

A MINUTE WITH MEMBERSHIP

AWM'S MEMBERS-ONLY NEWSLETTER

October 2022

AWM Member Spotlight



Zena Burns

SVP, Content and Special Projects
Futuri

Why are organizations like the Alliance for Women in Media important today?

Real talk: I wish organizations like the Alliance for Women in Media weren't necessary. I wish women at all levels of media organizations stood on equal footing with men. But while we've made incredible strides over the years, we're not there yet, so organizations like the Alliance for Women in Media are crucial for helping to level the playing field. As you say, the Alliance for Women in Media connects, recognizes, and inspires women across the media industry, and I love that AWM has so many different ways for women to learn, grow, and support one another. Because if we don't support one another, we're never going to get to that place of equal footing.

What inspired you to become a member?

As I was progressing in my career in media and getting to a place where I had some juice, I felt that I had a responsibility to other talented women to help them move forward as well. I'd benefitted from that support from other women as I was moving up the ladder, and I wanted to pay it forward.

Also, I'd been unbelievably lucky to develop a strong network of personal and professional friends in the industry where we could have candid conversations about our experiences and help each other strategize on how to overcome gender-related obstacles in the workplace. This is not something that everyone has. When I learned more about the Alliance for Women in Media, I saw that it was a way for me to grow and learn from a broader community, and also give back by sharing my own experiences and helping others avoid some of the many, many mistakes I've made over the years!

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Member Spotlight Continued

What is your greatest advice, to women or men, no matter where they are in their career?

This is something I learned from Martha Nelson, the former Editor-in-Chief of Time Inc, when I was Music Editor at Teen People Magazine back in the day: “Long life, long career.” There are so many different ways to use that advice. On one hand, it’s a way to put setbacks in perspective. I use it primarily to remind myself that just because you can do something doesn’t mean you should do something. Professionally, if you have an opportunity to advance by stabbing someone in the back, or by being less than truthful when trying to get a deal done, it’s going to come back to you in a negative fashion one way or another. Like Warren Buffett says, “It takes 20 years to build a reputation and 5 minutes to destroy it.” So with me, what you see is what you get, like it or not, and I sleep well at night. Have I missed a few opportunities to advance because of that? Sure. But beyond the fact that it’s just not who I am, the stress and pressure associated with acting like that just isn’t worth it. It goes back to a cheeky but useful phrase my dad started using with me as early as I can remember: “You don’t have a good enough memory to be a liar.” I don’t want to have to remember what story I told what person!

On the advice front, I just launched a new podcast on this topic — My 23-Year-Old Self: True Stories From the Come-Up. It features conversations with successful women in media, entertainment, and technology (and some good male allies) about the advice they’d give their younger selves as they were growing their careers. It’s designed for young women in those industries, and really anyone who’s interested in hearing great stories and advice from accomplished and amazing women. You can follow or subscribe on [Apple Podcasts](#) or wherever you get your podcasts. I’d love to hear feedback on the teaser and ideas for women you think should be featured on the show!

Zena’s Bio

Zena Burns has spent more than two decades at the forefront of developing iconic brands in the media, entertainment, and technology spaces. As SVP, Content & Special Projects at Futuri, Burns runs content creation efforts tied to its innovation initiatives; known for its groundbreaking software solutions rooted in AI, Futuri helps its thousands of broadcast and digital publishing partners worldwide grow audience and revenue through wise use of technology.

Before Futuri, Burns was SVP, Programming Partnerships, in iHeartMedia’s NPG team, having started at then-Clear Channel NYC in 2006 as the radio industry’s first Digital Program Director. She’s also a proud alumnus of TEEN PEOPLE Magazine, where, as Entertainment Director and Music Editor, she played a key role in driving pop culture and giving early looks to countless numbers of today’s superstars.

Knowledge Areas

Radio, audio, television, video, digital, content creation, programming, journalism, strategy, communications, writing, marketing.

Membership News

New Gracies Interview Series Coming Soon

We are excited to announce that the next Gracies Interview Series will feature Beverly Chase, VP, Current Programming & Development and EP & Showrunner of VICE on Showtime, in conversation with Gianna Toboni, Senior Correspondent and Producer, VICE on Showtime / VICE News. The interview will premiere on the AWM [YouTube](#) channel. More information will be announced soon.

If you have someone to suggest for a future Gracies Interview Series, we would love to know! Please send suggestions and ideas to info@allwomeninmedia.org. Thank you to NCTA: The Internet and Television Association for their support this programming possible.

Membership News, *continued*

AWM Connects Mentorship Program

AWM Connects is an exciting virtual mentoring program that will connect young/new professionals with senior level executives throughout television, radio, and digital media. The inaugural event was held in December 2021, and we are excited to announce that it will be back on December 14, 2022!

Applications will open on October 19th. More information is available [HERE](#). If you are a new or young professional and would like to receive an alert when the application goes live, please email amy.burton@allwomeninmedia.org.

Gracies News

Tickets Available for Gracies Leadership Awards: Early Bird Deadline October 13th

Tickets are available for the [Gracies Leadership Awards](#) on Monday, November 14 at Tribeca 360 in New York! Soledad O'Brien will be the Keynote and we will be celebrating eight incredible media powerhouses at the event, including the AWM Legacy leadership Award recipient Valerie Blackburn. The early bird deadline is Thursday, October 13th – purchase your tickets today [HERE](#).

Google News Initiative and Mattel are providing opportunities for students majoring in journalism or media to receive a complimentary ticket to this year's event and receive a complimentary AWM membership. Click [here](#) for more information. The deadline to apply is October 14, 2022.

Thank you to our sponsors for making this event possible: Google News Initiative, ABC News, Clear Channel Outdoor, Disney Media & Entertainment, Hallmark Media, Katz Media Group, Mattel, NCTA – The Internet and Television Association, and Warner Bros Discovery. If you or your company would like to support the Gracies Leadership Awards, please contact becky.brooks@allwomeninmedia.org.

Gracie Awards Call for Entries Opening Soon

The [Call for Entries](#) for the 48th Annual Gracie Awards will be opening on Thursday, October 13, 2022. We are excited to see the extraordinary content shared across radio, television, and digital media from this year. Entry eligibility air dates are January 1, 2022 – December 31, 2022.

The Gracies recognizes exceptional content at the national, local, public and student levels as well as awarding scholarships to deserving young women pursuing media careers. Please email gracies@allwomeninmedia.org with questions. If you or your company would like to support The Gracies, please contact becky.brooks@allwomeninmedia.org.

Follow AWM on Social Media:

@allwomeninmedia on Twitter, Instagram and Facebook

Upcoming Dates

Below are important dates to keep in mind:

October:

- 2022 Gracies Leadership Awards Early Bird Deadline (October 13th)
- 2023 Gracie Awards Call for Entries Open (October 13th)
- GLA Student Fellowship Application Deadline (October 14th)
- AWM Connects Applications Open (Oct 19th)
- Gracies Interview Series with Beverly Chase and Gianna Toboni

November:

- 2023 Gracie Awards Judging Applications Open (November 3rd)
- Gracies Leadership Awards in New York (November 14th)
- AWM Connects Application Deadline (November 30th)
- AWM Board of Directors 2023 Applications Open

December:

- AWM Connects Virtual Event (December 14th)
- 2023 Gracie Awards Early Bird Deadline (December 15th)

Career Center

In each issue of *FastForward*, we spotlight the openings posted to the AWM Career Center. Since job postings change frequently, the archived versions of *FastForward* do not include specific links. Please visit allwomeninmedia.org/career-center to see the current postings.

The AWM Career Center is a premier online resource that allows staffing agents in the media industry to post job openings and receive resumes from candidates, while allowing job seekers to view job postings and upload resumes. AWM Members receive a discount on all job posts. Visit allwomeninmedia.org/career-center today to learn more.

AWM Affiliates

The Alliance for Women in Media (AWM) is committed to supporting women across all media segments, to expand networks, and to educate and celebrate accomplishments. The AWM leadership and task forces are continuously evaluating ways to add value at a national level. Additional networking, creating valuable connections and educational opportunities are available on a local level through informal groups gathering as well as AWM Affiliates. There is invaluable benefit to gathering and reaping what is only available with connecting to those in a community.

AWM currently has six Affiliates, which are listed below. If you are in these areas, we encourage you to reach out to the list contact. If there is not an Affiliate group in your area and are interested in learning about how to start one, please contact latonya.jackson@allwomeninmedia.org.

Affiliate Contact List

- Austin: president@awmaustin.org
- Dallas/Ft. Worth: kalbright@ashermedia.com
- New York City: emily.a.eldredge@gmail.com
- Oklahoma Media Network: alisonhooks@yahoo.com, oklahomamedia.network@gmail.com
- San Antonio Media Alliance: erika.grimm@3qmp.com
- Southern California Affiliate: awmsocal@gmail.com