



## NEXT Women: Thrive – June



### Mindful Professional Development

We invest substantial time and energy into our careers, so it makes sense to approach professional development decisions through the lens of our needs, wants and values. Whether you're looking for a sense of meaningfulness, autonomy, capability or community, it's vital to spend time considering what you want professionally. This month NEXT Women is bringing you content to help identify priorities and plan for the future - mindfully.

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



### Wendy McMahon

President, Co-Head of CBS News and Television Stations

Wednesday, August 23, 2023 | 1:00p (ET)



Grab a cup of coffee and virtually join Abby Auerbach, Executive Director, NEXT Women, for a 20-minute conversation with **Wendy McMahon, President, Co-Head, CBS News & Television Stations.**

[Register Now](#)



### Video on Demand – Skill-Up Webinar



### Strategies for Work/Life Balance



Moderator

**Sarah Syversen**

LCPC, Career Counselor and Assistant Professor of Instruction



Speaker

**Melissa Sheehan**

Chief Revenue Officer  
AdCellerant



Speaker

**Michelle Woods**

Director of Sales  
KIRO-TV, Cox Media Group

This popular live session is now available on-demand. Sarah and guests provide strategies for evaluating and addressing priorities, time management and avoiding burnout across life stage and roles.

[View now](#) or [listen to the podcast](#)



## So, You Want to Be a Media Director?



**Leslie Diard**

Director, Communications Planning  
Duncan Channon



**Mary Hoover**

VP/Local Investment Director  
RPA

Hear from women directors about their current jobs and how they got there. Guests discussed the skills and strategy necessary for career advancement, including advice for women looking to advance to leadership positions, especially at agencies.

[View Now](#) or [listen to the podcast](#)



## What We're Reading

[The Power of Friends at Work](#)

— *Jon Clifton, Harvard Business Review*

[4 Steps to Take Control of Your Own Destiny at Work](#)

— *Kevin Dickinson, Big Think*

[What Is Meaningful Work, Anyways?](#)

— *Daniel Goleman, Author & Consultant*



## NEXT Women Soundbite

"Knowing about the Big 4 human needs (contribution, choice, capability and connection) allows us to use them as a checklist for evaluating our current job, a possible promotion, or a potential new job.... To promote retention, job satisfaction, and professional development for those you lead or supervise, consider how the Big 4 needs relate to each person's roles and tasks and modify accordingly."

— *Michael Wiederman, Ph.D., Psychology Today*



## Advancing Women

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

[Women Now Run All Major U.S. News Networks. Why it Matters](#)

[Tanya Black Named WJZ Baltimore VP-News Director](#)

[Women In Media Honored At 48th Annual Gracie Awards](#)



## Contact Us

Now +2,000 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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