



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
Joanna L. Krotz

The messengers and the messaging take different turns when women drive the vehicle. By steering new media ventures, women are generating news, indeed.

**THE WOMAN'S PLAYBOOK**

[Learn more about the book](#)

Stay tuned for news and advice for women entrepreneurs. And, check out the [podcasts](#).

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"Women make up only 24% of the persons heard, seen or read about in the world news."

[The Global Media Monitoring Project](#)  
[Who Makes the News](#)

These activist entrepreneurs are tuning in change.

"Don't be a dick. Be a Jane," urges [Elisa Parker](#), CEO of [See Jane Do](#), an award-winning multimedia organization that puts women at the center of the story. Her radio interviews have included Geena Davis, Lily Tomlin, Eve Ensler, Helen Reddy and more. Parker also directs the annual [See Jane Do Passion into Action Women's Experience](#) to serve women in rural communities and small-town America.



[Amy-Willard Cross](#) is owner and editor-in-chief of [VitaminW](#), a media platform for professional women that delivers news on health, politics, entrepreneurship and sports (with a guarantee of being "100% Kardashian-free"). Supporting the rise of the citizen woman philanthropist, VitaminW donates a portion of revenues to advance women's causes.

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## BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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