



2023 has proven that the only thing predictable in the world of media is the unpredictability. As I look back at previous year's Year in Review– that's been a theme many times and held true again. There have been ups and downs, advertising uncertainty, volatility in the market – all the while holding onto hope of possibilities for a stable 24.

The SAG-AFTRA and WGA strikes gave the public a glimpse into the world of media. While late-night television was dark, news was on, which created curiosity and confusion for the public but opportunity to better understand how partnerships work. One of many key topics was muddling through how to “work with AI” while the pace of use and implementation was accelerating. Other industries will have the gift of hindsight to view what our industry did as a case study.

While every facet of media has been touched by emotional swings in 2023, that are sure to continue in 2024, what holds true is resiliency of our people. Talent in front of and behind the camera and microphones are consistently telling the stories – for entertainment when we need a break, news when we need to understand.

AWM has been celebrating these storytellers for nearly fifty years. This year, we added a record number of members, created two new programs including our Member Networks and AWM Coaching all while continuing to host our Gracie Interview Series, offering ongoing education through webinars and an exclusive panel on “Turn Job Loss into Career Advancement”. At a time when females behind the camera and microphone had a lack of recognition, we produced a [Directors Tribute](#) at the Gracie Awards. Take a few minutes to watch seeing the impact women have had for years on storytelling.

I am still in awe of the bravery it took for a group of women, who were part of NAB (National Association of Broadcasters), to sign AWM into existence more than 70 years ago and then creating an awards program to celebrate the programming and individual talent created by, for and about women. Therefore, despite a year of unpredictability for AWM, the mission of advancing women in media continued.

The AWM leadership – including the boards of directors for our [association](#) and [foundation](#) are unmatched. Their tireless efforts to grow AWM are having an impact for the future of women in media. We ask you to [join](#), [donate](#) and [engage](#) – stay connected as we head into another year with unpredictability being very predictable.

I'm looking forward to recharging my battery over the holidays with my family. With two active teenagers at home, as so many can appreciate, integrating work into time with our kids is fulfilling and exhausting. I'm a better mom and steward to AWM with organized chaos but looking forward to watching/listening to all the highlights from television, streaming, radio and audio I've missed!

Cheers to a fabulous 24!

As we say at the close of our events

Good night, Gracie!

Becky Brooks

(Proudly) President, AWM & Foundation