

THE MATRIX MESSENGER

Spring & Summer 2021

This complimentary Newsletter
is brought to you by your local
Lubbock Chapter of AWC.

Letter from the President

BRIANA
VELA

Moving Onward and Upward!

As we close out the 2020-2021 year, I am so proud of our members for hanging in there and making the most out of our virtual time together. We had some amazing and very educational program speakers join us, welcomed eight new members, and we are committed to moving forward with our 2021 Celebrity Luncheon! As with many organizations this last year, we didn't get to accomplish all of the amazing ideas we had planned for, but I am proud of all our board members did do and am so very thankful for all of their support and participation.

I look forward to what this next chapter in our AWC journey holds and am honored to have been a part of the incredible legacy our organization has built in the Lubbock community. Good luck to Leslie and Lucy, I know you will do an amazing job and will continue to engage our members as we take on another year! So, ladies - onward and upward we go!

Briana Vela

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To learn more about membership, events, tickets, sponsorships,
or additional purchasing information, visit us at awclubbock.org.

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36th Annual CELEBRITY LUNCHEON

THURSDAY, SEPTEMBER 23
AT THE LUBBOCK MEMORIAL CIVIC CENTER

Celebrity Luncheon Update

by Britta Tye, Event Chair

Save the date!

Mark your calendars for the 2021 Celebrity Luncheon - Thursday, September 23 at the Lubbock Memorial Civic Center. Celebrity Luncheon committee chairs will meet soon to re-group and re-focus for the September event. If you are interested in serving on a Celebrity Luncheon committee, please email Britta Tye at Britta.tye@ttu.edu. See descriptions below:

Ways to Get Involved

Promotions Committee: Update and post on social media. Write and send media releases. VP of Communications will chair this committee.

Decorations: Work with Floral Design instructor to brainstorm ideas. Decorate venue day of the luncheon.

Design/Print Committee: Designs the invitations, programs, etc. As well as the George Mahon honoree video and slide show.

Table sales: Contacts potential table sponsors for each of the honoree tables.



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MEMBER RECOGNITION!

PATTI DOUGLAS has been accepted into the Ph.D. program in the Texas Tech College of Media and Communication to start Fall 2021.

BRITTA TYE celebrated five years with the Texas Tech Alumni Association in April and 20 years working for/with Texas Tech University.

GLENYS YOUNG recently completed her Master's in Interdisciplinary Studies, with focus areas of communications, psychology and history. Her thesis was titled: "Getting Inside the Story: How Framing, Empathy in News Coverage Affect Historical Relevance."

JO LANGSTON has been nominated for a Diamond Award, a new award created by Texas Tech's Teaching Academy and TLPDC to recognize faculty who used a variety of strategies and innovations to teach effectively online during the pandemic as they met and overcame numerous challenges.

ERIN GREGG has been named executive director of Lubbock ISD Communications and Community Relations, beginning July 1.

LUCY GREENBERG has started a new position as media relations specialist for the Texas Tech University Office of Communications and Marketing.

PODCASTS

FEATURING OUR MEMBERS

Lubbock Economic Development Alliance Hub City Spokes Podcast with Katherine White **featuring**
Yvonne Limon & Briana Vela:

[HTTPS://BIT.LY/3ZH6EYQ](https://bit.ly/3ZH6EYQ)

[HTTPS://BIT.LY/3GNQXFW](https://bit.ly/3GNQXFW)

First United Bank Spirit of West Texas Podcast **featuring Donya Butler:**

[HTTPS://BIT.LY/3ZI8VFF](https://bit.ly/3ZI8VFF)

NPR's Up First and Morning Edition (x2) **featuring Sarah Self-Walbrick:**

[HTTPS://N.PR/359OHSW](https://n.pr/359OHSW)

[HTTPS://N.PR/355P3D9](https://n.pr/355P3D9)

Your 2021-2022 AWC Officers

President: Leslie Cranford

President-Elect: Lucy Greenberg

VP for Programs: Donya Butler

VP for Fundraising: Jo Langston

Co-VP: Meagan Martin

VP for External Membership: Sarah Self-Walbrick

VP for Internal membership: Erin Gregg

VP for Student Affairs: Lindsay Grannan

VP for Communications: Sara McCullough

VP for Development: Sherry Saffle

Secretary: Kelley Fujino

Treasurer: Jordan Warren

Treasurer-elect: OPEN

Email/RSVP Chair: Glenys Young

Herstorian: Macy Martinez

Past President: Briana Vela



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MEET THE MEMBER

LESLIE CRANFORD

NEW AWC LUBBOCK BOARD PRESIDENT



ALMA MATER: Texas Tech University, 1985

DEGREE: B.A. in Telecommunications,
B.A. in Speech Communication

INTERESTING FACT: My alter ego is Leslie Summers, air personality on various radio stations in Lubbock in the mid-1980s to the early '90s (which is the reason for my over-the-top love for '80s music!). It was, is, and always will be my first love as a career – bringing people the joy of music and important information, and getting to do voice over work.

DREAM VACATION: New York City, Hawaii, London, Paris, Scotland, Ireland, maybe Italy

FAMOUS PERSON YOU'D LIKE TO MEET: Lucille Ball

FIVE WORDS TO DESCRIBE YOURSELF: Talkative, loyal, helpful, optimistic, worrier (I come from a long line of worriers!)

HOBBIES/INTERESTS: Attending live music/concerts, singing in church choir, Texas Tech football/basketball, spending time with kids and grands, volunteering with Broadway Festivals as media liaison, recently learning the production side of voice over work – more to come on that!

FAVORITE AWC MEMORY: Before I became a member, I LOVED attending the member mixer, "chocolate orgies!" Everyone brought something chocolate to share – need I say that event was very well attended!

WORDS TO LIVE BY: "Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, to all the people you can, as long as you ever can." – John Wesley

NATIONAL HIGHLIGHTS

NATIONAL CONFERENCE IS NOV. 11-13

Want to attend the national conference in November but need financial help?

Read about two AWC Advancement Fund conference grants and how to apply!

AWC CAREER CENTER

AWC National has an entire website dedicated to career advancement! Find free resume' evaluation, employment tips and job postings [here](#).

WORD OF THE YEAR

FlexAbility is the word for 2021, but what IS it? [Find out more here!](#)

KNOW TO GROW!

AWC prides itself on offering relevant professional development events. Each session is presented by a communications expert discussing tips and tools helpful for your career. These live webinars are always FREE for AWC members. Past webinars will be free to all, including non-members. Also, if you're interested in being considered as a speaker for a national webinar, explore that as well. Find all [upcoming webinars](#).

All AWC National events can be found on [the events calendar](#).

NEWSLETTER CREDITS AND CONTRIBUTIONS:

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