Journalism and Women Symposium: 30 Years and Counting . . . Training, Mentoring, Inspiring

Promoting the professional empowerment and personal growth of women in journalism and working toward a more accurate portrayal of the whole society.
In 2015, Journalism and Women Symposium celebrated its 30th Conference and Mentoring Project (CAMP).

Through our conference, our regional groups, our email list and our mentoring programs, we continue to bring women into the newsroom. We share stories, we share experiences, we share ideas, we share solutions.

We don’t always agree on every issue. We come from different generations, different cultures, different backgrounds. But we do agree that women need a greater voice in journalism.

Journalism needs more women in leadership roles. And our reporting needs more women’s voices.

At a CAMP plenary led by some of our past presidents, our members talked about why they love JAWS. Here’s a sampling:

- Connection with women of vast experience
- Interaction with role models
- A supportive community
- Socializing, networking, friendships
- Great conference programs
- Diversity
- A feeling of inclusion

Here’s how JAWS worked to achieve those goals in 2015:

CAMP: More than 180 women attended our 30th Conference and Mentoring Project (CAMP) at Grouse Mountain Lodge in Whitefish, Mont., the fourth time we met at this location. Los Angeles Times Managing Editor S. Mitra Kalita delivered our keynote address on improving diversity in the newsroom. Our plenary speaker, former president Gina Setser and Emily Shenk served as CAMP co-chairs.

Regional groups: JAWS members gathered throughout the year in 16 regional groups, with more to be added in 2016. JAWS members also met up at other journalism conferences.

Staffing: In May, Roxanne Foster, a JAWS member and University of Missouri School of Journalism master’s graduate, became our part-time operations director. Roxanne took charge immediately, working to get CAMP 2016 and our finances organized. She’s working closely with our other part-time staffers, development director Kat Rowlands and web/social media director Comini Ho. Our social media manager, Ankita Rao, worked even while she was reporting from India. When she resigned to take a new job in New York, Connie took over many of her duties.

SPJ staffing: Last year, we contracted with the Society of Professional Journalists for bookkeeping and CAMP logistics organizing. The board believes hiring these specialists enables our staff to focus on core functions such as CAMP programming, mentoring services, development and more.

Fundraising and development: JAWS continues to attract support from many individual donors, foundations, universities and corporate sponsors who back our mission of supporting women in journalism. We raised 10 percent more in 2015 than the year before.

Mourning a loss: The JAWS community — and those beyond it — were stunned by the passing of Connee Ho in February. Doris, president of the Robert C. Maynard Institute for Journalism Education, served on our advisory board. More importantly, Doris kept diversity concerns on our radar, serving as a compass for all of us. She is deeply missed.

Advisory board: Amina (Mindy) Marqués Gonzalez, executive editor and vice president for news at the Miami Herald, joined our advisory board. We hope to see Mindy and other board members at CAMP in Roanoke, Va., in October.

A shoutout: Finally, a shoutout to Linda Kramer Jenning, our president during most of 2015. Linda was the key to reorganizing our staffing, putting on an excellent CAMP and setting up the smoothest of transitions for me. I can’t say enough about how wonderful it is to work with Linda, and I’m so pleased she agreed to continue serving on the board for one more year.

JAWS continues to expand its reach. We increased our Twitter followers by 33 percent in 2015, to more than 4,000, and our Facebook followers increased 45 percent. We have enhanced visibility on Instagram and LinkedIn as well.

A year from now, we hope to report even more progress in areas such as regional training, improving our diversity efforts and continuing to deliver the message of JAWS: to support the professional empowerment and personal growth of women in journalism and work toward a more accurate portrayal of the whole society.

Legacy fund training: The JAWS Legacy Fund, honoring our founding foremothers and their groundbreaking work, sponsored a multimedia training for the Morgan State University journalism faculty in Baltimore.

Weak JAWS Matters:

• 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.

• 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.

• At the nation’s three most prestigious newspapers and four newspaper syndicates, male opinion page writers outnumbered women 4-to-1.

Our membership has more than tripled since 2009, with more than 800 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.

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.
What JAWS Does for Members

JAWS keeps me connected to the trends, tools and topics in journalism. If I need help figuring out how to tweak my website, or what tool would best serve that project, all I have to do is ask the members, and the responses flood in.

— Merrill Perlman, JAWS board director and member since 2006

All of the conversations, job postings and guidance that this group shares has been great (and helpful) to be able to be a part of as a young journalist — Thank you!
— Juniper Rose, former intern at Hispanic Link News Service and freelancer

It’s a safe place for women journalists of different generations, backgrounds and fields to come together and get to know each other to share problems, issues and figure out new solutions. We have a lot to share with each other.
— Julia Kagan, personal finance editor at Investopedia

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 21 groups 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.

JAWS: Women Making News for 30 Years

ADVISORY BOARD MEMBERS

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Loyola University Chicago
Aminda (Mindy) Marques Gonzalez
Miami Herald
Diana B. Henriques
New York Times
Geneva Overholser, former dean, USC
Lisa Stone
Brighter Co-founder

JAWS 2015 BY THE NUMBERS

Journalism and Women Symposium Balance Sheet
As of December 31, 2015

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank Accounts</td>
<td>$ 90,129.72</td>
</tr>
<tr>
<td>Total Other current assets</td>
<td>$ 103.04</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$ 90,132.76</strong></td>
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<table>
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<tr>
<th>LIABILITIES AND EQUITY</th>
<th>Total</th>
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<tbody>
<tr>
<td>2015 Bank Card Payable</td>
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<tr>
<td>Total Liabilities</td>
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<tr>
<td>2015 Unrestricted Net Assets</td>
<td>$ 45,692.89</td>
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<td>3130 Temporary Restricted - The Legacy Fund</td>
<td>$ 32,517.28</td>
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<tr>
<td>3130 Temporary Restricted - The Legacy Fund</td>
<td>$ 10,062.51</td>
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<tr>
<td>3000 Opening Balance Equity</td>
<td>$ 66,216.14</td>
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<tr>
<td>Net Income</td>
<td>$ 24,419.93</td>
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<tr>
<td><strong>Total Equity</strong></td>
<td><strong>$ 68,830.72</strong></td>
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Income Sources 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Individual Contributions</td>
<td>18%</td>
</tr>
<tr>
<td>Endowments and Gifts</td>
<td>18%</td>
</tr>
<tr>
<td>Foundation Grants</td>
<td>15%</td>
</tr>
<tr>
<td>Conferences, Registration</td>
<td>15%</td>
</tr>
<tr>
<td>Donations</td>
<td>15%</td>
</tr>
<tr>
<td>Scholarships</td>
<td>15%</td>
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<tr>
<td>Investments, interest and other</td>
<td>15%</td>
</tr>
</tbody>
</table>

Expenses by category 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Staff compensation</td>
<td>15%</td>
</tr>
<tr>
<td>Current operating expenses</td>
<td>15%</td>
</tr>
<tr>
<td>Conference, engineering and scholarships</td>
<td>15%</td>
</tr>
<tr>
<td>Contracts, services and supplies</td>
<td>15%</td>
</tr>
<tr>
<td>Donations</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
</tr>
</tbody>
</table>
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 media. In 2015, we continued to increase that visibility via Facebook, 4,000 Twitter followers, and 1,000 in our LinkedIn group. With thousands collectively following our feeds, it is clear that journalists are craving the diverse and robust conversation that an organization like JAWS can provide. Our coverage of events, industry news and issues affecting women in journalism have significant reach via these outlets and our member listserv. And our real-time social media coverage of our annual conference sessions has helped panelists, sponsors and members promote their work and expertise. Follow us on Twitter, Facebook, Instagram, Vimeo, and LinkedIn — relevant links can be found on jaws.org.

$2,000 and up
Linda Kramer-Jenning
Angela and Frances Miller Foundation
Merrell Pettitman
Amy Bessick
Katherine Ann Rowlands
Lisen Stromberg

$1,000 to $1,999
Consonara Fund
C/O Elaine Hocker Jackson
Dee Garcia
Ronnie Rolda

$500 to $999
Laurie Batchelor
Sandra Fish
Fish Foundation
Cleta Holste
Kimberly Leonard
Pam Moreland
Lynne Povich
Mary Placz
Sheila R. Solomon
Sharon W. Walsh

$250 to $499
Karen Avaza
Nancy Day
Margie Freyvogel
Angela Groat
Kaye Jolly
Dorina Myos
Clara Pollock
Teresa Paunette
Lui Seegers
Andrea Stone
Gerard Willard
Christy Wise
Andrae Wiltch
Kira Zalam

$150 to $249
Jo-Ann Albers
Julia Rae Baumann
Darlene Dulan
Alison Fitzgerald-Knollick
Mary Beth Frank
Sarah Granger

$100 to $149
Lyne Agata
Dorine Rabin
Dorothy Bland
Hugh Brekin
Matt Chandler
Joel Cohen
George E. Dukin
Matt Demetron
Dina Hays
Clarissa Jimenez
Lottie Joiner
Eileen Kamerick
Joanne Morris
Gina Seiter
Miranda Sipes
Megan Stenex
Betsy Wade
Caroline Watson

$50 to $99
Barbara Zang
Sharon Widick
Alicia Shepard
Kevin Ronnie
Carolyn McMillen
Kathleen McCoy
Jane P. Marshall
Ann Marsh
Adrienne Lawrence
Ann Marsh
Jane P. Marshall
Kathleen McCoy
Carolyn McMillen
Cathy Rams
Kevin Ronnie
Alisia Shepard
Peggy Simpson
Sharon Wiltch
Barbara Zang

Donations help JAWS provide networking, training and mentoring to women in journalism. One of our proudest traditions is our fellowship program for emerging, diversity, entrepreneurial and mid-career fellows to attend our annual Conference and Mentoring Project. Here are the 2015 winners in Whitefish, Mont.

To make a tax-deductible contribution to Journalism and Women Symposium, 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 2015

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Sarah Shermiska
Stef Simonson
Lindsey Smith
Stephen Stanton
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Abigail Theodros
Blake Tillman
Whitney Tucker
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Emily Virgin
Melissa Warrnke
Rob Wells
Jazmine Woodberry
Kate Woodside
Liana Yankovskaya
Emily Yao
Gina Yu

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Thank you to contributors to the 2015 Annual Report, including Margaret Rowlands for design, Katherine Ann Rowlands and Connie Ho for content, and Beatriz Costa-Lima for photographs.

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