



## NEXT Women: Thrive – April Edition



### Being an Ally

How can women be allies to each other at work and what does allyship mean? According to [Emily He](#), a Forbes contributor, “Allyship is the notion that a group help each other succeed.” That help can come in the form of mentoring, support, advice giving, direct advocacy on behalf of the person, and much more. It’s important to stand up for our colleagues when necessary, but also share our experiences and opinions to strengthen alliances.

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



### Coffee with Nancy Larkin



#### Nancy Larkin

EVP, Managing Partner, LocalOne, Horizon Media

April 29, 2022 | 11:30a (ET)



Grab a cup of coffee and join Abby Auerbach, Executive Director, NEXT Women, for a 15 minute conversation with Nancy Larkin of Horizon Media on the importance of mentorship and DEI initiatives, the future of local advertising and advice for Next Women.

[VOD available here.](#)



### A Minute on Mentorship

Each week we share a short video clip featuring industry thought leaders’ experiences and views on mentorship. Featured speakers include: Debra OConnell, Disney Media & Entertainment Dist.; Kathy Doyle, MAGNA; Missy Evenson, Scripps and more.

[Watch the videos 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 helping a more junior colleague with career advancement advice, any tips on how she can effectively advocate for herself by asking for a salary increase?*

— *Colleague in Coronado*

### Dear Colleague,

*We love that you are supporting your colleague and providing guiding insights for her career advancement. Asking for a pay increase can feel awkward or uncomfortable. We recommend having a collaborative conversation, outlining achievements clearly and directly [asking what needs to be done](#) to achieve salary goals and rise to the next level.*

— *NEXT Women*



## What We’re Reading

[Why Allyship Is Good for Business](#)

— *Sally Percy, Forbes*

[6 Ways that Women Can Champion Each Other at Work](#)

— *LeanIn.org*

[How Leaders Can Inspire Accountability](#)

— *Marlene Chism, SmartBrief*



## NEXT Women Soundbite

“Women have to lift each other up, share their experiences and bring diverse, underrepresented groups into the fold.”

— *Traci Wade, Senior Director DEI, Oracle*



## Advancing Women

Share [promotions](#) with us to feature here:

[B+C Hall of Fame 2022: Emily Barr](#)

[NBCU’s Kelly Abcarian Is Ushering In A New Measurement Era](#)

[Graham Names Stephanie Slagle VP and Chief Innovation Officer](#)

[Nexstar Networks Names Beth Feldman Ex. Dir. Of Communications](#)



## 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