

A Sample Company

Working Mother Media and the WICT Foundation would like to thank you for your participation in the 2007 PAR Initiative.

Celebrate:

- Big leap in the presence of women executives
- The addition of key leadership development programs

Improve:

- Women of color at the senior level
- Child care resources

All data in this sample is for illustration purposes only. No actual company is represented.

The results of this scorecard are based on the 2007 WICT Foundation's PAR Initiative to both measure and support the advancement of women in the cable and telecommunications industry within the three areas of PAR (**P**ay Equity, **A**dvancement Opportunities, **R**esources for Work/Life Support). The industry data reflects the results of an intensive, 105-question survey, confidentially conducted and compiled by Working Mother Media, an independent research partner. Thirty-three companies participated in the PAR Initiative survey, including cable programmers that account for 4 of the top 5 cable operators, according to the NCTA, and cable networks that account for 18 of the top 20 by subscribers.

YOUR COMPANY'S RESULTS

The charts included in this individual scorecard offer snapshots of the current state of your company, as measured toward achieving equality for women in the workplace. To see how your company is doing compared to the industry overall and to other PROGRAMMERS, you can compare this Confidential Scorecard to the Industry Scorecard included in this package. For industry recommendations, additional data and charts and a comprehensive executive report, visit the PAR Initiative website at WWW.WICT.ORG.

WOMEN EMPLOYEES & MANAGERS As a Proportion of ALL Employees & Managers	YOUR COMPANY 2006	YOUR COMPANY 2007	INDUSTRY 2007
% Women Employees	31.19%	34.28%	40.00%
% Entry-Level Employees	28.85%	26.27%	31.6%
% Women Managers	29.9%	32.64%	34.06%
% First-Line Managers	42.5%	45.62%	38.17%
% Middle Managers	XX%	XX%	XX%
% Call Center Women Managers (Operators Only)			
% IT Women Managers/Project Directors (2005 only)		XX%	XX%
% Senior Executives	XX%	XX%	XX%
WOMEN OF COLOR As a Proportion of WOMEN Employees & Managers			
% Women Employees	XX%	XX%	XX%
% Entry-Level Employees	XX%	XX%	XX%
% Women Managers	XX%	XX%	XX%
% First-Line Managers	XX%	XX%	XX%
% Middle Managers	XX%	XX%	XX%
% Call Center Women Managers (Operators Only)			
% IT Women Managers/Project Directors (2006 only)		XX%	XX%
% Senior Executives	XX%	XX%	XX%

PAY EQUITY	YOUR COMPANY 2006	YOUR COMPANY 2007	INDUSTRY 2007
% companies with no formal pay equity policy			XX%
% companies with basic formal pay equity policy	XX%		XX%
% companies with good formal pay equity policy		XX%	XX%
% companies with pay equity policy (2003 only)			
% companies that do not conduct internal pay equity surveys			XX%
% companies that conduct basic internal pay equity surveys			XX%
% companies that conduct good internal pay equity surveys	XX%	XX%	XX%

Pay equity: Your company has worked hard to improve its pay equity statement, and it shows. The policy now specifically includes managers' responsibility to correct inequities. This puts responsibility with those who have the real power.

ADVANCEMENT OPPORTUNITIES PROGRAM	YOUR COMPANY 2006	YOUR COMPANY 2007	INDUSTRY 2007
Leadership Training for:			
high-ranking women	No	Yes	XX%
mid-level women	No	Yes	XX%
entry-level women	No	No	XX%
Financial Training for:			
non-financial managers	No	No	XX%
rotation into operating positions	Yes	Yes	XX%
Formal mentoring:			
company-wide	No	Yes	XX%
company headquarters only	No	No	XX%
Informal mentoring:			
company-wide	Yes	Yes	XX%
company headquarters only	No	No	XX%
Career planning & retention:			
for mid-level managers	No	Yes	XX%
for women in IT, technical and engineering	No	Yes	XX%
participation in external women's development programs (i.e. Smith College, Mentium)	No	No	XX%
Corporate women's network:			
company-wide	No	Yes	XX%
company headquarters only	No	No	XX%

Advancement: The status of women was largely static at your company in the last year. The most significant improvement was an increase in the percentage of women at the senior level, boosting it past the industry norm. While this may involve relatively few women, it still sends a powerful message to women at the company.

The status of women of color changed by XX% in the last year. There is a small presence, but not enough to send a strong message to other women of color in the company.

The company reports that it has been trying out new strategies to integrate diversity into hiring for new service roll-outs. This is a promising strategy that seems to ensure not only that the company will draw in women and women of color, but also that their jobs are operating and launches, garnering them key experiences and tying their participation to the business success.

The company faces the challenge to keep women at the upper echelon of mid-management motivated and growing. There are a few top spots likely to open up soon. Working Mother Media recommends that one way could be to develop relationships with organizations with programs for development of high potential mid management women.

As the company moves programs into place and further develops the women's leadership circle, it will be important to formally track the status of participants to identify stretch assignments and ensure that when qualified, they are on the slates for open positions.

We applaud your company's efforts to cross train employees in technology.

RESOURCES FOR WORK/LIFE SUPPORT PROGRAM	YOUR COMPANY 2006	YOUR COMPANY 2007	INDUSTRY 2007
Flex time	Yes	Yes	XX%
Full time telecommuting	Yes	Yes	XX%
Career track part time	No	No	XX%
Job sharing	No	No	XX%
Other benefits (on-site health screenings, etc.)	No	Yes	XX%
On-site amenities	Yes	Yes	XX%
Elder care referral	No	No	XX%
Back-up child care	No	No	XX%
After school/vacation care	No	No	XX%
Reserved spots for employees' children at local child care centers	No	No	XX%
On-site child care	No	No	XX%

Resources: Working Mother Media congratulates one department for offering all employees 8 paid hours off for volunteering. Working Mother Media looks forward to hearing next year if this program is extended to other regions.

The company needs to have an examination of its lack of child care resources. Such programs as backup child care are extraordinarily valuable to women who need them, and dramatically improve their productivity. This kind of program also minimizes the impact on co-workers of one person's domestic crisis or work-life conflict. Working Mother Media urges the company to ask its women employees about the kinds of child-care conflicts they are experiencing and draw on their wisdom to shape unique solutions that will help everybody.

The company might consider adding career track part time as an increasingly attractive option for women who want to continue to take on challenging assignments but who need to scale back the hours they spend at work for some months.

For any additional questions, please contact Working Mother Media's PAR Initiative Project Manager, Joanne Y. Cleaver at jycleaver@jycleaver.com.

*Please refer to the PAR Initiative Prescriptive at www.wict.org/WICT/Foundation/PAR which provides recommendations on resources from WICT and other industry programs and services to support

companies pursuing the PAR Initiative standards of Pay Equity, Advancement Opportunities and Resources for Work/Life Support, as well as some general best corporate practices.

WOMEN EMPLOYEES & MANAGERS As a Proportion of ALL Employees & Managers	YOUR COMPANY 2006	YOUR COMPANY 2007	PROGRAMMERS* 2007
% Women Employees	XX%	XX%	XX%
% Entry-Level Employees	XX%	XX%	XX%
% Women Managers	XX%	XX%	XX%
% First-Line Managers	XX%	XX%	XX%
% Middle Managers	XX%	XX%	XX%
% Call Center Women Managers (Operators Only)			
% IT Women Managers/Project Directors		XX%	XX%
% Senior Executives	XX%	XX%	XX%
WOMEN OF COLOR As a Proportion of WOMEN Employees & Managers			
% Women Employees	XX%	XX%	XX%
% Entry-Level Employees	XX%	XX%	XX%
% Women Managers	XX%	XX%	XX%
% First-Line Managers	XX%	XX%	XX%
% Middle Managers	XX%	XX%	XX%
% Call Center Women Managers (Operators Only)			
% IT Women Managers/Project Directors		XX%	XX%
% Senior Executives	XX%	XX%	XX%

* Data for illustration purposes only.

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% companies with basic formal pay equity policy	XX%		XX%
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ADVANCEMENT OPPORTUNITIES PROGRAM	YOUR COMPANY 2006	YOUR COMPANY 2007	PROGRAMMERS* 2007
Leadership Training for:			
high-ranking women	No	Yes	XX%
mid-level women	No	Yes	XX%
entry-level women	Yes	No	XX%
Financial Training for:			
non-financial managers	No	No	XX%
rotation into operating positions	Yes	Yes	XX%
Formal mentoring:			
company-wide	No	Yes	XX%
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RESOURCES FOR WORK/LIFE SUPPORT PROGRAM	YOUR COMPANY 2006	YOUR COMPANY 2007	OPERATORS 2007
Flex time	Yes	Yes	XX%
Full time telecommuting	Yes	Yes	XX%
Career track part time	No	No	XX%
Job sharing	No	No	XX%
Other benefits (on-site health screenings, etc.)	No	Yes	XX%
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