

FOR IMMEDIATE RELEASE**TELEVISION ACADEMY APPOINTS LINDA SWAIN
VICE PRESIDENT, MEMBERSHIP AND OUTREACH,
TO LEAD MEMBER CULTIVATION AND ENGAGEMENT
INITIATIVES****New Position Part of Academy's Diversity and Inclusion Goals**

(LOS ANGELES — May 31, 2022) — The Television Academy has appointed veteran marketer Linda Swain as vice president, membership and outreach, to provide strategic leadership to both grow membership and deepen the Academy's connection with current members.

The new role was created as part of the Academy's diversity, equity, and inclusion goals and objectives set in 2021. The organization committed to expanding its membership department with the hiring of a senior executive to lead member outreach and drive engagement and retention initiatives. Swain's goals will include identifying individuals, productions, production companies, studios and networks for outreach and recruitment to develop a diverse and culturally inclusive professional membership. In addition, Swain will spearhead the development of programs and initiatives to strengthen member engagement with the Academy.

"We are thrilled to have Linda on board to guide our membership team," said Frank Scherma, chairman and CEO of the Television Academy. "Linda's extensive marketing and leadership experience will help propel new membership initiatives and drive systemic change across our organization."

Swain joins the Academy with more than a decade of experience working on membership engagement, retention and customer loyalty programs for global brands in the airline, financial services and publishing sectors. Most recently she worked for Velocity Frequent Flyer, Virgin Australia's airline loyalty program based in Sydney, where she led strategic marketing plans for consumer partners across key retail, lifestyle and travel segments. Additionally, she has held marketing executive positions at American Express Australia, CCH Publishing and Westpac Banking Corporation.

ABOUT THE TELEVISION ACADEMY

The Television Academy strives to shape and advance the dynamic television landscape, advocating for the television industry as it expands the horizons of television excellence. Through its innovative programs, publications and events, the Academy and its Foundation foster, empower and connect the diverse community of storytellers fueling the medium while celebrating industry excellence and

recognizing achievement through awards and accolades, including the coveted Emmy® Award, the Hall of Fame and Television Academy Honors. For more information, please visit TelevisionAcademy.com.

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