WEDNESDAY
OCTOBER 27, 2021
TRIBECA 360° | NYC

PLATINUM SPONSORS:

#CYNTOPWOMEN | @CYNOPSISIMEDIA
We Proudly Congratulate

HALLE STANFORD
President of Television
2021 Honoree
Cynopsis Top Women in Media

from all your friends at

Jim Henson
THE JIM HENSON COMPANY
Welcome - and welcome back! After two years of being remote, we are so grateful to be here in the room with you, celebrating your accomplishments. Especially after the tumultuous changes that we have experienced over the last 18 months – individually, in the world and in our industry – it is so important to take the time to mark these important moments. You deserve the praise, the spotlight, the chance to celebrate yourself and your journey here today.

In the room tonight are the individual leaders and Distinguished Companies making a huge impact in your respective fields. We honor you all and thank you for being the change agents, leaders, visionaries, specialists and inspirational voices who are carving a new path. There is no going back to whatever “normal” was. There is setting a new direction and finding the ability to change and adapt, to grow and learn and lead others forward. Of course, you already know that. That’s what brings you here tonight, and that same vision will advance us in exciting, new directions.

We are not just a roomful of industry leaders tonight. We are a roomful of powerful and motivated women leaders who lift each other up. You have each been recognized by your colleagues and companies for the important work that you do -- for who you are as individuals, as professionals and for the impact you have on the larger world. You are the Top Women in Media. You can look around the room and applaud all the honorees here tonight and know that you are among the best and brightest. You can be very proud of your achievements and professional career, and we look forward to cheering you on as you continue to excel.

Thank you so much for joining us here tonight in person. It’s wonderful to see you and celebrate you.

Here’s to you!

ROBBIE CAPLOE
VP, Group Publisher
Cynopsis Media

WIFI INFORMATION: Network: topwomen2021
Password: cynopsis2021
THANK YOU TO OUR GUEST PRESENTERS:

RICK ALESSANDRI
Managing Director, Media & Sports Tech

JAMIE LITTLE
NASCAR Pit Reporter & ARCA Menards Series Play-by-Play Announcer

TERRI HINES
Executive Vice President, Communications

HONOREES

Ad Tech Innovators

CHRISTIANA CACCIAPUOTI
Ad Ledger

JESSICA DAIGLE
TEGNA

NATALIE GABATHULER-SCULLY
Vevo

NATASHA HARPALANI
Xandr

VASANTI MAHAJAN
Kubient

SOO JIN OH
Gamut

JENNIFER WAMBOLD
Extreme Reach

LINDSEY WOODLAND
605
Vevo proudly congratulates Natalie Gabathuler-Scully and her fellow honorees on being named the 2021 Top Women in Media.

Thank you for your leadership.
Corporate Visionaries

JANICE AROUH
Entertainment Studios

REGINA BRESLIN
Roku

ANGELA CANNON
UP Faith & Family

JEN CASERTA
AMC Networks

JEAN ELLEN COWGILL
Bloomberg Media

NANCY DANIELS
Discovery, Animal Planet and Science Channel

CAROL HANLEY
Whip Media

CHRISTY HAUBEgger
WarnerMedia

RACHEL HERSKOVITZ
iHeart Media

BRENDA HETRICK
Matrix Solutions

ALISON HOFFMAN
STARZ

MELISSA INGRAM
UP Entertainment (UPtv and AspireTV)

SUPERNA KALLE
STARZ

DEBBIE KING
Velocity, ViacomCBS

LISA KNUTSON
The E.W. Scripps Company

THAI RANDOLPH
Laugh Out Loud

HALLE STANFORD
The Jim Henson Company

AISHA THOMAS-PETIT
AMC Networks

LAURA WU
Beachfront
FOX SPORTS & BIG TEN NETWORK CONGRATULATE

2021 CYNOPSIS TOP WOMEN IN MEDIA HONOREES

JAMIE LITTLE
NASCAR PIT REPORTER & PLAY-BY-PLAY ANNOUNCER, FOX SPORTS

KERI GAJEWSKI
VP BRAND MARKETING FOX SPORTS

LINDSEY MANDIA
VP PRODUCTION FOX SPORTS

LAUREN GOSS
DIRECTOR OF HUMAN RESOURCES BIG TEN NETWORK

WOMEN LEADING THE MEDIA INDUSTRY FORWARD THROUGH THEIR OUTSTANDING CONTRIBUTIONS AND INSPIRING WORK
Data & Research Trendsetters

HEATHER COGHILL
Effectv

LYDIA DALY
Velocity, ViacomCBS

KATIE O’MEALIA
Bleacher Report

PAM PEARCE
Discovery, Inc

MOLLY RAHIYA
UP Entertainment (UPtv & AspireTV)

HEATHER COGHILL
Effectv

LYDIA DALY
Velocity, ViacomCBS

KATIE O’MEALIA
Bleacher Report

PAM PEARCE
Discovery, Inc

MOLLY RAHIYA
UP Entertainment (UPtv & AspireTV)

JOANNA RUTTNER
Broadbeam Media

ALICE SYLVESTER
Sequent Partners

Directors Who Do It All

IVEL ALFARO
Telemundo

ANNE BILLMEYER
Turner Sports NBA Digital

NANCY BLUCHER
Horizon Media

AMY CALHOUN
Crunchyroll

CRYSTAL CHEN WOOD
Major League Soccer

ARMINDA GUILLAMA-RODRIGUEZ
Horizon Media

CHRISTINE LEMBO
Horizon Media

MARISSA RIVES
SiriusXM

ANGELA WOODS
ESPN
Congratulations to our colleague and friend

Dâna Barakat
VP, Marketing & Communications

for being recognized as a 2021 Marketing Trailblazer!

From your NYI family

NEW YORK INTERCONNECT
Game Changing On-Air Talent

JESSIE COFFIELD
DraftKings

SUSANNAH COLLINS
Major League Soccer

VANESSA HAUC
Noticias Telemundo

AUTUMN JOHNSON
NBA 2K League

CLAIRE B. LANG
SiriusXM

JAMIE LITTLE
FOX Sports

MEG TIRRELL
CNBC

CECILIA VEGA
ABC News

MARIANA VAN ZELLER
National Geographic

2022 EVENTS

Mark your calendars! Cynopsis has a number of high-profile networking, training, and conference events, along with must-enter award programs for 2022.

**FEBRUARY**
- BEST OF THE BEST & RISING STAR AWARDS
  NEW YORK CITY

**MARCH 8**
- FIRST LOOK 2022: OTT VIRTUAL CONFERENCE

**APRIL 19**
- SPORTS MEDIA AWARDS
  NEW YORK ATHLETIC CLUB, NYC

**JUNE**
- MEASUREMENT & DATA CONFERENCE
  EDISON ROOFTOP

**SEPT. 20-21**
- THAT BIG TV CONFERENCE
  THREESIXTY, NYC

**OCTOBER 20**
- TOP WOMEN IN MEDIA
  NEW YORK CITY

**NOVEMBER**
- DIGITAL MODEL D & “IT LIST” AWARDS
  NEW YORK CITY

CONTACT
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Celebrating
SCRIPPS WOMEN IN MEDIA

LISA KNUTSON
"CORPORATE VISIONARIES" HONOREE
PRESIDENT, SCRIPPS NETWORKS

DANYELLE S.T. WRIGHT
"INNOVATORS AND DISRUPTORS" HONOREE
VICE PRESIDENT, EMPLOYMENT AND LABOR LAW
AND CHIEF DIVERSITY OFFICER

Thank you for your commitment to establishing policies of equity and inclusion and visionary leadership that moves the media industry forward.

SCRIPPS
2021 DISTINGUISHED COMPANY
Industry Leaders

MELISSA AOUATE
Fabel Entertainment

TARA AUGUST
Turner Sports

ANNA BAGER
Out of Home Advertising Association of America

LYNN BEALL
TEGNA

SHERRY BRENNAN
Whip Media

SUBRATA DE
VICE Media Group, VICE News

ARIELLE GARCIA
UM

LORI GOLDENSTRYER
RIVR Media

JILL GOLDFARB
Jukin Media

LAUREN GOSS
Big Ten Network

LISA HOLME
Discovery, Inc.

ANNIE HOWELL
Crown Media Family Networks

MEGAN JONES
Digitas

DANIELLE KOFER
Mindshare

JENNIFER LEUNG
Xandr

CATHERINE MCKENZIE
ABC News

RAMSEY NAITO
Nickelodeon

MAUREEN J. REIDY
The Paley Center for Media

ANN SCHEINER
NBCUniversal

NAMI SOEJIMA
UM
CONGRATULATIONS TEGNA LEADERS!

INDUSTRY LEADER
LYNN BEALL
EVP/Chief Operating Officer, TEGNA Media Operations

ADTECH INNOVATOR
JESSICA DAIGLE
VP, Sales Intelligence

LOCAL NEWS AMBASSADOR
CAROLYN MUNGO
VP/Station Manager, WFAA
Interim General Manager, KARE

TEGNA Be in good company.
TEGNA.com/Advertise
Industry Leaders (CONTINUED)

- LIZ SORIANO  
  A+E Networks

- VALARI STAAB  
  NBCUniversal

- COURTNEY THOMASMA  
  AMC Networks

- BETH TRENTACOSTE  
  Velocity, ViacomCBS

- MEILANI WEISS  
  R&CPMK

- COURTNEY WHITE  
  Discovery Inc

- NORA ZIMMETT  
  The Weather Channel Television Network
CONGRATS TO OUR OWN

JEN CASERTA
Chief Transformation & People Officer

AISHA THOMAS-PETIT
Chief Diversity, Equity & Inclusion Officer

KIM GRANITO
EVP, The Content Room

COURTNEY THOMASMA
GM, AMC+

AND ALL THE 2021 CYNOPSIS TOP WOMEN IN MEDIA HONOREES
Innovators and Disruptors

ANGELA BURGIN
AT&T

RACHEL JACOBSON
Drone Racing League

JO KINSELLA
TVSquared

DAPHNE LEROY
ViacomCBS

NDIDI MASSAY
CBS Sports

STEPHANIE MCMAHON
WWE

ROSEANN MONTENES
A+E Networks

VANESSA TORO
Digitas

DANYELLE S.T. WRIGHT
The E.W. Scripps Company

Local & National News Ambassadors

IRENE GONZALEZ
T&R Productions

CRISTINA LONDOÑO ROONEY
Noticias Telemundo

CAROLYN MUNGO
TEGNA / WFAA / KARE
Tubi congratulates all the honorees for Cynopsis

TOP WOMEN IN MEDIA

Today we recognize our very own Natalie Bastian for her fearless leadership of the marketing team.

Tubi wouldn’t be where it is today without her and we can’t wait to see all that Natalie will continue to accomplish!
Marketing Trailblazers

**TOP WOMEN IN MEDIA**

**ENTERTAINMENT**

**TECH**

**SPORTS**

**STEPHANIE ARPAIA**
Excel Sports Management

**DÂNA BARAKAT**
New York Interconnect

**NATALIE BASTIAN**
Tubi

**LIZ BUHN**
VIZIO

**SARA EATON**
MTV Entertainment Group

**TRISHA ENGELMAN**
ViacomCBS

**KERI GAJEWSKI**
FOX Sports

**KIM GRANITO**
AMC Networks

**TONYA HARLEY**
PBS Distribution

**JENNIFER JAKOWICZ**
Discovery, Inc

**CATHY JAMISON**
Sinclair Broadcast Group

**LAUREN LEE**
IBM

**KRISTIN MALASPINA**
a4 Advertising

**MERIDITH MILLER**
Ampersand

**DANIELLE MULLIN**
Crown Media Family Networks

**MARISSA NANCE**
Native Tongue Communications

**KIMBERLY PAIGE**
BET

**JENNIFER PIRAN**
R&CPMK

**ELLA PRAVETZ**
Misfits Gaming Group

**MELISSA TOLCHIN**
NBCUniversal

**KALLANA WARNER**
UM

**JENNIFER ZUDONYI**
Bleacher Report
There really are no words to express the amazing vision, leadership and talent of Ad Sales’ very own Lydia Daly, Trisha Engelman, Debbie King, Daphne Leroy, Beth Trentacoste and all of the other honorees across our ViacomCBS family.

CONGRATULATIONS!
Operations Front-Runners

- Jane Crisan
  Rain the Growth Agency
- Holly Joel Driscoll
  Reach Agency
- Susan Larkin
  Audacy
- Joanna Lieberman
  Turner Sports
- Peyton Marcus
  a4 Advertising & Cheddar News

- Shoshana Salmon
  CBS Sports
- Monica Williams
  NBCUniversal

Production Pacesetters

- Veronica Bornacelli
  Telemundo
- Shannon Furman
  National Football League (NFL Films)
- Debra Gelman
  CBS Sports
- Ashley Kaplan
  Nickelodeon
- Lindsay Mandia
  FOX Sports

- Claudia Montero
  Univision/TUDN
- Amanda Tan
  Xandr
- Michelle Upton
  National Geographic
CONGRATS!

STEPHANIE ARPAIA
VICE PRESIDENT, BRAND MARKETING

excelsports MANAGEMENT

CYNOPSIS
TOP WOMEN IN MEDIA
ENTERTAINMENT • TECH • SPORTS
Public Relations Gurus

SHANTE BACON
One/35 Agency

ALLISON BENNETT
Crown Media Family Networks

NAOMI BULOCHNIKOV-PAUL
ABC Entertainment

ALISA GRANZ
R&CPMK

ANNIE ROHRS
CBS Interactive

SEANA SULLIVAN
Roku

Social Media Groundbreakers

SHARMISTHA CHATTERJEE
Crown Media Family Networks

CAMERON CURTIS
Discovery, Inc

ANN LAMORE
ViacomCBS

KAYLA MORIARTY
MTV Entertainment Group

SAMANTHA SANCHEZ
Reach Agency

RACHEL SNYDER
Crown Media Family Networks
Tech Leaders

NATASHA DESAI
Xandr

CASSIDY DIAMOND
Magnite

BERNARDA DUARTE
Discovery +

LINDSEY ENGLERTH
PBS Distribution

SARAH FOSS
Audacy

SANDRA MURILLO
SAREYKO
Simpli.fi

SUSAN TANAMLI
A+E Networks

Distinguished Companies
At the 2019 Emmys, best supporting actress winner Alex Borstein made headlines when she shared a powerful story about her grandmother, who mustered the courage to exit the line where she was awaiting execution in a concentration camp during the Holocaust.

“Step out of line, ladies,” said “The Marvelous Mrs. Maisel” actress. “Step out of line.”

Two years later, the opportunity for women in media to both step out of line, and step up, remains a work in progress. On one hand, the reckoning around issues affecting women in Hollywood propelled by the #MeToo movement continues to bring about change. The Television Academy revised its code of conduct, more women are filling senior-level positions, and networks across genres are elevating storytelling from a female point of view.

But long-standing biases both on screen and off are still curtailing many women from entering and advancing in the industry, not to mention receiving equal pay. The television portion of UCLA’s most recent annual diversity report found women underrepresented in nearly every aspect of employment. At the time of the report’s release last fall, top TV executives were still 68 male and 92 percent white.

Additionally, during the past 18 months a greater percentage of women than men exited the general workforce—the television, digital and media sectors included. The coming months present both a challenge and an opportunity.

“We stand in a precarious spot. We have an obligation to rev up what we have been doing and try to make up for lost ground during the pandemic,” says Maria Brennan, president and CEO of Women in Cable Telecommunications. While she’s not popping the champagne yet, she applauds the transparency of the media sector. “Very few industries would allow an organization like WICT to go in and measure and report,” she says.

WICT’s annual PAR Initiative compiles data on numerous points around recruiting, retaining and advancing women and people of color. “We care about women having a seat at the table at the same level as men because it makes you a better, stronger, faster company,” Brennan says. Aside from companies’ ability to achieve better productivity, she points to new research that shows “increased levels of innovation and problem-solving when you have a diverse group... It all comes back to the data. What gets measured gets done.”

That sentiment is echoed by Valari Staab, president of NBCUniversal Local, NBCU’s network of owned stations. “I have seen a big increase in real efforts throughout the industry,” she says. “I think the important next step is measuring the results and altering your efforts as you learn what is working and what is not. We constantly examine our hiring data, the processes of hiring and our support systems. If we see that we have several women in the ranks but few breaking into management in a particular job area, we take a hard look at what is preventing their advancement and
put together programs to address it.”

On the public-facing stage, filling the pipeline with an array of women storytellers is one powerful way to ensure the female POV makes it on screen. At present, streaming services are putting more women in positions to oversee content than the longer-steeped broadcast networks, according to the latest Boxed In study.

For the 2020-21 TV season, women accounted for 30 percent of creators, 31 percent of directors and 24 percent of editors on streaming programs, compared with 22 percent of creators, 19 percent of directors and 15 percent of editors on broadcast network programs, notes the annual report card on female employment in television from San Diego State University’s Center for the Study of Women in Television and Film.

Netflix, for one, last year announced a $20 million Creative Equity Fund that will fund programs that help to nurture, develop and uplift women in the entertainment industry globally. Additional efforts to recruit and elevate women are gaining traction around the industry, joining other initiatives that have been under way for years.

Lifetime’s Broader Focus helps hire women in key production roles, providing some participants with their first opportunity in the industry. Eva Longoria and Shiri Appleby, to name two, got their first director credits at the network.

“We are pleased to see the industry momentum behind female storytellers, which is an initiative with which Lifetime has a long legacy,” says Amy Winter, EVP and head of programming. “Even so, we still believe there is opportunity for more women to enter and advance across all facets of the entertainment business all the way up to the boardrooms.”

Increasing Female Voices

Additionally, Lifetime programs such as Stop Violence for Women—through which content like “Surviving R. Kelly” and “Aly Raisman: Darkness To Light” support the network’s advocacy arm. Its Stop Breast Cancer for Life initiative supports the Breast Cancer Research Foundation and includes new content directed by metastatic breast cancer thriver Shannen Doherty and a PSA from First Lady Dr. Jill Biden.

“Lifetime is incredibly proud to partner with and amplify the voices of women whose strength we admire and causes we support,” Winter adds. “In those moments, we can create meaningful change in hearts and minds.”

Among other recent inroads, Starz partnered with Alliance of Women Directors to increase representation of women directors through its #TakeTheLead initiative, which includes a commitment to hiring emerging directors. Television City, through its $1 million Changing Lenses pledge to promote efforts to increase equity and diversity in the industry, this summer partnered with Women in Media and its CAMERAderie Initiative to provide a training program for women seeking below-the-line production jobs. ViacomCBS is pairing 50 first-time women and BIPOC filmmakers with A-list producers as part of an inclusivity effort.

NBCU Local’s Staab says ultimately advancing women requires buy-in from entire organizations. “It starts with more women at every level in the newsroom. But it also means honest conversations with the men in our newsrooms, helping them understand the challenges that women face being heard in workplace discussions. They then become allies of women, being sure
their voices are heard,” she says.

On screen, women are faring even better than they are behind the scenes.

Cara Delevingne, Eva Longoria, Margherita Buy and Marcia Gay Harden will star in new anthology feature “Women’s Stories,” whose casts will be all female and segments directed by female directors from different parts of the world. Showtime is at work on drama series “Three Women,” an adaptation of the nonfiction book about female desire.

Nat Geo docuseries “Impact With Gal Gadot” recently showcased the stories of six women who’ve made an impact despite fighting a variety of adverse situations. And in August, HBO Max unveiled its So She Did campaign along with a short film celebrating women who were told they are “too much” and went on to smash ceilings.

Overall, female actors achieved “historic high” levels in television during the 2020-21 season, according to the Boxed In report. Women accounted for 52 percent of major characters on streaming shows and 45 percent on the broadcast nets, an increase of seven percentage points.

Key to those characters and story lines is the elimination of gender bias against female roles, which is job No. 1 at SeeHer, a program of the ANA that recently worked with OWN to launch the #WriteHerRight initiative for Black women.

“From a human standpoint, we are showing girls what’s possible and they gain the confidence to do more and achieve their full potential,” says Michelle Santiago, senior manager at SeeHer, of the shifts that occur when women and women’s stories are accurately portrayed on screen.

“From a marketing perspective, advertising becomes more effective. Through our Gender Equality Metric we’ve been tracking the impact of eliminating gender bias in advertising for the past five years. And we’ve seen a direct and extremely positive impact on purchase intent brand reputation, call to action and sales lift.”

This year’s Emmys provided another high note. A handful of women who until recently may have been caught up in gender age discrimination, stepped out of line. Kate Winslet, 45, won for her performance in HBO’s “Mare of Easttown”; Hannah Waddingham, 47, for Apple TV’s “Ted Lasso”; and Gillian Anderson, 53, for Netflix’s “The Crown.” Jean Smart, turning plenty of laughs at 70, took the Emmy for outstanding lead actress in a comedy series for HBO Max’s “Hacks.”

Achieving equity for women across the board “is not easy work and doesn’t happen overnight, but it absolutely can happen if there’s commitment from the top down,” says WICT’s Brennan. “And with the most successful companies, that’s what’s happening.”
CROWN MEDIA
Celebrates
Our Very Own Cynopsis Top Women in Media

ALLISON BENNETT
Public Relations Guru

ANNIE HOWELL
Industry Leader

DANIELLE MULLIN
Marketing Trailblazer

SHARMISTHA CHATTERJEE
Social Media Groundbreaker

RACHEL SNYDER
Social Media Groundbreaker

And Salutes All The 2021 Honorees
Congratulations!

to this year’s Honorees

RICK ALESSANDRI
Managing Director
TurnkeyZRG

ZING SHAW
President
TurnkeyZRG

ERIK SORENSON
CEO
Sucherman Group

CYNOPSIS
TOP WOMEN IN MEDIA
ENTERTAINMENT · TECH · SPORTS