



As the sun begins to set on 2025, it's time to reflect. What an incredible journey this year has been.

It hit me recently, I don't ever recall knowing the "pantone color of the year". This year, it seems to be making headlines. And for different reasons for everyone. "White" was selected, although clarity was given it is "Cloud Dancer", not just white, which "represents a calming influence in a frenetic society...and quiet reflection". Couple that with Rage Bait being Oxford's word of the year and Glassdoor identifying Fatigue as their word.

While the year has been anything but "calming", fatigue feels real. Quiet reflection is important after celebrating the 50th anniversary of the Gracie Awards. That serves as the entrée to AWM turning 75 next year. Few organizations, certainly nonprofits, can tout the accomplishment of thriving for more seven decades. Think of the courage it took to sign an independent, standalone organization for women in 1951. We will march forward with the courage they displayed.

The AWM leadership recently gathered for strategic visioning to consider goals and initiatives moving into the next chapter. The big themes – community, connection and content. The tentpoles of recognition, education and connection won't change just renewed focus on connecting our community and providing access to leaders in media.

The industry continues to evolve and morph and AWM will be the landing place for curiosity and connection.

We invite you to support in the areas that make sense. The Gracie Awards [call for entries](#) is open, join AWM as we provide access to each other and leaders (new opportunities coming soon) – or simply donate. A [tax-deductible donation](#) will provide more scholarships, opportunities for students to attend our events like our recent Fellows at [Gracies Leadership Awards](#), as well as producing key experiences such as [AWM Connects](#), our mentorship program.

Please encourage your company to support [AWM](#) in 2026. The support of the industry keeps the mission alive and impacting deserving women in media.

With that, I also look forward to pausing over the holidays. Next year includes our oldest heading to college and youngest navigating high school and all the gifts that come with it. We are focused on enjoying every moment in our family. Which is also why I cackled when learning “67” was added to Dictionary – I even know the hand motions.

Cheers to a fantastic 2026!

Becky Brooks

Proudly AWM & Foundation President