

AWM AFFILIATE

News



CREATING A CULTURE OF COLLABORATION

While 2020 threw us all a curve ball, we have learned the importance of being flexible and collaborative. This year is off to a great start with successful AWM Affiliate Presidents calls that have determined a need to collaborate and share ideas to be successful in this current environment. Collaboration, defined as the process of two or more individuals working together to complete a task or achieve a goal, requiring clear communication, open-mindedness, and adaptability, is needed now, more than ever. As we continue to navigate 2021, we encourage you all to join forces and continue to share ideas and support each other by reaching out to your fellow Affiliate Presidents for ideas, sharing an upcoming event, or reposting content on social media.

Cheers to a new year! We look forward to working with you all this year. If your membership renewal cycle is coming up soon in June, please be sure to invite the incoming chapter president to April's President's call on Tuesday, April 20!

IN THIS ISSUE

CREATING A CULTURE OF COLLABORATION

MEMBERSHIP DEVELOPMENT & RETENTION

SOCIAL MEDIA MARKETING

UPCOMING AFFILIATE EVENTS



MEMBERSHIP DEVELOPMENT & RETENTION

Individuals become members of a community for various reasons, including the need to be part of a community, having the opportunity to work with like-minded people, sharing and receiving knowledge and/or the ability to work together toward goals they couldn't achieve alone. It is well-known that it is often harder to find new members than retaining current members.

A few best practices to retain and develop your members:

1. Understand why members joined.
2. Look at your new member on-boarding process and see if there are opportunities to do better. Look at communication touchpoints.
3. Offer solutions that drive value to members.
4. Make the membership experience personal by connecting with your members.

SOCIAL MEDIA MARKETING

In 2020, we all learned a lot about engaging in the virtual environment and discovered the importance of social media engagement. We learned to rethink our strategies and pivot to make virtual events successful. Social media is now more important than ever because it allows you to connect with your members and followers and creates awareness about your organization.

Here are a few social media tips

1. Create a hashtag for your organization.
2. Engage with followers by responding to comments.
3. Make sure your "branding" is consistent.
4. Know your target audience.



AWM CELEBRATES 70 YEARS

WE ARE EXCITED TO CELEBRATE 70 YEARS. STAY TUNED FOR MORE DETAILS SOON!

WOMEN IN MEDIA

70th
ANNIVERSARY



AFFILIATE EVENTS

If you have upcoming events, please send them to latonya.jackson@allwomeninmedia.org. As space permits, we are happy to share them with the AWM National membership base in the FastForward e-newsletter.

AFFILIATE PRESIDENTS

Austin

·Liz Land, liz.land@athletics.utexas.edu

Dallas/Ft. Worth

·Adella Fremstad-Nolan,
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Media Alliance of Houston

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San Antonio Media Alliance

·Erika Grimm, erika.grimm@3qmp.com

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·Julie Kertes, juliekertes@gmail.com



STAY IN TOUCH

Remember to stay connected to each other and the AWM community by connecting with us on social media, at the handle [@allwomeninmedia](https://www.instagram.com/allwomeninmedia).