



NEXT Women: Thrive – August Edition



Career Opportunities

The first half of 2022 has been exciting for NEXT Women; we've focused on mentorship and DEI in our Coffee With and webinar sessions. As August wraps up, we're sharing the results of the 2022 State of Women in Local Broadcast TV survey, an opportunity to hear from you. Results show that women in the industry are mentoring, sponsoring and being allies to each other. You are negotiating and advocating for yourselves in your career development. See highlights and a link to survey results, below. And, please mark your calendar for the [NEXT Women in Sales](#) session at this year's virtual Forward Conference on 9/22/22.

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



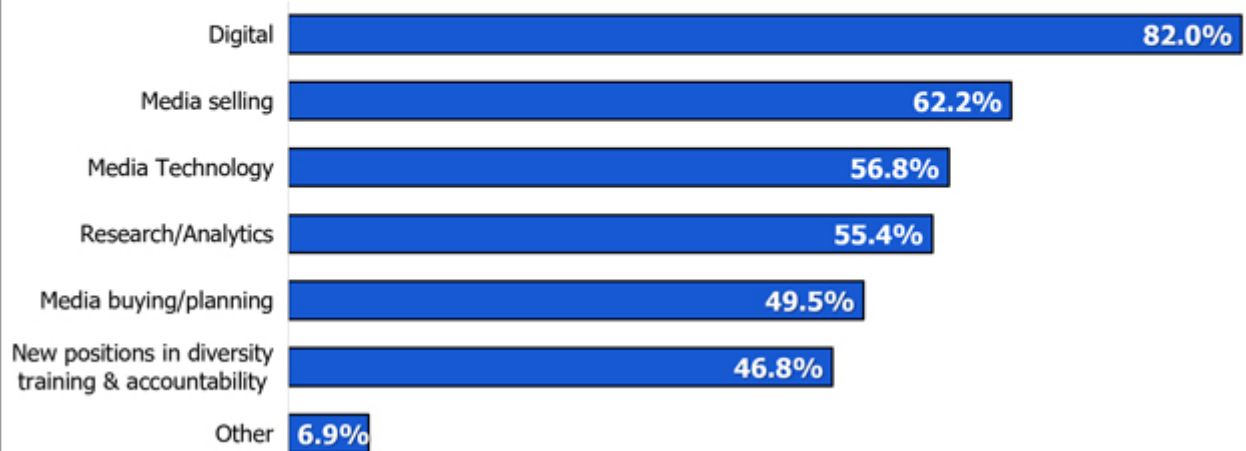
State of Women in Local Broadcast TV 2022

Last year, in collaboration with BIA Research, we conducted a survey on the state of women in the local broadcast TV industry that looked at attitudes and experiences regarding career advancement, professional development, DEI and more.

Today, we are releasing an updated [2022 survey](#) with results including: Women in the industry see big opportunities in the digital side of the business and in sales.

What are the biggest opportunities for women today in local broadcasting?

(Choose all that apply)



Podcast: Coffee with Ann Hailer



Ann Hailer
President, CoxReps



If you couldn't attend this session, you can listen to the new podcast. NEXT Women Executive Director Abby Auerbach chats with Ann Hailer, President, CoxReps about mentorship, DEI, the future of the local broadcast TV industry and advice for NEXT Women.

[Listen Now](#)



Video: DEI Series – Build Allyship to Strengthen Your Business

If you missed the 45 minute session, you can watch Melinda and Abby discuss the importance of diversity, equity and inclusion; the benefits of allyship at work; and actionable insights for building allyship at all levels of your organization.

[View Now](#)



“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've been in my current research role for 7 years, but I'm very interested in sales. I'm not sure how to communicate this at work. What are some next steps you recommend?

— Sr. Analyst in San Diego

Dear Sr. Analyst,

This is a great opportunity to advocate for yourself. Here are some questions to get started: Do you have demonstrable skills required by the new role? Why are you a good fit for sales? Are there open positions available? Is your company open to career development across teams? If you're unsure, do you feel comfortable speaking to your boss about it? Take time to plan, strategize, and consider all angles before heading into a conversation. Good luck!

— NEXT Women



What We're Reading

[5 Ways To Recession-Proof Your Career In Uncertain Times](#)

— Kara Dennison, Forbes

[How to take risks at work when you feel burned out](#)

— Christie Arscott, Fast Company

[How to strategically prep to change roles within your company](#)

— Double M Coaching



NEXT Women Soundbite

“In chaos, there is opportunity. Most major career accelerations happen when someone steps into a mess and makes a difference.”

— Kristi Hedges, Executive and Leadership Coach



Advancing Women

Share promotions & initiatives with us to feature here:

[Adrienne Anderson Upped To SVP, Content Development, ABC O&Os](#)

[NBCU Telemundo Names Sandra Smester EVP, Programming & Content Development](#)

[Sarah Bryant-Holcomb Named WTLV-WJXX News Director](#)

[Brandice Bailey Named WITI News Director](#)



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.



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