2014 Annual Report

Promoting the professional empowerment and personal growth of women in journalism and working toward a more accurate portrayal of the whole society.

JOURNALISM & WOMEN SYMPOSIUM
jaws.org
Letter from President
Linda Kramer Jenning

When I talk with people about the Journalism and Women Symposium, we always circle back to what makes this organization different from other groups of journalists.

I believe one thing that sets us apart is the kind of professional support we offer. Our mentoring, both formal and informal, and the range of resources we provide recognize the challenges specific to women in today’s evolving journalism landscape. We not only talk about the higher rate of online harassment women reporters experience, we offer guidance on what to do, and we offer the support of a caring community that has one another’s back. We not only talk about the lack of women in newsroom leadership, we offer leadership training and support to members who take on new roles. We not only share our concern about the dearth of diverse sources quoted in the daily news report, we also offer members strategies to help their sourcing reflect the whole society more accurately.

With more than 750 members ranging in age from women just starting out in their 20s to women still actively reporting in their 80s, we are able to share professional wisdom, insights and skills across generations in a way that our members say is hard to replicate elsewhere. Our members include the women who filed lawsuits four decades ago challenging the discrimination they experienced, and the women who now walk through the doors they pushed open. All continue to strive toward better representation of women in their newsrooms and in their news reports.

From our founding 30 years ago to the present, JAWS has been a mission-driven organization that keeps working toward its goals and never loses sight of the individuals who make up our membership and make our work possible. Women today comprise the majority of journalism program graduates, but still make up only 37 percent of newsroom staffs, according to an ASNE survey. If women are less represented in newsrooms, perhaps it is no surprise that they also are less represented in the articles those newsrooms produce. Studies show men are far more widely used as news sources than women.

While these statistics and others show us the work that remains to be done, we also hear daily on the JAWS listserv from members sharing news of awards their reporting has garnered and of key promotions they received in their newsrooms. Often the members sharing these success stories credit the mentoring and resources JAWS provided.

While we recognize the ongoing challenge of pursuing the JAWS mission and re dedicate ourselves to it, let’s take a moment to applaud how much we did get done in the past year. I want to pay special tribute to Lauren Whaley, my amazing predecessor.

“The growth of JAWS in terms of membership, fellowships, regional programming, fundraising and external reach through social media last year is gratifying,” said Lauren, who served as president in 2013-14. “When I came to JAWS CAMP as a fellow in 2010, I could only dream about the feeling of pride I would experience four years later as I concluded my tenure as president of this important organization. This was a year for creating a sustainable structure for JAWS by building on the excellent work of past leaders and volunteers who love JAWS so fiercely. With the 2013-2014 board of directors, I am honored to be among those who have given so much to promote the great work of women journalists and who strive to make the world’s stories more reflective of our society by lifting up our JAWS mothers, sisters, daughters and friends.”

Under Lauren’s leadership and with the help of the 2013-14 board, JAWS made a number of impressive strides forward. Some of those accomplishments include:

- Launching a new mentoring program that allows members to seek a mentor any time of year.
- Establishing a diversity committee to make sure that we keep these questions central to everything we do both internally and externally.
- Bringing 180 participants to our Conference and Mentoring Project at the La Quinta Resort and Club near Palm Springs, Calif. Highlights included speakers like former New York Times executive editor Jill Abramson and Pulitzer winner Sonia Nazario, and workshops ranging from handling online harassment to effective podcasting.
- Expanding our fellowships to the conference, funding 10 emerging fellowships, one diversity fellowship, one mid-career fellowship and one entrepreneurial fellowship.
- Implementing a new online membership database that helps members connect with one another across the United States and allows the organization to track membership dues and requests for mentoring.
- Adopting new financial reporting practices including QuickBooks online and contracting for a part-time bookkeeper.
- Hiring new staff and maintaining steady services during the staff transition.
- Improving and streamlining organizational communications, establishing a more user-friendly listserv, mobile-friendly monthly e-newsletter and expanding social media and redesigning the website.
- Expanding the number of our regional groups to bring services to more members and foster more networking opportunities.

All of the above is a tribute to the incredible volunteer efforts of our members. They go above and beyond to make our organization thrive and grow. We give our time and talent to the Journalism and Women Symposium because it ignites our passions and touches on the core beliefs we share in advancing opportunities for women in journalism. It also provides them the resources and support to fulfill their professional dreams.

It is an honor to serve as president of this organization, and I look forward to another great year of working to make a difference.
JOURNALISM & 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 portrayal of our world, issues and events. Our membership has doubled in the past two years, with more than 750 members now part of our organization. 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.

Why JAWS Matters

JAWS PROVIDES THE TRAINING, networking, mentoring and professional support that lead to leadership and success in the news business. That’s important because, according to the Women’s Media Center, women are losing ground in many areas of the media, leading to a distorted view of our society and the issues that are important to all of society:

- By a nearly 3-to-1 margin, male front-page bylines at top newspapers outnumbered female bylines in coverage of the 2012 presidential election. Men were also far more likely to be quoted than women in newspapers, television and public radio.
- On Sunday TV talk shows, one survey found that only 25 percent of guests were female. Another study found women comprised only 14 percent of those interviewed and 29 percent of roundtable guests.
- In both legacy and online news sites, women are too often relegated to writing about the “pink topics” of food, family, furniture and fashion.
- As newspaper employment continues to tumble, so does the number of women in key jobs.
- The overall tally of women staffers hovers at 36 percent, a figure largely unchanged since 1999.
- A three-month snapshot in 2013 of articles appearing on The New York Times’ front page showed that men were quoted 3.4 times more often than women, though the rate was not as high when women wrote the story.
- At the nation’s three most prestigious newspapers and four newspaper syndicates, male opinion page writers outnumbered women 4-to-1.
Journalism and 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. We are just out of college and we are in our eighth 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. JAWS is a 501(c)3 tax-exempt nonprofit organization.

Regional Events & Training

We have been growing to meet the demand of women who need the mentoring, training and support we provide, not only at our Conference and Mentoring Project in the fall, but at regional events across the country.

We now have 12 chapters from Seattle to Chicago to Boston to New York. They hold events throughout the year, drawing almost 1,000 women to network, learn and share. From potlucks and book parties to panel discussions and partner events with SPJ, IRE, WAM, EWIP and AWP, JAWS has been branching out. For those who cannot attend the annual conference, regional gatherings are a great way to connect and participate in the mentoring we promote.

In Memoriam: Dori J. Maynard

Dori, who passed in 2015, served on our Advisory Board and was a lifelong journalist with a deep commitment to improving the craft and reflecting the diversity of our communities in news coverage. In her memory, we will continue her quest.

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
## Journalism and Women Symposium Balance Sheet
**As of December 31, 2014**

### ASSETS

<table>
<thead>
<tr>
<th>Current Assets</th>
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<tr>
<td>Total Bank Accounts</td>
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<td>Accounts Receivable</td>
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<td>Other current assets</td>
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<tr>
<td>Total Current Assets</td>
<td>$93,015.56</td>
</tr>
</tbody>
</table>

| Total Assets | $93,015.56 |

### LIABILITIES AND EQUITY

| Total Accounts Payable | $11,299.03 |
| Total Liabilities | $11,299.03 |
| Equity |  |
| Unrestricted Net Assets |  |
| Temporary Restricted - The Legacy Fund | $32,517.28 |
| Temporary Restricted - The Lewine Fund | $10,060.86 |
| Opening Balance Equity | $59,888.38 |
| Net Income | $-20,749.99 |
| Total Equity | $81,716.53 |

| Total Liabilities and Equity | $93,015.56 |

### Membership Growth since 2008

- Membership in JAWS has tripled in six years

### 2014 Income and Expenses

- **2014 Income:** $287,986
  - Dues: 11.4%
  - CAMP: 22.6%
  - Individual Donations: 16.1%
  - Sponsorships and Ads: 37.8%
  - Other Earned and Donated Income: 12.1%

- **2014 Expenses:** $230,972
  - Compensation: 42.8%
  - Operations, Postage: 10.4%
  - Web, Software, Video: 25.4%
  - Board Travel, Support: 8.7%
  - CAMP: 0.7%
  - Fellowships: 0.7%
  - Other: 0.7%
Extending Our Reach

From taking part in national debates to sharing our members’ award-winning work, Journalism and Women Symposium has consistently leveraged our social media voice to support women in the media. In 2014 alone, we doubled our Twitter followers, engaged thousands through our Facebook page and saw a whopping 275 percent growth on LinkedIn. With more than 10,000 people collectively following our feeds, it is clear that journalists are craving the diverse and balanced insight that an organization like JAWS can provide.

The conversations that start with JAWS events and members have significant reach — our coverage of industry mavericks like Jill Abramson and the late Dori Maynard has been cited and shared far and wide in national newspapers and blogs. And our real-time CAMP social media strategy has helped panelists, sponsors and members promote their work and expertise in the name of a more balanced media. Follow us @womenjournos and jaws.org.

To make a tax-deductible contribution to Journalism and Women Symposium, go to www.jaws.org or contact:

Development Director or JAWS President
Phone: (510) 764-1877
Fax: (510) 764-1122
Email: development@jaws.org

Tax ID: 84-1077803
JAWS thanks all our donors and supporters who helped us meet our mission in 2014

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Sarah Pollock
Jessica Rettig
Liz Seegert
Gina Setser
Diane Spatz-Smith
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Sharon W. Walsh
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Kira Zalan

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Betsy Wade
Lenita Wesson
Lauren Whaley
Christy Wise
Arkady Zalan
Mark Zalan

Barbara Selvin
Emily Shenk
Jenka Soderberg
Alexis Tappan
Pat Thomas
Deborah Weather
Meghan Webster
Benedict Wilson
Cindy Yurth

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Lindsay Anderson
Jazzmin Austin
Tiffany Bain
Laneta Bennett
Mondo Bia
Jennifer Bringer
Chantell Black
Erica Bradley
Lorine Brown
Rony Camille
Christopher Carfi
Christina Carrera-Woodby
Joanna Chakrian
Claire Chapman
Karen Cheung-Larivee
Alicia Collins
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Nicole DeAndres
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Thank you to contributors to the 2014 Annual Report, including Margaret Rowlands for design, Katherine Ann Rowlands for content, Ellie Van Houtte, Karen Cheung-Larivee, Hillary Sloane and regional photographers.

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