dominate the workforce, and the Small Business Administration declares that women will own 80% of all new businesses. Still, women are underrepresented in the news, both as reporters and newsmakers.

1994

Members celebrate the organization's 85th Anniversary and discuss a new mission and vision. They reiterate a commitment to the following principles: to promote the advancement of women in all fields of communications, to work for First Amendment rights and responsibilities of communicators, to recognize distinguished professional achievements, and to promote high standards throughout the communications industry. President Christy Bulkeley coordinates the "Fundamentals for the Future" task force, who make the recommendation to restructure for more effective operations.



Heritage, cont.

At the annual conference in Portland, Oregon, delegates vote to dissolve the Women in Communications, Inc. and form The Association for Women in Communications (AWC) as a successor organization. They envision an organization true to its heritage and founding principles. The new structure includes an 11-member board with broad geographic and chapter size coverage.

1996

1998

The AWC Board establishes the International Matrix Award and presents the first honor to Jane Pauley of NBC Dateline at the National Conference in Philadelphia, Pennsylvania.

In the 21st century, AWC continues to look at opportunities for the professional development of its members. In late 2004, The Matrix Foundation, AWC's educational affiliate, begins offering a unique certification program for professional communicators.

2000s



2009

AWC celebrates 100 years as an organization at the National Conference in Seattle, Washington. Communicators from across the country gather to "Celebrate the Past and Shape the Future." The conference concludes with the Clarion Reception, and Matrix Award/Clarion Dinner. Ann Curry, "Today" news anchor and "Dateline NBC" anchor is presented the AWC International Matrix Award, and then inspires all attendees as she shares her journey as a broadcast journalist.

Since the early days of print journalism, AWC has evolved to become the overarching association to unite communicators across a vast spectrum of disciplines—from print and broadcast journalism to graphic design, photography, public relations, advertising, marketing, new media, and much more. Cheers to the future!

Next edition...AWC Lubbock's Heritage

AWC New Members

Haily Assiter

Halee Barnhart

Vanessa Bearden

Kristina Butler

Leslie Cox

Amy Donnerberg

Mary Gerlach

Bevin Henson

Robin Henson

Cathy Jung

Stevie Poole

Jill Reece

Christy Reeves

Sarah Self-Walbrick

Terri Warren



SAVE *the* DATE



EMPOWERMENT STARTS HERE.

TUESDAY, 04.17.18

11:30 AM to 1:00 PM
Lubbock Memorial Civic Center

The Celebrity Luncheon celebrates the positive contributions and achievements of individuals and organizations who make Lubbock a great place to live. The funds raised provide scholarships for students and support professional development opportunities for Association of Women in Communications- Lubbock Chapter members.

For reservations or sponsorship information, please contact Diane Harlan at 806.771.8989 or dharlan@kcbd.com. To purchase tickets, visit awclubbock.org.



www.awclubbock.org