

Impact Report

September 2020 – June 2021

Introduction

Over the last year, JAWS has redoubled its commitment to support the professional empowerment and personal growth of women in journalism and work toward a more accurate portrayal of the whole society. As the COVID-19 pandemic continues to underline the importance of factual information and throw inequality into sharp relief, the stakes have never felt clearer or more urgent.

Despite the challenges of a rapidly changing profession and these unstable, unpredictable times, the pandemic has cemented our commitment and proven our resilience as an organization. We enter the next year emboldened with an even stronger sense of purpose and determination, and a sense of excitement about the opportunities ahead.

Thanks so much to our members, partners, sponsors and funders for their ongoing support, which is essential for us to continue advancing women in journalism and creating much-needed change.

A few highlights of what we accomplished since last fall:



Produced first online conference with more than 200 attendees and record number of sponsors



Launched \$35k for 35th anniversary fundraising campaign



Established the “Alice” grant to support women journalists in small markets and/or who cover underserved communities



Formed new partnerships with industry and collegiate groups



Expanded membership outreach and conducted a comprehensive members survey

“

JAWS is more than just a professional organization; it offers a refuge, a home and incredible support for women of all ages and experience levels.

– *A JAWS member quote from our anonymous member survey*

JAWS by the numbers

FACEBOOK

4,364 Followers

(+341 growth since August 2020)



INSTAGRAM

1,220 Followers

(+202 growth since August 2020)



TWITTER

15,700 Followers

(+907 growth since August 2020)



LINKEDIN

1,438 Followers

(+331 growth since August 2020)



413 Members

As of June 2021

Member Engagement



Webinars & Trainings

Served more than **200** attendees with **9** online events on important journalism and career-focused topics



Membership Platform

Grew engagement on our members-only platform, with **157** users, **14** forums, and **133** discussions on **22** topics.



Social Media Channels

4,400 Facebook interactions
697,600 Twitter impressions

From Sept. 1, 2020 to June 1, 2021

CAMP 2020

In 2020, JAWS pivoted to its first online Conference and Mentoring Project (CAMP), which took place Dec. 4-6. Billed as #CAMPOnDemand, the programming brought the membership together to learn and connect in a virtual setting. While CAMP was held virtually to protect members during the pandemic, removing the need to travel also made CAMP more accessible. In a year of economic challenges for many journalists, as well as unprecedented childcare challenges, members appreciated the lower cost and time commitment to attend CAMP, which nonetheless retained a strong sense of connection and community. Registrants also received yearlong access to all the sessions to view – or revisit – at their convenience.

The theme was

“The Future of Journalism: Forging the Path Together”

- Created the Hall of Presidents to raise awareness of important JAWS’ herstory
- Launched Alice stipends In honor of Alice Allison Dunnigan, the first Black White House correspondent, to support local women journalists in small markets
- Honored Betsy Wade, a longtime JAWS member and the first women copy editor at The New York Times, with a tribute at the traditional quilt-giving ceremony



#CAMPOndEMAND
Forging the Path

Together
December 4-6, 2020

“

JAWS members really care about being part of a community of women who take care of each other and uplift each other, and I really believe that stuff makes a big difference to helping women journalists succeed.

– A JAWS member quote from our anonymous member survey

CAMP 2020

- 230 registrants
- 59 speakers
- 35 sponsors
- 14 Alice scholarships
- \$12.8k in registrations
- \$24.3k in sponsorships
- \$6.6k in silent auction
- \$2.2k in CAMP donations

JAWS also offered hardship waivers and student sponsorships so more women could attend in a challenging year.

Keynoters: Five high-profile industry leaders shared inspirational stories about their careers, their personal experiences and the state of journalism today.



Amanda Zamora
The 19th* Founder



Errin Haines
The 19th* Founder



Soledad O'Brien
Journalist
and
Starfish Media Group
Founder



Yvette Miley
Senior VP and DEI
NBCU News Group



Sarah Alvarez
Outlier Media
Founder

35th Anniversary Campaign



For 35 years, JAWS has been a unique sisterhood, fostering connections between women journalists and supporting them in the profession. It has served as a source of information and inspiration, a place for women to share, care and dare to be themselves.

Here's how JAWS celebrated this important milestone:

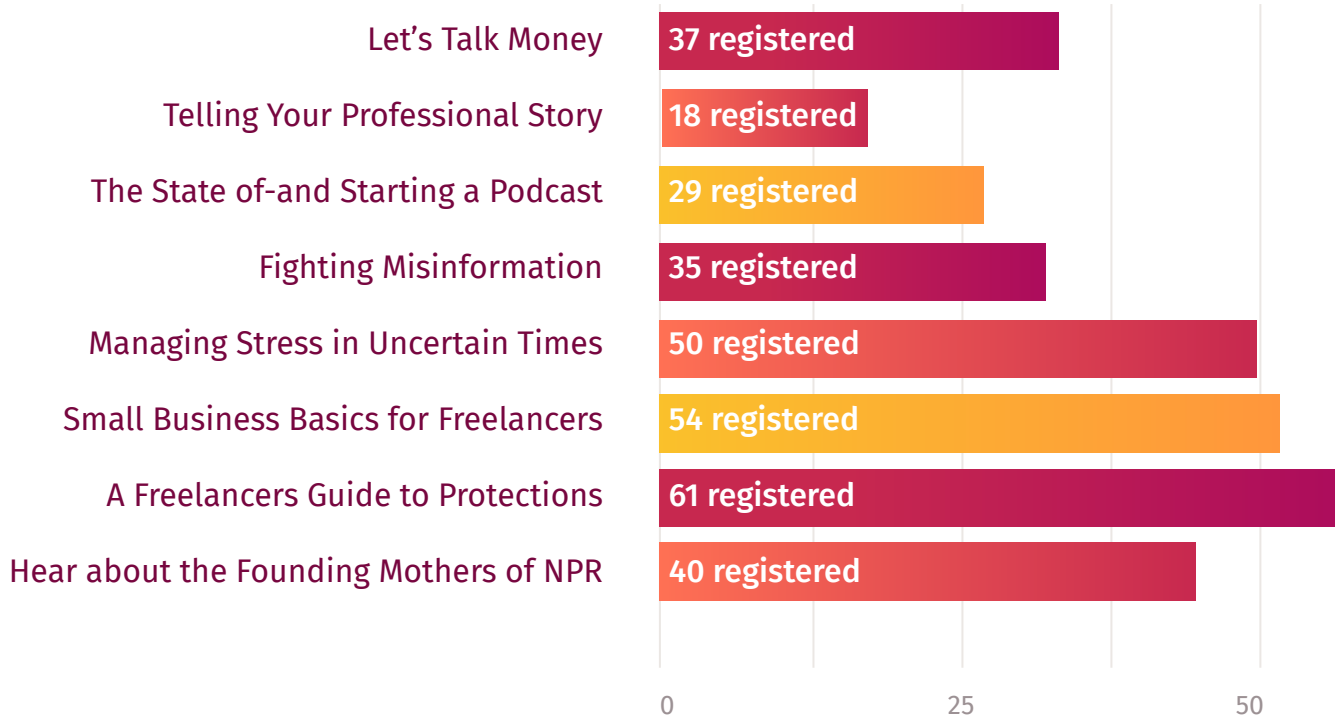
- Debuted a new anniversary logo
- Published anniversary messages from first JAWS president Jane Marshall and current president Mira Lowe
- Kicked off a fundraising campaign to raise \$35k for JAWS' 35th anniversary and met that goal within five months
- Created the President's Giving Circle, which raised more than \$15k, and launched a Mother's Day fundraiser with a matching grant from past president Katherine Rowlands

Funding

TOTAL FUNDRAISING	\$98,298
Grants: Democracy Fund	\$60,000
Private Donations	\$38,298

Through the generosity of donors and funders, we received nearly \$100,000 between Sept. 1, 2020 and June 1, 2021 to sustain our operations and programming.

Webinars and Trainings



Programming



Held nine virtual events to advance women in journalism and equip them with tools and information to help them succeed



Our virtual programming has attracted more than 200 registrants and attendees



Held a Women Do News edit-a-thon in January 2021 to showcase women journalists on Wikipedia, where women are grossly underrepresented



In Sept. 2020, JAWS partnered with IWMF to offer certified training for journalists in hostile environments. (26 registered; 18 completed the course and received a certificate)

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Testimonial from our IWMF safety training:

“Being a part of this training contributes to my credibility, which I find to be essential as a freelancer because I know freelancing has challenges, especially when someone is in the early phase of their career. Thank you so much for selecting me.”

“

Testimonial from our IWMF safety training:

“Knowing the full breadth of considerations to take into account when planning to report in contentious situations and on contentious topics, all the different ways (security/medical) to try to keep myself (as well as coworkers and loved ones) safe, all the different references and resources to use for help along the way, and recommendations for gear to bring with/use for preparedness will go a long way. I think this kind of training should be mandatory for all journalists in the U.S., not just international, and would love to share what I've learned with other colleagues.”

DEI & Advocacy

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

At a glance:

- Featured **DEI topics** prominently at CAMP 2020, with facilitated discussions on how to keep journalists of color in newsrooms; confronting racism in newsrooms; covering hate online and in the field; how to be an ally; how to report on structural racism; the present and future of Latinx journalism; and diversity on TV
- Partnered with Women Do News to spotlight **women journalists on Wikipedia** during Women History Month in March 2021
- Participated in **anti-Asian hate initiatives** in partnership with AAJA and the AAPI community
- Publicly supported **press freedom** and stood up for targeted journalists
- Supported IWMF and the Coalition Against Online Violence in **solidarity with women journalists** around the world
- Created a **new values statement** for JAWS to affirm our commitment to DEI and advocacy

Strategic Partnerships

We developed relationships with affinity journalism groups to grow membership, advocate for meaningful inclusion throughout the journalism industry and offer our members more support and tools to succeed.

Poynter.



Future Plans 2021/2022

In April 2021, JAWS conducted a comprehensive members survey to assess the current hopes and needs of members, and to help us collectively envision the organization's future.

The JAWS board used the survey results to set **six core priorities**:

- Clarify our identity and why we matter
- Become a force for meaningful diversity, equity and inclusion
- Recruit, welcome and serve new members
- Create, build and fund programs that meet member needs
- Build community, including by growing membership communications systems
- Create and execute a revenue plan that can support our operational plans



“During the pandemic, JAWS sought to be a lifeline of support and connection for members during a time of uncertainty. As we re-emerge into a new normal, JAWS is elevating its efforts to meet members’ needs, to shine a brighter light on women journalists, and to raise a louder voice that supports them.”

— President Mira Lowe

