



Somehow the time to do another Year in Review seemingly comes faster and faster despite the same number of months, days, hours, and seconds in a given calendar year. A year that's proven to be an emotional roller coaster with ups and downs, unpredictability, and change.

What struck me recently was Oxford's word of the year – Brain Rot. Defined by people consuming too much low-quality online content, specifically on social media. Perhaps that is fair given where people are endlessly searching for information, “facts” and insights into the world happening around us.

However, as an organization that has been celebrating outstanding content creators for five decades, we know more good is out there.

Which led me to finding Cambridge defining “Manifest” as it's word of the year – and one AWM will lean into going into 2025.

Those two juxtaposed are pivotal for AWM next year. The Gracie Awards, celebrating outstanding talent and programming that is by, for and about women will be celebrating 50 years! While there may be endless awards shows honoring a multitude of deserving people and content – very few have been continuous, by the same organization and on-mission for 50 years.

Every year I reflect on the courage it took for a group of women to sign this organization into existence more than 70 years ago in 1952. Then, within 20 years, having the foresight to create an awards program to honor pioneers in media.

Our leadership is deeply committed to continuing that legacy. Just this year, we launched the [AWM Media Masterclass](#) series, hosted more of our [Gracie Interview Series](#) conversations, and hosted numerous [AWM Member Networks](#) – all providing impactful programming to grow and prosper the future of our industry.

In addition, we connected students through our scholarships and AWM Fellowship programs with executive leaders in media at our signature events. There is no other organization more committed to connecting and educating while bringing up the next generation which was proven with honoring Carol Burnett with the same statue for the Gracies Lifetime Achievement Award that our student winners received – that's powerful!

We ask the media community to stay engaged and support AWM. New [giving levels](#) were recently launched in celebration of the 50th annual Gracie Awards – so [donate](#), join the [AWM community](#), and simply follow and connect on social.

AWM is full of brilliant content creators who will ensure Brain Rot is of the past so the public at large is consuming quality work that is informing and entertaining.

2025 will be full of big moments and surprises to be unveiled throughout the year by AWM. For now, we will close out an amazingly fulfilling year to rest for what is to come. I cherish the relationships within AWM between our staff, board and members. There is no community like it. It's also a chance to enjoy time with my family – teenagers are busy, funny, challenging and so rewarding. Time to go rest with them.

As we say – Good Night Gracie! (on 2024)

Becky Brooks

Proudly AWM & Foundation President