



MEDIA: WHY WOMEN MATTER
by Kathy Graham

“Many have written the obituary for media many times, but I see Wednesday’s [Quiet Game Changers Zoom] program as a great way to highlight that there are exciting and innovative things happening [in and to media],” says Megan Kamerick. Megan is Co-Moderator for an August 12th Zoom program that focuses on the women (yes, women) who are at the heart of transforming print, TV, radio, and digital news in order to stop media’s continuing public confidence decline.

BUT FIRST, YOU MUST WATCH MEGAN’S OUTSTANDING [VIDEO](#)—the graphs are shocking, including the stats on NPR, op-eds, and the digital news industry!

The August 12, 2020 event is being recorded as an interactive Zoom conversation with the speakers on the following topics:

1. JENN BRANDEL: how “listening first” to target customers generates revenue better than the advertising model.
2. TERESA PUENTE: how media and you can help stop systemic workplace racism and unconscious bias.
3. NIKKI KALLEK, CHRO, Crain Communications: how to create better work conditions; thrive as an independent.
4. KAT ROWLANDS: how media can cover more nonprofit/other community stories & build revenue at same time.
5. SHANITA AKINTONDE: how prime age women in media & elsewhere can disarm “gender + age discrimination.”

The recordings will then be processed into **5 social media videos in a series on transforming media today, which will be available soon. Stay tuned for further details.**