

# Why should I join WICT?



Women in Cable  
Telecommunications<sup>SM</sup>



**WICT OFFERS THE FOLLOWING HIGHLY-REGARDED LEADERSHIP AND CAREER DEVELOPMENT PROGRAMS:**

**WICT Leadership Conference**

The must-attend annual leadership event that supports members at every stage of their career journey, and allows you to build strong relationships with other WICT members at all levels.

**Chapter Mentoring and Other Local Professional Development Programs**

Every membership includes one local chapter affiliation to give you access to valuable knowledge and vibrant networks. Additional chapter affiliations may be purchased for a nominal fee.

**Rising Leaders Program**

Primary leadership development for high-potential women.

**Betsy Magness Leadership Institute (BMLI)**

Intense year-long leadership development for senior women in the industry.

**Betsy Magness Graduate Institute (BMGI)**

Advanced leadership training for BMLI alumnae.

**Executive Development Series**

Designed for mid-level managers, EDS focuses on aligning personal leadership styles and strengths with performance in the work environment.

**Tech It Out**

Developmental initiative to support and encourage women in the cable technology sector.

*“Getting involved in a local WICT chapter is about connections – to the industry, to national leaders, and most importantly, to each other.”*

Kim Mosley, Comcast SportsNet,  
WICT Chapter Leader



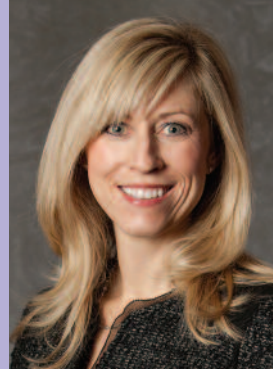
*“I appreciate the connections I’ve made through WICT’s network. They have helped me meet some of the cable industry’s most talented and knowledgeable professionals.”*

Melinda Witmer, Time Warner Cable



*“Since joining WICT, I’ve been exposed to such a variety of viewpoints as well as many different aspects of the cable industry. At the same time, I have been part of their remarkable leadership development programs and that has made a direct impact on my career.”*

Angela Santone, Turner Broadcasting System, Inc., BMLI Alumna





*"Membership enables you to find a mentor and build a network of colleagues around the country who can help guide you toward your ultimate career goals."*

Wendy Deyton, CommScope, Rising Leader

*"WICT is an incredible resource for sharing ideas and learning how to be successful at what you do."*

Terri Thompson, Carlsen Resources, Inc.

### **CONNECT TO YOUR PEERS, YOUR INDUSTRY, AND EVERYTHING AROUND YOU**

Joining WICT makes you part of a network of thousands of professionals, women and men working to build their leadership skills and enhance their career. With more than 30 years of success, WICT positions itself and its members at the center of the media landscape.

On the local level, WICT chapters provide in-person interaction with other members in your region. With a variety of programs suited to all levels, there's something for everyone.

### **DISCOVER THE TOOLS TO DEFINE YOUR CAREER JOURNEY**

Whether you're striving to be more effective in your current position or aspiring to take your career to the next level, WICT provides an array of educational programs, services and volunteer experiences to further your professional development.

### **GRASP NEW KNOWLEDGE AND ESCALATE YOUR CAREER**

WICT's leadership development programs set the standard for the cable industry and include educational opportunities tailored to varying career levels. Create your own path depending on where you are in your career journey.



## RESEARCH AND ADVOCACY THAT MAKES THE CASE FOR GENDER DIVERSITY.

Since 2003, WICT's PAR Initiative has helped companies to set goals, adopt best practices, measure progress and achieve results with regard to gender diversity. WICT members benefit directly from this research through the "PAR @ Work" webinar series, which translates the data into best practices that everyone can relate to through personal stories and real-life examples. In addition, the "Path to PAR" reports present the business case for gender diversity and delve into the top practices as identified by diversity experts, while sharing actual examples from the PAR Initiative Executive Report.

### ELECTRONIC RESOURCES AVAILABLE EXCLUSIVELY TO WICT MEMBERS INCLUDE:

#### WICT Connects

Interact with your colleagues and share useful information through WICT's robust online community.

#### WICT Wire

Receive news from WICT and leadership lessons from national and local leaders in cable media.

#### @WICT

An informative monthly e-newsletter that offers you the best information gleaned from WICT's Twitter posts.

#### Webinars

Gain an understanding of the industry's most challenging issues and enhance your professional competencies through this interactive online forum.

Plus, stay in touch and continue your learning online by connecting with WICT on Facebook and Twitter.



[facebook.com/WICTNational](https://facebook.com/WICTNational)



[twitter.com/WICT](https://twitter.com/WICT)



[connect.wict.org](https://connect.wict.org)

Use your smartphone to scan the code and visit the WICT website to learn more about how to inspire your career through WICT member benefits.



*"I can personally attest to the high quality of WICT training. BMLI was one of the most valuable leadership development experiences of my career. I continue to rely on the lessons I learned and what BMLI taught me about myself."*

Wonya Lucas, TV One, BMLI Alumna



## JOIN WICT AND ACHIEVE A NEW LEVEL OF SUCCESS!

### 1) MEMBERSHIP INFORMATION

Ms.	Mr. (circle one)	Name	Title
Company			
Address			
City	State	Zip	
Phone: Business		Business Fax	
Cell		Email	

### 2) OCCUPATIONAL AREA

**Primary job function (choose one)**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Accounting/Finance     | <input type="checkbox"/> Digital Services           | <input type="checkbox"/> On-Air Talent                        |
| <input type="checkbox"/> Administration/Support | <input type="checkbox"/> Executive                  | <input type="checkbox"/> Operations                           |
| <input type="checkbox"/> Advertising/Ad Sales   | <input type="checkbox"/> General Management         | <input type="checkbox"/> Product Development                  |
| <input type="checkbox"/> Affiliate Relations    | <input type="checkbox"/> Human Resources/Training   | <input type="checkbox"/> Production                           |
| <input type="checkbox"/> Communications         | <input type="checkbox"/> Legal/Legislative          | <input type="checkbox"/> Programming                          |
| <input type="checkbox"/> Consulting             | <input type="checkbox"/> Marketing/Sales            | <input type="checkbox"/> Public Relations/Community Relations |
| <input type="checkbox"/> Creative               | <input type="checkbox"/> MIS/Technology/Engineering | <input type="checkbox"/> Research/Analysis                    |
| <input type="checkbox"/> Customer Service       | <input type="checkbox"/> New Media                  | <input type="checkbox"/> Other: _____                         |

Year you entered the industry: \_\_\_\_\_

Were you referred by someone?

Name	Company	Email
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### 3) MEMBERSHIP CATEGORIES

- Executive (\$275)** members at director and higher (voting member)
- Regular (\$175)** mid-level positions not defined in Executive level (voting member)
- Entry (\$75)** non-salaried positions or no managerial responsibility (non-voting member)
- Student (\$35)** full-time students

MEMBERSHIP PERIOD: Calendar year January–December. Members joining after February 1 are pro-rated a discount on next year’s dues.

TAX INFORMATION: WICT is a 501(c)(3) non-profit, Federal ID #36-3814358. WICT dues or contributions may be deductible as a business or charitable expense. Please consult your tax advisor.

## 4) SELECT CHAPTER

Membership includes a primary chapter (write one from below):

My primary chapter is: \_\_\_\_\_

For \$30 per chapter, per year, you may choose additional chapters (not same as above):

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> Northern California | <input type="checkbox"/> Heartland          | <input type="checkbox"/> New York             | <input type="checkbox"/> Southeast               |
| <input type="checkbox"/> Southern California | <input type="checkbox"/> Michigan           | <input type="checkbox"/> Greater Ohio         | <input type="checkbox"/> Greater Texas           |
| <input type="checkbox"/> Carolinas           | <input type="checkbox"/> Midwest            | <input type="checkbox"/> Pacific Northwest    | <input type="checkbox"/> Virginia                |
| <input type="checkbox"/> Greater Chicago     | <input type="checkbox"/> New England        | <input type="checkbox"/> Greater Philadelphia | <input type="checkbox"/> Washington DC/Baltimore |
| <input type="checkbox"/> Florida             | <input type="checkbox"/> New Mexico/Arizona | <input type="checkbox"/> Rocky Mountain       |  |

Chapter Information found at [www.wict.org](http://www.wict.org), select **Member/Chapter Services**

## 5) ABOUT YOU

WICT embraces diversity as a good business practice for the cable industry. Gathering this information from our members improves the design and content of our diversity initiatives.

- |   |                                |   |  |
|---|--------------------------------|---|--|
| <b>Ethnicity<br/>(select one):</b>        | <b>Age<br/>Range:</b>          | <b>I am a proud member<br/>of the ___ Generation.</b>           | <b>Highest Education<br/>Level:</b>        |
| <input type="checkbox"/> African American | <input type="checkbox"/> 18-24 | <input type="checkbox"/> Traditional (before 1945)              | <input type="checkbox"/> High School       |
| <input type="checkbox"/> Asian            | <input type="checkbox"/> 25-34 | <input type="checkbox"/> Boomer (1946-1964)                     | <input type="checkbox"/> Associate Degree  |
| <input type="checkbox"/> Caucasian        | <input type="checkbox"/> 35-44 | <input type="checkbox"/> Generation X (1965-1980)               | <input type="checkbox"/> Bachelor's Degree |
| <input type="checkbox"/> Hispanic/Latino  | <input type="checkbox"/> 45-54 | <input type="checkbox"/> Generation Y/Millennial<br>(1981-2000) | <input type="checkbox"/> Master's Degree   |
| <input type="checkbox"/> Other _____      | <input type="checkbox"/> 55+   |   | <input type="checkbox"/> Doctorate         |
|   |                                |   | <input type="checkbox"/> Juris Doctorate   |

## 6) PAYMENT INFORMATION

Membership with primary chapter \$ \_\_\_\_\_

Additional chapters \_\_\_ x \$30 \_\_\_\_\_

Voluntary Contribution \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

### Payment Type

- Check payable to WICT     MasterCard     Visa     American Express     Discover

Card Number

Expiration Date

Billing Zip Code

Signature

Name on Card

## 7) RETURN TO

Mail: **WICT**  
14555 Avion Parkway  
Suite 250  
Chantilly, VA 20151

Fax: 703.817.1595  
Join Online: [www.wict.org](http://www.wict.org)  
Questions? 703.234.9810

*"I joined WICT to learn more about the industry, network with smart and interesting colleagues and grow as a leader. Those are the same reasons I stay."*

Lori LeBas, ESPN, BMLI Alumna

Some photos © Arnold Adler



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Chantilly, VA 20151

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