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**Alliance for Women in Media and its Foundation  
Welcome Rebecca Hanson,  
Senior Vice President, Strategy and Policy,  
Sinclair Broadcast Group as New  
Honorary Trustee**

**WASHINGTON, DC. November 2, 2015** – The [Alliance for Women in Media and its Foundation](#) (AWM/F) are pleased to announce Rebecca Hanson, Senior Vice President, Strategy and Policy, Sinclair Broadcast Group as a new Honorary Trustee. Hanson is a senior media and telecom executive with experience in the entertainment, wireless and regulatory areas. She was appointed to the NAB Television Board of Directors in March of 2014.

“I am excited to join AWM/F as an Honorary Trustee,” said Hanson. “Sinclair Broadcast Group has more women general managers, news directors, and sales directors than any other television group in the country. I look forward to bringing their experience to AWM/F and to being a resource for future AWM/F growth initiatives.”

Prior to joining Sinclair, Hanson served at the FCC for over four years as Senior Advisor, Spectrum for the Media Bureau, where she served on the Incentive Auction Task force. She also served briefly as Director for Public-Private Initiatives under Julius Genachowski. Prior to the FCC, from 2007 to 2009, Hanson was Vice President of Strategic Initiatives at Sprint, where she helped plan the roll out of the first 4G wireless broadband network in the U.S. In 2008 she received the Sprint CEO Leadership Excellence Award.

From 2000 to 2006, Hanson was Senior Vice President for Business Development at XM Satellite Radio, where she worked on partnerships in the areas of programming, marketing, distribution, joint ventures and product development. Prior to XM, Hanson was an attorney with the law firm ShawPittman (now Pillsbury) in the areas of commercial finance, technology and venture capital.

“Our Honorary Trustees have been and continue to be some of the most influential people in the business. We are thrilled to have Rebecca join us and to lead and guide AWM/F as we continue to act as an organization that leads the charge to recognize and bring together the best and brightest women across all media,” said Kristen Welch, AWM/F Chair and SVP, Global Content Operations, Discovery Communications, Inc.

The Honorary Trustee program at AWM/F offers senior executives the opportunity to engage and influence the professionalism and support of women in media. The HT

program highlights ways to work together that are exclusive to Honorary Trustees and not available at any other partnership level through the Alliance for Women in Media or the Alliance for Women in Media Foundation.

Rebecca Hanson joins Mark Gray, **Katz Radio Group** as an Honorary Trustee.

For more information, visit [www.allwomeninmedia.org](http://www.allwomeninmedia.org).

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**About the Alliance for Women in Media (AWM):** The Alliance for Women in Media connects, recognizes and inspires women across the media industry. AWM is a diverse community – whether type of media, job or global location – that facilitates industry-wide collaboration, education, and innovation. Established in 1951 as American Women in Radio & Television (AWRT), AWM is the longest-established professional association dedicated to advancing women in media and entertainment. AWM harnesses the promise, passion and power of women in all forms of media to empower career development, engage in thought leadership, and drive positive change for our industry and societal progress.

**About the Alliance for Women in Media Foundation:** In 1960, the Alliance for Women in Media became the first professional broadcasting organization to establish an educational foundation. The Alliance for Women in Media Foundation (formerly known as The Foundation of American Women in Radio & Television) supports and promotes educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Foundation also produces nationally acclaimed recognition programs, including the Gracie Awards®, a live gala that honors exemplary programming created by, for or about women. The Alliance for Women in Media Foundation is a 501 (c)(3) non-profit, educational organization.