



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
Joanna L. Krotz

[Learn more about the book](#)

"Media on all platforms are failing women," reports the 2015 [The Status of Women in US Media](#). Women create only a third of US news content across print and TV outlets, says this [Women's Media Center](#) study. No wonder women are launching media platforms to tell it like they see it.

**THE WOMAN'S PLAYBOOK**

Stay tuned for news and advice for women entrepreneurs. And, check out the podcasts.

[LISTEN TO THE WOMAN'S PLAYBOOK PODCASTS ON iTUNES](#)

"Action is the antidote to despair."

- [Jean Kilbourne](#), lecturer & filmmaker

[Killing Us Softly: Advertising's Image of Women](#)

[Elisa Lees Munoz](#) directs the [International Women's Media Foundation](#) that supports women's media entrepreneurship and leadership. Based in D.C., IWMF provides [seed funding grants](#) and coaching to women journalists to help them launch media firms: "Through our entrepreneurship programs, we aim to diversify the digital news media landscape and shrink the gender gap in ownership."



[Melinda Fox](#) is founding CEO of [Echo Mobile Media](#), a startup mobile app that curates and guides users to women-centric film, TV and video on demand. In sync with [viewer empowerment](#), Echo is building business on anywhere, anytime digital entertainment tools PLUS the lucrative power of women as majority ticket buyers and media consumers: "Women are not a niche market with one point of view or set of interests."

Sign up for the [newsletter](#) or check timely advice-in-progress [@JoannaLKrotz](#) and [Facebook](#) as I write and report.

## 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.

Download [podcasts from iTunes](#), anytime.



Like us on Facebook 

Follow me on  
twitter

View my profile on  
Linked  in

**Email comments and ideas about women entrepreneurs  
for my book and upcoming radio shows!**



[About us](#)



Forward this email



[Listen to the  
shows](#)