



NEXT Women: Thrive – March Edition



Celebrating Women

March is Women’s History Month, International Women’s Day and NEXT Women’s 2-year anniversary. As we continue to strive for diversity, equity and representation across the media landscape, NEXT Women celebrates the history of women in the industry, and the legacy of today’s leaders. We thank and congratulate all the women thought leaders who have helped shape NEXT Women over the past two years. We salute your leadership, advocacy and support of women in the industry and look forward to another year of thought provoking and timely content.

— Abby Auerbach, Chief Communications Officer & Executive Director,
NEXT Women, TVB



NEXT Women’s Anniversary

We’ve accomplished so much over the past two years with help from women across the industry. As NEXT Women continues to grow, we will keep bringing you curated content based on industry issues, hot topics and your feedback.





2 Years of Industry Leaders

NEXT Women has had the privilege of working with women leaders across the local broadcast TV industry. These leaders continue to participate, support and advocate for the women following in their footsteps. Thank you for the first two great years of NEXT Women!

NEXT Women Speakers

Deborah Ager Radiant Media Labs	Emily Barr Graham Media Group	Angela Betasso JDA.media	Toni Coonce WideOrbit	Winnie da Silva Winnifred S. da Silva	Samantha DiGennaro DiGennaro Communications
Kathy Doyle MAGNA Global	Rick Ducey BIA Advisory Services	Missy Evenson E.W. Scripps Company	Lisa Fain The Center for Mentoring Excellence	Pam Forsyth WICU	Ashley Gold Hearst Television
Denise Harris The Center for Mentoring Excellence	Brenda Hetrick Matrix Solutions	Jennifer Hungerbuhler Dentsu	Nadine Karp McHugh Goldman Sachs (formerly SeeHer)	Nancy Larkin LocalOne, Horizon Media	MacKenzie Lovings BIA Advisory Services
Belinda Luscombe TIME	Deb McDermott Standard Media	Madeleine Noland ATSC	Debra OConnell Disney Media & Entertainment Distribution	Jeanine Poggi Ad Age	Alejandra Santamaria Univision Communications
Anne Schelle Pearl TV	Jen Soch GroupM	Valari Dobson Staab NBCUniversal Local	Nicole Torres Havas Media	Terry R. Yoffe TRY Coaching	Karen Youger Gray Television



Video-on-Demand: Mentorship Masterclass

If you missed the live session featuring The Center for Mentoring Excellence, they provided valuable tools and tips for finding a mentor/mentee, building the relationship and giving and getting what you need to be successful.

[Watch the VOD here](#)





“Ask NEXT Women!”

Each month we feature a question from you, the NEXT Women community. You can submit your questions anonymously, [here](#).

Dear NEXT Women,

I'm interested in getting involved in mentorship and helping my colleagues learn more about connecting with mentors/mentees, as well. Any suggestions on getting this going?

— *Mentorship in Macon*

Dear Mentorship,

First, we're thrilled you're interested in supporting and informing your colleagues. According to the [BIA 2021 State of Women in Local Broadcast TV survey](#), 83% of women in the industry cited mentorship as a productive way to help other women at work, and 93% said advocating for each other is productive. We suggest watching the [Mentorship Masterclass video](#) and visiting our [Mentorship Insights](#) page. You might even organize a meeting group at work where all interested mentors/mentees can casually get to know each other.

— *NEXT Women*



What We're Reading

[Six Ways Female Leaders Can Help Their Sisters To Succeed](#)

— *Sally Percy, Forbes*

[Women's History Month](#)

— *Library of Congress*

[NBCU Launches Campaigns Marking Women's History Month](#)

— *Jon Lafayette, Broadcasting & Cable*



NEXT Women Soundbite

“Multiple studies have shown that women in C-suite positions have a positive impact on the overall performance and efficiency of the company, with higher profits and better returns for shareholders. Amplifying diverse voices from the top down is the key to creating an inclusive and safe environment, as well as promoting peak performance and company culture.”

— *Jennifer Acree, Founder & CEO, JSA Strategies*



Advancing Women

Share promotions with us to feature here:

[Deb McDermott to Succeed Dave Lougee at TEGNA](#)

[Gray Names Lorri McClain To Its Board Of Directors](#)

[Bina Roy Named VP and GM of Nexstar's Multicast Networks](#)





Contact Us

Now +1,700 members strong, [NEXT Women](#) helps identify, prepare and advocate for women in the local broadcast television industry as they advance to leadership roles.



[Let us know](#) about women who'd welcome an invite to the NEXT Women community. Thanks to the generous support of WideOrbit there is no fee to join.



Underwritten by WideOrbit