



NEXT Women: Thrive – April Edition



Celebrating 3 Years of NEXT Women

TVB launched NEXT Women in March 2020 with the goal of identifying, preparing and advocating for women seeking advancement in local broadcast TV. In the past three years, NEXT Women has reached more than 1,700 participants with programming for women in media selling, buying, production and technology.

Thanks to all our exceptional speakers and you, the NEXT Women audience, for letting us know what you want to hear and learn. We look forward to another year of Coffee With executive interviews, SkillUp webinars, NEXT Women in Media podcasts and special content at this year’s Forward Conference!


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



NEXT Women Year in Review

We thank all the excellent speakers who participated in creating NEXT Women content over the last year.

NEXT WOMEN SPEAKERS

 Catherine Badalamente Graham Media Group	 Barb Brancato KEZI - Allen Media	 Jamie Crites Center for Mentoring Excellence	 Winnie da Silva Executive Coach	 Nikki Decker WDAF - Nexstar
 Melinda Briana Epler Change Catalyst	 Missy Evenson Scripps	 Lisa Z. Fain Center for Mentoring Excellence	 Denise Galiber Katz Media Group	
 Marilu Galvez WABC - ABC	 Teddie Gibbon KXLY - Morgan Murphy	 Grace Gilchrist Formerly WXYZ - Scripps	 Ann Hailer CoxReps	 Laura Hargis Scripps
 Nancy Larkin Horizon Media	 Tara Schessler WAOW - Allen Media	 Jennifer Scilabro Nexstar Digital		



VOD Webinars Available Now



Missy Evenson

Vice President Sales, Local Media, Scripps



Missy and Abby discussed career development, DEI initiatives, mentorship, and share leadership insights with NEXT women.

If you missed this 20-minute "Coffee with," you can check out the video recording [here](#).



Marilu Galvez

President and General Manager
WABC-TV
(ABC)



Teddie Gibbon

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

In this popular session Abby and speakers discussed the skills and strategy necessary for women looking to advance to leadership roles, especially station leadership.

[View Now](#)



Follow up Q&A with Teddie Gibbon

The GM webinar audience had so many questions, we saved a few for this month's Thrive. Teddie Gibbon, VP & GM, KXLY Television/Phase 3 Digital, shares her vision and viewpoint below.

How much do you "push the envelope" (take risks) with your product – knowing that failed risks could have consequences?

I feel that calculated risks are necessary for growth. I am careful to understand what our audience needs and wants and then measure our ability to serve that audience without impacting important efforts elsewhere. We measure the upside and downside potential and our tolerance level to determine how we proceed and if we make a mistake, we address it right away.

Can you talk more about how to develop and articulate a vision?

The overall vision for the company starts with corporate and station leadership. It's a picture of who we are now and who we could be in the future. To successfully develop the vision, we must have a strong understanding of the communities we serve and the opportunities that exist. To effectively articulate our vision, leadership must have established trust and credibility with our team and be great role models.



Advancing Women

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

[Nexstar Announces Mona Highline as its "Remarkable Woman of the Year"](#)
[WIT Honorees Emphasize Opportunities And Contributions Of Women In Technology](#)



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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