ALLIANCE *for*
WOMEN IN MEDIA

2025
Annual Report

FOUNDATION

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.



2025 at a Glance

PROGRAMS

- 2025 AWM Breakfast at the NAB Show was held April 7 in Las Vegas, NV.
- 2025 Gracie Awards Gala was held May 20 in Beverly Hills, CA
- 2025 Gracie Awards Luncheon was held June 18 in New York.
- 2025 Gracies Leadership Awards was held November 18 in New York.
- 6 Gracie Interview Series held via Zoom.
- 6 AWM Media Masterclasses held via Zoom.
- AWM Connects mentorship program held via Zoom.
- 11 Member Network meetings were held via Zoom.

SPONSORS AND PARTNERS

- American Urban Radio Networks
- Audacy
- Beasley Media Group
- BET
- Bloomberg
- CBS News
- CIChecked
- Clear Channel Outdoor
- CNN
- Disney Entertainment
- ESPN
- FOX Sports
- Graham Media Group
- Gray Media
- Hallmark Media
- HEMPZ
- Hofstra University
- iHeartMedia
- Katz Media Group
- Kino Lorber
- Locality
- Marketron
- Matrix
- Morgan Stanley Global Sports & Entertainment
- NAB
- NAB Leadership Foundation
- NBC Entertainment
- NBC Sports
- NBCUniversal Local
- NCTA – The Internet & Television Association
- Nielsen
- Premiere Networks
- Quu
- Radio + Television Business Report
- Radio Ink
- Red Apple/WABC
- Skyview Networks
- Stringr
- The Jamie Kern Lima Show
- The Walt Disney Company
- Townsquare Media
- Triton Digital
- vCreative
- WideOrbit
- Xperi

SCHOLARSHIPS AND FELLOWSHIPS

- One AWM Foundation & NCTA Scholarship awarded $10,000.
- One AWM Foundation and Hallmark Media Make Her Mark Scholarship awarded $7,500.
- 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 14 students.



50th Annual Gracie Awards Gala



Gracies Leadership Awards

Financial Information

AWM REVENUE

81%	Programs
17%	Membership
2%	Other

AWM EXPENSES

73%	Programs
27%	Administrative

AWM FOUNDATION REVENUE

97%	Programs
3%	Contributions

AWM FOUNDATION EXPENSES

88%	Programs
12%	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 (AWMF)
- Tim Clarke (AWMF)
- Heather Cohen (AWMF)
- Rebekah Dopp (AWM)
- Ann Hailer (AWM)
- Isabel Lara (AWM)
- Jaclyn Levin (AWM)
- 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