



2024 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.



2024 at a Glance

PROGRAMS

- 2024 AWM Breakfast at the NAB Show was held April 15 in Las Vegas, NV.
- 2024 Gracie Awards Gala was held May 21 in Beverly Hills, CA
- 2024 Gracie Awards Luncheon was held June 18 in New York.
- 2024 Gracies Leadership Awards was held November 19 in New York.
- 2 Gracie Interview Series held via Zoom.
- 2 AWM Media Masterclasses held via Zoom.
- AWM Connects mentorship program held via Zoom.
- 10 Member Network meetings were held via Zoom.

SPONSORS AND PARTNERS

- | | | |
|--------------------------------|--|---------------------------------|
| • ABC News | • iHeartMedia | • Quu |
| • American Urban Radio Network | • Katz Media Group | • Red Apple Media |
| • Audacy | • KPMG | • Romano Law |
| • Beasley Media Group | • Lauren's Kids | • Skyview |
| • Bloomberg | • Locality | • St. Martin's Publishing Group |
| • CBS News | • Matrix Solutions | • The Walt Disney Company |
| • Clear Channel Outdoor | • NABLF | • Townsquare |
| • CNN | • NBC Entertainment | • Triton Digital |
| • Cumulus Media | • NBCUniversal | • Twin Cities PBS |
| • Disney | • NBCUniversal News Group | • vCreative |
| • ESPN | • NCTA – The Internet & Television Association | • WABC Radio |
| • Graham Media Group | • Nielsen | • WideOrbit |
| • Gray Television | • Nodpod | • Wondery |
| • Hallmark Media | • Premiere Networks | • Xperi |
| • Hearst Television | | |
| • Henry Dry Goods | | |
| • Hofstra University | | |

SCHOLARSHIPS AND FELLOWSHIPS

- One AWM Foundation & NCTA Scholarship awarded \$10,000.
- The NCTA Gracie Entry Scholarship provided opportunities for underfunded programs to take part in entering the Gracies.
- AWM Foundation Student Fellowship program was awarded to 6 students.



49th Annual Gracie Awards Gala



Gracies Leadership Awards

Financial Information

AWM REVENUE

84%	Programs
15%	Membership
1%	Other

AWM EXPENSES

68%	Programs
32%	Administrative

AWM FOUNDATION REVENUE

96%	Programs
3%	Contributions
1%	Other

AWM FOUNDATION EXPENSES

87%	Programs
13%	Administrative

Leadership

OFFICERS

- Katina Arnold, Chair (AWM/F)
- Monica Bloom, Vice Chair (AWM/F)
- Annie Howell, Immediate Past Chair (AWM/F)
- Catherine Badalamente, Treasurer (AWM/F)
- Marie Tedesco, Treasurer-Elect (AWM/F)

BOARD DIRECTORS

- Cori Abraham (AWM)
- Kenetta Bailey (AWM)
- Jayne Bussman-Wise (AWM)
- Tim Clarke (AWMF)
- Heather Cohen (AWMF)
- Marsha Cooke (AWM)
- Isabel Lara (AWM)
- Jaclyn Levin (AWM)
- Vicki Lins (AWMF)
- Chesley Maddox-Dorsey (AWM)
- Mike McVay (AWMF)
- Thea Mitchem (AWM)
- Christine Moran (AWM)
- Debra OConnell (AWM)
- Christine Travaglini (AWMF)

KEY STAFF

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