

ALLIANCE FOR  
WOMEN IN MEDIA  
FOUNDATION

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WOMEN IN MEDIA

# 2020 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.



# 2020 at a Glance

## PROGRAMS

- 2020 GRACIES GALA HELD VIRTUALLY ON SEPTEMBER 10TH VIA FACEBOOK
- 9 GRACIE INTERVIEW SERIES - VIRTUAL GATHERINGS

## SPONSORS AND PARTNERS

- ZIPLOC BRAND
- CROWN MEDIA
- CBS CORPORATION
- CNN
- KATZ MEDIA GROUP
- NCTA - THE INTERNET & TELEVISION ASSOCIATION
- BEASLEY MEDIA GROUP
- COX MEDIA GROUP
- TEGNA

## SCHOLARSHIPS

- FORD EMERGING VOICES SCHOLARSHIP: \$4,000 AWARDED IN TOTAL
- FORD EMPOWERING AMERCIA SCHOLARSHIP: \$5,000 AWARDED IN TOTAL
- NCTA/AWM SCHOLARSHIP: \$5,000 AWARDED IN TOTAL
- THE ESPN SCHOLARSHIP: \$7,500 AWARDED IN TOTAL
- GRACIE ENTRY SCHOLARSHIP: 8 FREE ENTRIES WERE AWARDED



# Financial Information

## AWM REVENUE

<b>34%</b>	MEMBERSHIP
<b>30%</b>	PROGRAMS
<b>36%</b>	OTHER

## AWM EXPENSES

<b>71%</b>	ADMINISTRATIVE
<b>29%</b>	PROGRAMS

## AWM FOUNDATION REVENUE

<b>85%</b>	PROGRAMS
<b>10%</b>	OTHER
<b>5%</b>	CONTRIBUTIONS

## AWM FOUNDATION EXPENSES

<b>93%</b>	PROGRAMS
<b>7%</b>	ADMINISTRATIVE

# Leadership

## OFFICERS

- KEISHA SUTTON-JAMES, CHAIR (AWM/F)
- HEATHER COHEN, CHAIR-ELECT (AWM/F)
- CHRISTINE TRAVAGLINI, IMMEDIATE PAST CHAIR (AWM/F)
- JOSIE THOMAS, TREASURER (AWM/F)
- ANNIE HOWELL, TREASURER-ELECT (AWM/F)

## DIRECTORS

- KATINA ARNOLD (AWM)
- ABBY AUERBACK (AWM)
- JOYCE FITCH (AWM)
- ABBY GREENSFELDER (AWM)
- BRENDA HETRICK (AWM)
- JINNY LADERER (AWM)
- MEG LAVIGNE (AWM)
- DEBORAH PARENTI (AWM/F)
- MICHELLE RAY (AWM)
- SANDRA RICE (AWM)
- ROB STODDARD (AWM/F)
- ESTHER MIREYA TEJEDA (AWM)
- KRISTEN WELCH (AWM/F)
- KATHERINE WOLFGANG (AWM)

## KEY STAFF

- BECKY BROOKS, PRESIDENT
- LISA STEPHENSON, EVENTS DIRECTOR
- LATONYA JACKSON, OPERATIONS AND MEMBERSHIP MANAGER
- CATHERINE COMBS, PR AND MARKETING MANAGER