



## **MISSION STATEMENT**

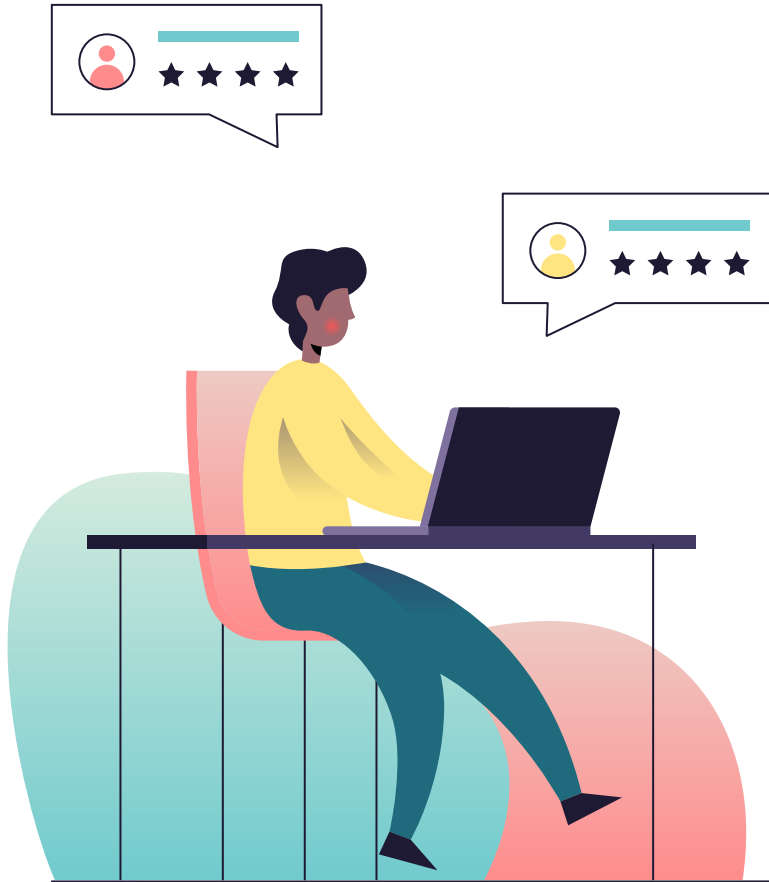
**JAWS supports the professional empowerment and personal growth of women in journalism and works toward a more accurate portrayal of the whole society.**

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In the first half of 2020, we had two significant platform launches, increased programming and communication, and intensified our partnerships.

Some highlights ...

- Launched a redesigned website, [www.jaws.org](http://www.jaws.org)
- Offered free monthly webinars to reach non-coastal and local journalists
- Increased communication via newsletters, statements, virtual meetings, social media
- Launched a members-only forum platform
- Partnered with journalism groups on diversity and awareness efforts



## JAWS BY THE NUMBERS

**Members:** 396 as of August 2020  
**Social reach\***

### Twitter

**14,793** followers  
(+1,139 growth)



### LinkedIn

**1,264** followers  
(+326 growth)

### Facebook

**4,023** followers  
(+114 growth)

### Instagram

**1,011** followers  
(+73 growth)

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\*growth from Jan-Aug. 2020 shown in numbers

## ONLINE ENGAGEMENT



**Amid a pandemic and industry job cuts, JAWS expanded spaces of virtual connection and support**

- Launched Instagram stories and surveys to record COVID-19 concerns of women journalists
  - Website Q&A with Emily Ramshaw, founder/CEO of 19thnews.org
  - Quarterly Membership Dialogues via Zoom
  - Private Facebook group with **404 members**
  - Virtual social hours with **135** attendees over five events
  - Webinars with more than **200** registrants over six events
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## LAUNCHES

Revamping our website and launching a membership platform were top priorities for our members. Both provided opportunities to update our identity as an organization and offer continuous virtual support to women journalists.



### Website Launch

**March 2020:** Debuted the redesign of jaws.org, improving functionality on desktop and mobile.

The site is the main destination for news, resources and information by and about the organization.



### Membership Platform

**July 2020:** A new member-only platform was launched for one-to-one and group engagement.

Here you'll find forums, conversations, announcements, job listings, and an updated member directory.

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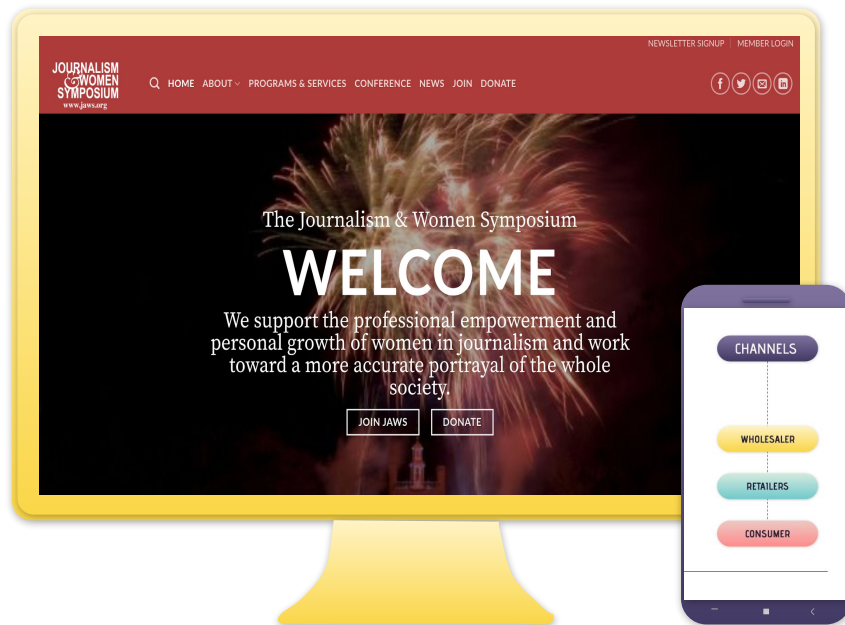
## WEBSITE: JAWS.ORG

JAWS recognized International Women's Day on March 8 with the launch of a redesigned jaws.org. The redesigned website is marked by warmer colors and a more intuitive user experience. From January to August 2020, the site has had:

- **9,159** visitors  
(including **9,105** new visitors).
- **20,291** pageviews  
Most visitors in one day (931)  
on March 31

### Website Traffic

Direct - 3,456  
Social media - 2,871  
Organic search - 2,457  
Referral - 812



## SOCIAL NETWORK REFERRALS TO JAWS.ORG\*

### FACEBOOK

2,202 (76.7%)

### TWITTER

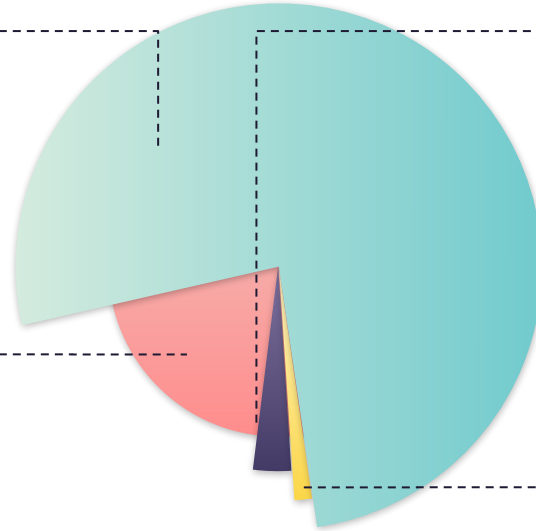
579 (20.17%)

### LINKEDIN

89 (3.10%)

### GOOGLE GROUPS

1 (0.03%)



\*January-August 2020



## FUNDING

Through the generosity of donors and funders, we received approximately \$69,200. These funds helped us continue our work during tumultuous times.



### Fundraising Efforts:

<b>Grants:</b> Democracy Fund	\$60,000
<b>Total Fundraising</b>	\$9,276.66
Mother's Day Campaign (part of total)	\$1,080
#GivingNewsDay Campaign (part of total)	\$150
Webinar and Dialogue Donations (part of total)	\$425

## ONLINE PROGRAMMING

Over 200 registrants have signed up for our virtual webinars and trainings.



## DEI & ADVOCACY

There were many reasons to speak out in 2020, regarding racism and unacceptable treatment of journalists — and JAWS rose to the occasion.

*At a glance:* JAWS joined with partners to...

- Denounce anti-Asian rhetoric and violence
  - Defend Black journalist Yamiche Alcindor against unacceptable treatment
  - Thank journalists for their efforts on the frontlines of COVID-19
  - Speak out on the arrest of Black CNN reporter covering Black Lives Matter protests
  - Stand against police assault against journalists in the field
  - Call for an end to racist mascots in media
  - Meet with ViacomCBS Global Head of Inclusion about diversity efforts at the company
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## DIVERSITY DIALOGUES

JAWS hosted regional conversations facilitated by Diversity, Equity and Inclusion consultant Alicia Crosby.



- New York City
- Detroit
- Boston
- Washington, D.C.

Approximately **80 individuals** attended face-to-face sessions

Approximately **19 attended** online over five sessions, including one session focused on women of color and one on women over 55

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## MEMBERSHIP DIALOGUES & PARTNERS

Responding to members' desire for more engagement, JAWS launched quarterly Membership Dialogues with the president and executive director.

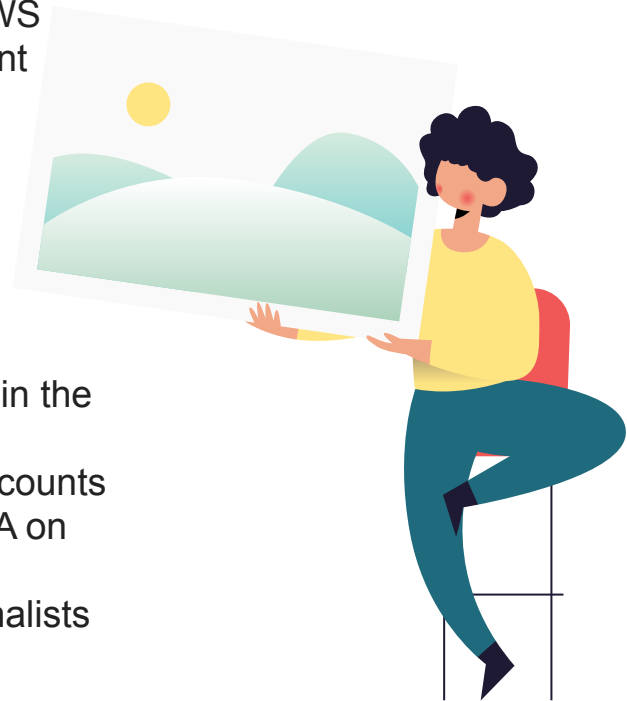
*First session on May 20 had approximately 35 attendees*

### **Strategic**

### **Partnerships**

We also worked on developing relationships with affinity journalism groups and advocated for meaningful inclusion in the journalism industry.

- Partnering with the Poynter Institute to offer member discounts
- Partnering with NAJA, NAHJ, NABJ, NLGJA, AAJA, ONA on joint media promotion
- Partnering with IWJMF on safety training for women journalists and addressing online harassment



## FUTURE PLANS - 2020/2021

In the second half of the year, we will be focusing on:

- **Providing** robust skills training virtually  
Upcoming events include:
    - IWMF — partnered safety training for journalists
    - Virtual CAMP on Demand 2020
  - **Growing** membership 10% via creative incentives and services
  - **Expanding** student outreach through formalized partnerships with universities and colleges
  - **Streamlining** finances and financial forecasting
  - **Fortifying** infrastructure, staffing and operations
  - **Implementing** a multi-year fund development plan
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*“We must speak up for those susceptible to industry harm – women journalists experiencing discrimination or marginalization because of age, race, gender or motherhood.”*



— JAWS President, Mira Lowe