



# 2013 Annual Report

## JOURNALISM & WOMEN SYMPOSIUM



**JAWS MISSION STATEMENT:** Journalism & Women Symposium supports the professional empowerment and personal growth of women in journalism and works toward a more accurate portrayal of the whole society.

## Letter from President Lauren M. Whaley



When I tell friends and family members that I help run a national organization for women journalists, some raise an eyebrow, even roll their eyes. Is that really necessary these days, they ask. Haven't we achieved parity by now?

Actually, no. Male front-page bylines at top newspapers outnumbered female bylines in coverage of the 2012 presidential election by a 3-to-1 margin. Men were also far more likely to be quoted than women in newspapers, television and public radio. The list from the Women's Media Center goes on.

### Enter Journalism and Women Symposium (JAWS).

The JAWS community provides a safe place for women journalists to learn, grow and climb. We dispense critiques and hugs, career advice and friendship. Also, mentoring. With mentoring at the core of our programming, we help boost one another up and in the process try to create a more accurate portrayal of society.

We mentor new executives to ensure success in their leadership roles, women in transition to a new medium who need tech training, and those just starting out as they negotiate their first salary. Additionally, new this year, I created a diversity committee to make sure we're being as inclusive as possible in our outreach and programming.

Before I launch into our impressive list of successes and goals, I want to thank the board of directors. Never before have I worked for an organization with such dedicated members. Board members put in hours and hours each week to

keep JAWS moving and growing and thriving and inspiring.

Thank you, too, to our advisory board for your guidance and wisdom.

### And now, our 2013 accomplishments:

- New responsive website, launched in the fall, to capture more of our JAWS news for members, donors and partners.
- New part-time web manager who keeps JAWS.org and our monthly newsletter timely, informative and member friendly.
- Successful migration of JAWS listserv to Google Groups.
- New part-time social media manager who makes JAWS more visible, liked and linked.
- Our first-ever online auction, which raised almost \$10,000 for JAWS.
- Our first-ever crowd-funding campaign that raised money to help cover the cost of 10 fellows to attend our annual Conference and Mentoring Project (CAMP).
- A successful conference in Vermont, where 202 women came for training, networking and a chance to hear then New York Times executive editor Jill Abramson and Vermont's first (and only) female governor, Madeleine Kucinich.
- A small, end-of-year surplus above our \$208,000 budget in 2013 to maintain our financial stability and slightly larger budget of \$215,600 for 2014.

Read through this expanded report to learn about the progress we are making on the many exciting initiatives we have coming up in 2014.

I'm am honored to help shape a group that cares so much about empowering women.

*Onward, Lauren M. Whaley*

## ADVISORY BOARD MEMBERS

*The culture of JAWS is something to behold -- built on the values of gender equity, journalistic quality, and no small amount of levity. For the strong, smart women in this growing force, the default position is: "How can I help you?"* — Jill Geisler



Jill Geisler,  
Poynter Institute



Diana Henriques,  
New York Times



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## Why JAWS Matters

**J**OURNALISM & WOMEN SYMPOSIUM, a national organization, was founded in 1985 to support the professional empowerment and personal growth of women in newsrooms. JAWS and its members are dedicated to the advancement of women in every aspect of journalism and communication. We believe this is vital as we work toward better representation of women's voices in the media and a more accurate view of our world, issues and events.

**A**BOOST IN REGIONAL PROGRAMMING led to a doubling of membership in the last two years. Thanks to the commitment of members and friends, JAWS can continue to be a leader in supporting women journalists with our fellowships, Conference and Mentoring Project and future programs for our nearly 750 members.

**W**E PROVIDE the training, networking, mentoring and professional support that leads to leadership and success in the news business. That's important because women are losing ground in many areas of the media, leading to a distorted view of our society.

According to the Women's Media Center's 2014 Status of Women in U.S. Media Report, women still have a long way to go to reach parity in newsrooms.

- Men still account for two-thirds of American daily newspaper newsroom staff, with women comprising 36 percent, a number that has remained largely unchanged since 1999.

- Black women made up 47 percent of all black newsroom employees, down from a peak of 50 percent in 2010.

- Hispanic women represented 40 percent of all Hispanic newsroom employees, down from a high of 42 percent in 2007.

- Native American women showed the most precipitous drop, down to 38 percent from a peak of 51 percent in 2000.

- Minorities consistently comprise 12 to 13 percent of American newsrooms overall.

**S**UPPORT FOR JAWS through donations and sponsorships has enabled us to expand our reach to more women in journalism. The emphasis we put on diversity, leadership and mentoring is making a difference for women who seek better assignments, equal pay and promotions into positions of influence.

**OUR CREDO OF DIVERSITY**  
The Journalism & Women Symposium brings together women journalists and journalism educators and researchers to meet in an atmosphere of mutual support, professional growth and utter freedom of expression. We celebrate the diversity of our profession and of our membership. As the public hopes to be increasingly well served by media diversification — print and broadcast, digital and online — so JAWS is enriched by the participation of women of many ages, races, cultures and journalism disciplines. Through its programming, fellowships and membership outreach, JAWS seeks to further expand journalism's faces and voices.

**OUR VISION**  
Journalism & Women Symposium empowers female journalists to succeed in their careers by providing training, networking, mentoring and professional support. By more equitably filling newsroom positions, pursuing entrepreneurial ventures and holding leadership roles in journalism, we work toward a more accurate portrayal of the whole society.

**WHAT WE DO**  
Journalism & Women Symposium is a national organization focused on the advancement of women in the field of journalism through training, mentoring and networking. Founded in 1985, JAWS now has more than 750 writers, editors, photographers, web producers, radio reporters, multimedia journalists, videographers and journalism professors who gather for an annual conference, regional training workshops and networking events. Members also engage online through a vibrant listserv for discussions about women in journalism, job leads and career advice. We are just out of college and we are in our seventh decade, valuing the strength that comes with a membership diverse in age, race, geography and professional pursuits. Membership is open to women who are employed by a newspaper, news service, television or radio station, syndicate, magazine or website; full-time freelancers in one of these areas; or professors of journalism at the college level or students of journalism at the college level or above.



*Equality  
for  
women*

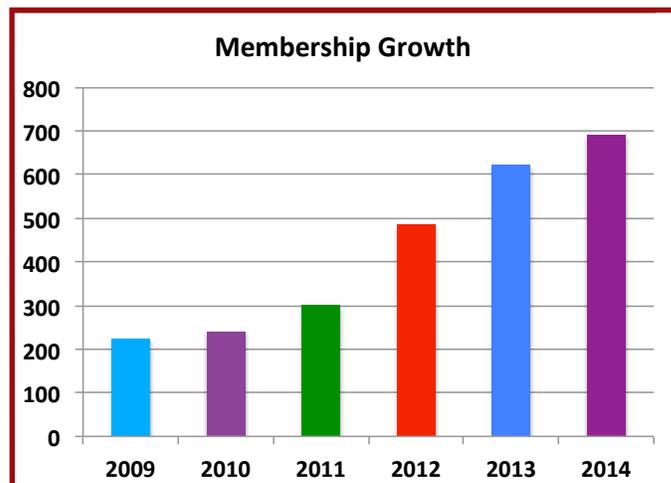
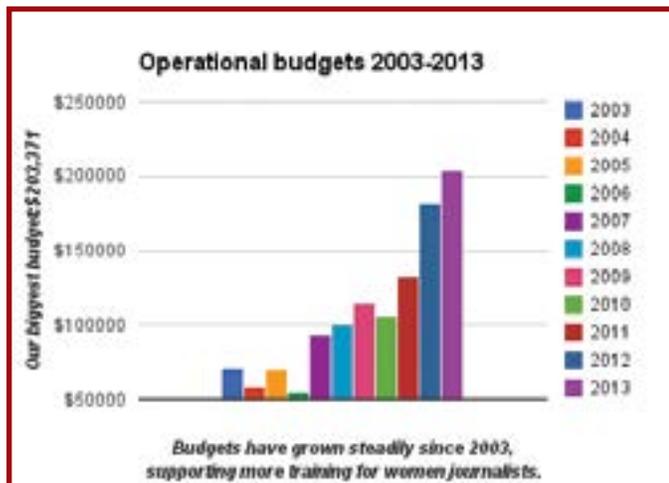
*Diversity*



*Engaging,  
meaningful  
journalism*



# Growth Trends for JAWS



## Looking Ahead

- Early completion of nearly all our goals set out in our 2012-2017 Strategic Plan.
- Expected growth in our membership to 750, to meet our Strategic Plan goal.
- New diversity committee to underscore the importance of inclusion in outreach and programming and to ensure we follow through on our mission toward achieving a more accurate portrayal of society.
- Three new fellowships to bring journalists to CAMP: a mid-career fellowship, an entrepreneurial fellowship and a diversity fellowship.
- New regional groups in New York City and Southern California and more to come in Pittsburgh, Chicago and Seattle.
- Bigger and more active groups in Washington, D.C., and the San Francisco Bay Area.
- A new membership management platform launched in May 2014 to make it easier to keep member information accurately updated and to help track renewals and donations.
- A more formal and expanded mentoring program launched in March 2014 so JAWS can pair up mentors with mentees year-round and provide resources and support to these pairs.
- An expected record draw to our annual Conference and Mentoring Project in La Quinta, California, Oct. 31-Nov. 2, 2014.
- New collaborative partnerships with other journalism groups for regional events; groups include the Society for Professional Journalists, Association of Writers and Writing Programs and Exceptional Women in Publishing, among others.



**T**HE JAWS LEGACY FUND honors the trailblazers who embody the spirit and mission of Journalism and Women Symposium by collecting bequests and then using those funds to support programs that enrich the work of JAWS.

Our organization was founded by women who were dogged in their determination to promote equality in newsrooms and open opportunities for subsequent generations of journalists, and this fund helps to sustain the principles of those JAWS leaders and remember their individual lives and contributions.

JAWS thanks the trustees of the Eileen Shanahan-Kay Mills Fund and the Joan Cook Fund for providing the seed money to launch this new project.

Eileen Shanahan, a world-class journalist, champion of social justice and founding director of JAWS, was a legendary figure as a reporter and mentor for other women and people of color. Obituaries in the New York Times and the Washington Post chronicled her achievements as a reporter and editor, bulldozing past the obstacles of gender with relentless, creative career management.

Kay Mills was a historian of women in journalism and civil rights, a loyal mentor and an inspirational member of the Journalism and Women Symposium's founding board of directors. She wrote a number of books, including "A Place in the News: From the Women's Pages to the Front Page," "From Pocahontas to Power Suits: Everything You Need to Know About Women's History in America," and others on the civil rights movement.

Joan Riddell Cook was a founding director of JAWS, a journalist, a union leader, a moral leader and generous friend to three generations of people engaged in the work of making the world a more just place. She was one of seven named plaintiffs — and a moving force — in a class-action sex discrimination suit against the New York Times filed in 1974.



**Madeleine Kunin**, the first female governor of Vermont, was the 2013 Legacy Fund speaker.

## OUR COMMITMENT TO JAWS MEMBERS SINCE 1985

- Supporting women who practice journalism that educates, engages and empowers civil society
- Embracing diversity in all its aspects in our organization, our profession and society
- Teaching the skills we need to succeed in a changing industry
- Advancing women through mentoring and professional support as a way to share knowledge and encourage new generations of women journalists



To make a tax-deductible contribution to Journalism and Women Symposium, go to [www.jaws.org](http://www.jaws.org)

or contact: us at  
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## JAWS thanks all our donors and sponsors who helped us meet our mission in 2013

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Jackson Stromberg  
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### Legacy Fund Gifts made through bequests

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Kay Mills  
Eileen Shanahan

### Additional Leadership Circle Gifts Since 2010 (contributions of \$1,000 or more in a given year)

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Betsy Wade

*Journalism and Women Symposium is a 501 (c) 3 non-profit organization. Your donation is tax deductible.*





## Leadership



Attending CAMP helped sharpen my reporting skills and bolster confidence I lost after getting stuck in my career. As a JAWS Fellow, I was introduced to a powerful sisterhood I can lean on for support and look up to for inspiration.

—Cherise Williams Newsome, one of 10 fellowship winners in 2013

**Jill Abramson**, executive editor of The New York Times, became the newest member of JAWS at the Conference and Mentoring Project in 2013, when she was the keynote speaker.

## Fun



## Training



## Networking



## Mentoring

Thank you to contributors to the 2013 Annual Report, including Margaret Rowlands for design, Katherine Rowlands for content, Ellie Van Houtte and Karen Cheung-Larivee for photos.