



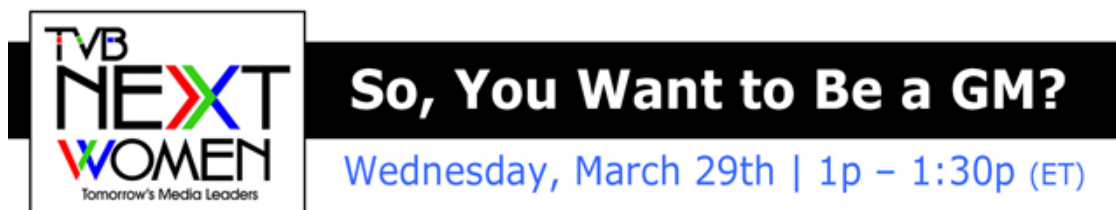
NEXT Women: Thrive – March Edition



Celebrating Women

It's Women's History month! To celebrate, we reached out to Grace Gilchrist, a role model who helped pave the way for women in our industry. Below, we share an interview with Grace, former VP and General Manager of Scripps' WXYZ-TV and TVB's first chairwoman. We think you'll find Grace's insights relevant and on point.

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



Marilu Galvez
President and General Manager
WABC-TV
(ABC)



Teddie Gibbon
Vice President and General Manager
KXLY Television/Phase 3 Digital
(Morgan Murphy Media)

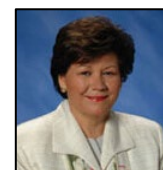
Abby and speakers will discuss the skills and strategy necessary for women looking to advance to leadership roles, especially station leadership.

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Q&A with Grace Gilchrist

For Women's History Month we connected with renowned local broadcast TV trailblazer, [Grace Gilchrist](#), former VP and General Manager of Scripps' WXYZ-TV in Detroit. Grace was one of the first women leaders in local broadcast TV and also the first chairwoman of the TVB board of directors.



What was your first job in local broadcast TV?

After 8 years as a media buyer on the agency side, I was recruited by WKBD for an account executive position. At that time (1973) there were only 3 women in sales in the market. I was then offered a position at WDIV and made Local Sales Manager, followed by a move to Atlanta in 1980 as GSM of WSB.

Was there a pivotal moment in your career that put you on the path to GM?

In 1985 I was recruited to WXYZ by [Jeanne Findlater](#), one of the first female General Managers in the country. There is no doubt that Jeanne was a powerful force in molding my thinking and encouraging my ambitions. Her mentoring and support exposed me to learning all operations at the station, preparing me for added responsibilities.

What had the greatest impact on your career success?

Jeanne's mentorship and leadership, combined with my ambition to achieve and learn, were strong impacts. I sought input from other department leaders and got involved in industry organizations like TVB, MAB, Adcraft Club of Detroit, AWRT and Michigan Association of Broadcasters. Each of these experiences broadened my knowledge and foundation to move forward with my career.



As a woman in broadcast TV, what was a significant challenge you faced and how did you overcome it?

I think challenges are part of growth. The perception of women in business was always a factor; that is finally changing. I found that keeping a sense of humor and working harder dispelled some annoying and antiquated attitudes about women. I tried to reach out to other women in the company, new to their positions, to offer support.

What career advice do you have for women in local media looking to advance to leadership roles?

Make your goals known and seek the advice of associates. Always abide by your ethics; your reputation is all you really own. Hire smart people, they will always reflect favorably on you. Finally, take interest in your team's goals and assist them in their professional growth.



Advancing Women

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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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