



## **WJA Foundation Announces Its Inaugural Recipient of the 2024 Hedda Schupak-Baum Memorial Media and Communications Scholarship**

**New York, NY. October 21, 2024.** The Women's Jewelry Association Foundation proudly announces its inaugural recipient of the 2024 Hedda Schupak-Baum Memorial Media and Communications Scholarship, awarded to Priya Raj, a freelance journalist and content strategist from the United Kingdom. This newly established scholarship honors the late Hedda-Schupak Baum, an icon in jewelry journalism, and aims to support aspiring professionals in the fields of media, communications, and public relations.

Raj has quickly made a name for herself in the industry through her insightful contributions to global publications on fine jewelry and watches. She has reported on a variety of prestigious local and international jewelry events, with her work featured by BBC, Refinery29, and InStyle magazine. Her journalistic focus is on demystifying the world of jewelry while highlighting the stories of marginalized and underrepresented groups in the industry.

"I am honored and humbled to have received the first Hedda Schupak-Baum Memorial Media and Communications Scholarship" says Priya. "Receiving this scholarship marks not only a milestone in my career, but also the shifting sands of our industry. I look forward to undertaking the responsibility of amplifying the untold stories of the industry."

Raj plans to utilize the scholarship funds to enroll in courses at the Gemological Institute of America. She plans to enroll in courses on diamond grading and gemstone identification courses, equipping her with the knowledge to deepen her editorial work and spearhead more thought-provoking content in the jewelry and watch space.

"Hedda, from her earliest days at JCK, was an advocate for women and how women should play a larger leadership role in the jewelry industry. She understood the influence that responsible journalists could have and did her part to make sure that everyone with a stake in the jewelry business was heard" says Hedda's husband Jim Baum. "The Hedda Schupak Memorial Scholarship for Women in Media helps to ensure that Hedda's ideals will be passed on to a new generation of jewelry industry influencers. I am thrilled that Priya will be the first ever recipient of support from The Hedda Schupak Memorial Scholarship for Woman in Media."

The Hedda Schupak-Baum Memorial Media and Communications Scholarship was established by a small but dedicated committee in 2024 to honor Hedda's legacy of excellence and innovation in jewelry storytelling. It was generously funded by Jim Baum, Mitchell and Leslie Horowitz, Howard and Patti Hauben, Elias World Media, JCK, INSTORE, Cliq Jewelry, Jewelers of America, National Jeweler, FIT Alumni Association, Jewelers Collective, Russell Shor, Bill Boyajian, and Jewelry by Karla Kristine.

The Women's Jewelry Association Foundation is honored to be part of this lasting tribute to Hedda's influence and looks forward to seeing the meaningful contributions that recipients of this



scholarship, like Priya Raj, will make to the industry.

**About the Women's Jewelry Association Foundation:**

WJA Foundation is a 501(c)(3) charitable organization that offers a variety of scholarships and grants to support the career growth and educational endeavors of professionals in the jewelry and watch industries. To learn more and donate to WJA Foundation, including the Hedda Schupak-Baum Memorial Media and Communications Scholarship, please visit:

<https://www.womensjewelryassociation.com/foundation>

**About the Women's Jewelry Association:**

The Women's Jewelry Association (WJA) is a trailblazing organization dedicated to empowering and advancing women within the jewelry and watch industries. In 1983, WJA was founded on the belief that women could create lasting change by connecting, mentoring, and recognizing one another's accomplishments. Today, WJA stands as a global network of professionals spanning diverse roles, from designers and manufacturers to retailers and media representatives. The organization's mission is to facilitate professional growth through networking, education, leadership development, and a wide range of member services. Through its numerous chapters across the U.S. and around the world, WJA offers a spectrum of benefits, including networking events, educational programs, mentoring initiatives, scholarships, and grants. For more information about WJA, or to become a member, visit [www.womensjewelryassociation.com](http://www.womensjewelryassociation.com).

**For more information, contact:**

**Marsha Watson, WJA Executive Director**  
**[marsha@womensjewelryassociation.org](mailto:marsha@womensjewelryassociation.org)**