

The Matrix Messenger

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Women in the World of Communications

As women, we wear so many hats. Mother, daughter, fixer of skinned knees. We manage lives and families and our careers. We remember to send cupcakes for our sweet first-grader's party, and we drop off the cleaning. We create lists and cross thing off. We live and love and make our place in the world.

In the communications field, we represent the majority of employees, yet the minority of those in leadership. Our sisters in other careers share the same statistic. According to Fortune magazine, "As of 2017, 6.4 percent of US's biggest companies (by revenue) are run by women." And unfortunately, the ripples of that statistic are seen in our compensation. In the 2017 PRWeek/Bloom Gross and Associates Salary Survey, women with five years or less experience in the profession make about \$6,000 less annually than their male counterparts. For women moving into management (more than five years experience), the gap is \$40,000.

In the August 2017 issue of Forbes Councils (Forbes.com), Bershan Shaw discusses some ways we can become the leader and make a difference.



*Courage: to speak up and not be afraid of what others will say.

*Confidence: Believe you are enough. Let go of self-doubt, anxiety, and fear of getting things wrong.

*Change: Step out of the comfort zone. It can be a place to shine.

*Creativity: Nothing revolutionary ever started without vision, and it takes creativity to put true vision into action.

*Commitment: Commit to being a leader. Want success. No one gives us success. We take it.

So, make a difference! Hear us roar! ~ **Chapter President Jo Langston**

AWC Lubbock's Heritage



1955

The chapter begins as the Lubbock Theta Sigma Phi Alumnae Club on December 6, 1955. Louise Allen, journalism instructor at Texas Technological College (now TTU), and several graduates, previously members of an honorary journalism fraternity, were the first members. Maxine Elam assists in the formation of the club, and Mary Faye Green serves as the first president.

1956

To petition the national organization for chapter status, it was necessary to have at least 15 members. National Director Dorothea Gingrich installs the Lubbock chapter as the sixth in Texas on June 12, 1956 with 18 members.

1964

Numerous workshops and programs followed the first offered by the Lubbock Chapter on October 22, 1956, with the dual functions of public service and fundraising. Most notable of the programs are the Annual Book Fairs, which begin in 1964 as a primary source of income for the chapter. The program is now undertaken by the city-county library system.

1975

For many years the Chapter honors outstanding women journalism students graduating from the city's high schools. At the university level, scholarship money and professional liaison are provided with the Texas Tech Student Chapter. In 1975, AWC begins a program honoring Lubbock's outstanding women in a number of professions.

1985

The Chapter initiates its first Celebrity Luncheon to honor community leaders, both women and men, with the George Mahon, Headliner, and Gold Medal Awards.

2005

In October, the National Professional Conference is held in Lubbock, under the direction of the local chapter.

2018

Today, the chapter includes a phenomenal group of 92 women, who serve in a myriad of professions, and also give time to their community, churches, civic organizations, social circles and families. The year's theme is EMPOWERMENT STARTS HERE.

What EMPOWERS you?

A Semi-Soapbox of a Story

If I'm honest, I find empowerment in eyelash extensions, 3-inch heels, and at the bottom of a wine bottle. But extensions fall out, heels wear out, and wine knocks me out.

So it seems I've been on my own journey for empowerment over the last couple of months. My husband attended a conference in Washington, D.C., and I tagged along for some much-needed down time. Touring the city, I spent hours perusing and studying exhibits on Women's and Civil Rights, the Presidential First Ladies, the #metoo movement, and more. I felt a feminist fire, proud and empowered by the grit and grace women have fought with through the years.

One evening, I was invited to join my husband Matt, his male colleague and two potential vendor partners, both male, for dinner. I've always prided myself on being a "guys' kind of girl", so I looked forward to the opportunity for an evening of conversation.

em·pow·er·ment /əm'pouərmənt/
noun

authority or power given to someone to do something

"individuals are given empowerment to create their own dwellings"

- the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights.
- "political steps for the empowerment of women"

We met in the hotel bar for a quick cocktail, though in my 18-week pregnant condition, I sipped on club soda with lemon. During the conversation, I shared a story of Matt and I's first trip together for a fishing getaway in New Mexico. One of the male guests said, "Oh, you just went there to bonk." No definition box needed for that term. I laughed it off, and we moved on to dinner.

The hostess sat us at a semi-round booth, with my

husband on my right, and another male guest on the left. They shared oysters, and the final male guest, previously a restaurant sommelier, ordered a nice, too expensive bottle of Cabernet. Halfway through the evening, and after accidentally kneeing the guest on my left numerous times, I apologized. "Oh it's okay, I know you're just trying to play footsies with me." I laughed again, somewhat uncomfortably. My husband was sitting right there, though engrossed in other table conversation. Didn't the guest think that comment may have been a little inappropriate?

We talked fishing, hunting, credit unions, kids, and marathon running. My husband commented on his distaste for running and sweating. "I mean, I'll sweat if it's quail hunting or something I enjoy." To which the third and final male guest quipped, "Yeah, something you enjoy," to which he gestured at my growing belly, "And you seem to be pretty good at that." Okay, maybe it's the pregnancy hormones, maybe it's the lack of wine, but I am officially pissed.

Note: My husband is second to a saint. He's the kindest, most empathetic and respectful man I know. And these other men are respectable professionals, with wives and families. So when did this kind of conversation become acceptable between men and women who hardly know each other? It's hardly empowering. And yet, I've (we've?) allowed it for years and not once given it a second thought.

I came home from D.C. rested (except for my poor, tourist's feet), feeling proudly feminist, and determined to change the conversations around me to empower myself and others as women. And while this semi-soapbox story is slightly trivial compared to women's struggles, both past and present, I'm encouraging you to do the same.

As Madeleine Albright said: "It took me quite a long time to develop a voice and now that I have it, I am not going to be silent."

~ Chapter Member Lindsay Grannan

34th Annual
**CELEBRITY
LUNCHEON**

2018 Honorees

HEADLINERS

Texas Tech University Spirit Program:
Co-Ed Cheer & Pom Squads

Texas Tech University Health Sciences
Center, Office of External Relations

Lubbock Police Department
Homeless Outreach Team

Visit Lubbock

Team Luke Hope for Minds

GOLD MEDALISTS

The Free Clinic, TTUHSC
School of Medicine

OneVoiceHome

Jon & Michelle Stephens

Janie Landin Ramirez

LOUISE ALLEN AWARD

Tyler Technologies

MARY ANN EDWARDS PROFESSIONAL COMMUNICATOR AWARD

Jeff Klotzman

Table Sponsorships

Table sponsorships are still available for the 2018 Celebrity Luncheon on Tuesday, April 17. The cost is \$750. Please contact Diane Harlan at (806)761-4204 for information. And don't forget to purchase your AWC member tickets!

**EASTER AND APRIL FOOLS' ON THE
SAME DAY**

**TELL THE KIDS TO SEARCH FOR EGGS
YOU DIDN'T HIDE**

Call for Nominations!

If you would like to nominate a member for the AWC Board of Directors, or if you are interested in serving, please contact Lindsay Grannan at (806)549-3475 or lgrannan@carillonweb.com. The slate for the 2018-2019 year will be presented for a vote at the business meeting on Tuesday, May 1st. See you there!