

ALLIANCE FOR  
WOMEN IN MEDIA

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FOUNDATION

# 2023 Annual Report

# About AWM

## MISSION

The Alliance for Women in Media connects, recognizes, and inspires women across the media industry.

## HISTORY

The Alliance for Women in Media was formed in 1951, originally as American Women in Radio and Television, the women's division of the National Association of Broadcasters. In 1960 the AWM (then AWRT) became the first professional broadcasting organization to establish an educational foundation. In 1975 we began an annual award program recognizing the people in the media that represents the changing roles, issues, and concerns of women. In 1997 those awards became The Gracies, named after Gracie Allen, a media pioneer who embodied the character of the awards. To better reflect our commitment to all women in the media, in 2010 the organization renamed itself the Alliance for Women in Media.



# 2023 at a Glance

## PROGRAMS

- 2023 AWM Breakfast at the NAB Show was held April 17 in Las Vegas, NV.
- 2023 Gracie Awards Gala was held May 23 in Beverly Hills, CA
- 2023 Gracie Awards Luncheon was held June 20 in New York.
- 2023 Gracies Leadership Awards was held November 13 in New York.
- 3 Gracie Interview Series held via Zoom.
- AWM Connects mentorship program held via Zoom.
- 12 Member Network meetings were held via Zoom.

## SPONSORS AND PARTNERS

- ABC
- American Urban Radio Networks
- Apple
- Audacy
- Beasley Media Group
- Bloomberg
- CBS News
- Clear Channel Outdoor
- CNN
- CoxReps
- Cumulus Media
- Deborah Parenti
- Disney
- Eminence
- ESPN
- Exponent
- FarmHouse Fresh
- Fishers Finery
- Fox Sports
- Futuri
- Gamut
- Google News Initiative
- Graham Media Group
- Gray Media
- Hallmark Media
- Hearst Television
- Hofstra University
- iHeartMedia
- Katz Media Group
- Marketron
- Matrix Solutions
- Moroccan Oil
- Mr. Master
- NBCUniversal
- NBCUniversal News Group
- NCTA – The Internet & Television Association
- News12
- Peacock
- Premiere Networks
- Quu
- Romano Law
- Scripps
- TEGNA
- Townsquare Media
- Triton Digital
- vCreative
- Westwood One
- WideOrbit
- Xperi

## SCHOLARSHIPS

- One AWM Foundation & NCTA Scholarship awarded \$10,000.
- One AWM Foundation Scholarship in Honor of Barbara Walters awarded \$10,000.
- Two AWM Foundation/ESPN Scholarships were awarded for \$10,000 in total.
- One AWM Foundation & Podcast Movement Scholarship awarded \$2,500.
- The NCTA Gracie Entry Scholarship provided opportunities for underfunded programs to take part in entering the Gracies.



48th Annual Gracie Awards Gala



Gracies Leadership Awards

# Financial Information

## AWM REVENUE

<b>85%</b>	Programs
<b>14%</b>	Membership
<b>1%</b>	Other

## AWM EXPENSES

<b>70%</b>	Programs
<b>30%</b>	Administrative

## AWM FOUNDATION REVENUE

<b>95%</b>	Programs
<b>4%</b>	Contributions
<b>1%</b>	Other

## AWM FOUNDATION EXPENSES

<b>86%</b>	Programs
<b>14%</b>	Administrative

# Leadership

## OFFICERS

- Annie Howell, Chair (AWM/F)
- Katina Arnold, Vice Chair (AWM/F)
- Heather Cohen, Immediate Past Chair (AWM/F)
- Brenda Hetrick, Treasurer (AWM/F)
- Monica Bloom, Treasurer-Elect (AWM/F)

## BOARD DIRECTORS

- Cori Abraham (AWM)
- Catherine Badalamente (AWM)
- Kenetta Bailey (AWM)
- Jayne Bussman-Wise (AWM)
- Tim Clarke (AWMF)
- Marsha Cooke (AWM)
- Vicki Lins (AWMF)
- Chesley Maddox-Dorsey (AWM)
- Mike McVay (AWMF)
- Thea Mitchem (AWM)
- Deborah Parenti (AWMF)
- Marie Tedesco (AWM)
- Josie Thomas (AWMF)
- Christine Travaglini (AWMF)

## KEY STAFF

- Becky Brooks, President
- Amy Burton, Marketing & Member Engagement Manager
- Jenny Ditto, Awards & Public Relations Manager
- LaTonya Jackson, Awards & Project Manager
- Lisa Stephenson, Events Director