



WICT CELEBRATING 30 YEARS



JULY 2009

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A & E TELEVISION NETWORKS

WICT recognizes A&E Television Networks as our 2009 presenting partner of the WICT Wire.

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## *The Journey: What A Difference A Day Makes*



WE tv, a [WICT Strategic Partner](#) through Rainbow Media Holdings, has launched a three-year WE Volunteer campaign celebrating the power of volunteerism. The campaign provides women and the people in their lives tools to help their communities - even for just a day. The campaign is part of WE Empowers Women, WE tv's nationwide public affairs initiative created in 2005 to empower women to lead fulfilling lives and to achieve their full potential.

[WE Volunteer](#) makes it easy search and sign up for volunteer experiences within your community. By leveraging a host of intuitive and inspiring tools, participants are introduced to nonprofit organizations based on what their interests are and their zip code. The site addresses issues such as how to get started, volunteering despite a busy schedule and preparing for your day of service. The site even explores the pros and cons of virtual volunteering. The WE Volunteer site encourages participants to track their volunteer hours on the site and share personal stories of volunteerism to inspire others to get involved.



"WE Volunteer gives women the opportunity to contribute in a creative way," said Kim Martin, WE tv President and GM, "by encouraging them to donate their time and help to make a difference in their own neighborhood. We're also proud to get behind an effort that mirrors one of the President's top initiatives -- community service."

Read more about how WE tv's partners encourage volunteerism by offering discounts and incentives on the [July WICT Wire page](#) on [www.wict.org](http://www.wict.org).

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## *WICT Clicks: WICT's Empowerment Partners*

As part of WICT's commitment to develop women leaders and to

As part of WICT's commitment to develop women leaders and to celebrate its 30 years of providing an environment of support for women at every stage of their professional journey, WICT identified Women for Women International and Paper for Pearls as WICT's Empowerment Partners.



Recently, the work of [Women for Women International](#) was lauded as an excellent model for international efforts to effect change at a time of crisis. Founder and CEO Zainab Salbi joined Caroline Kennedy and other thought leaders in a Call for Urgent Investment in Women to an audience of over 300 people in Manhattan. [Read about it at WICT Clicks on wict.org.](#)

Paper to Pearls jewelry was recently selected as a "Top 10 Coolest Fair Trade Fashions" in the Huffington Post by well-known environmentalist and blogger Summer Rayne Oakes.



As a beading initiative that brings the voices of Ugandan women's struggles and hopes to the forefront of fashion, [Paper to Pearls](#) markets colorful paper bead jewelry handmade by women in the internal refugee camps of Northern Uganda. [Find out more about The Top 10 Coolest African Fair-Trade Fashions and other essential reads at WICT Clicks on wict.org.](#)

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## WICT 30: 30 Things You Can Do To Change the World



Between managing careers, contacts and lives, changing the world may seem like the most remote of possibilities. Yet there are everyday things we can do to help influence positive change. Here are a few of WICT's top tips to change the world:

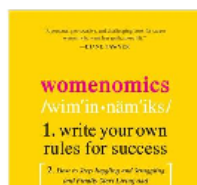
1. [Get involved with your WICT Chapter](#). From mentoring to writing articles to planning a local event, your WICT chapter welcomes your expertise and interest in making WICT part of your journey.
2. [Volunteer!](#) WE Volunteer makes it easy for you to get involved in your community and connect with a cause of your choice. Give one full day and make a difference. Visit [WEVolunteer](#) today to get started!
3. [Sign your name](#). Add your name and petition [for Amnesty for American Journalists Laura Ling and Euna Lee Imprisoned in Korea](#) or hundreds of other petitions at [Care2](#) or [PetitionOnline.com](#).
4. Need a new handbag? Reflect your *social consciousness in your style* by making eco-friendly purchases from sites such as [White Apricot](#), [Helen Riegler HER design](#) and [Modify](#).
5. [Leave work on time at least once a week](#). Spend the time reconnecting with friends or with yourself doing something fun!

To see the rest of WICT's top tips to change the world, visit the [July WICT Wire](#) page at [www.wict.org](#).

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## WICT Picks: Womenomics



Womenomics by Claire Shipman and Katty Kay gives women explicit permission to demand the balance that's been missing in their professional lives according to Publishers Weekly, saying the authors assert that "...women have gained enough corporate clout to start changing the workplace to suit their needs. Shipman and



women to get their needs. Shipman and Kay review the depth of women's influence as consumers and earners, maintaining that their power gives them the right and the ability to ask for flexibility in their work lives, to negotiate assertively and effectively, to say

no and to give up the guilt associated with getting their needs met. Filled with pragmatic and optimistic steps, this book will inspire readers to set in motion a flexibility-driven business revolution that can benefit all women and men, families and workforces."

Find out more about Womenomics and other essential reads at [WICT Clicks](#) on [www.wict.org](http://www.wict.org).

Kudos to WICT Rising Leaders class of 2007's Shelley Worrell, Manager Programming & NBD for A&E Television Networks, for her appearance in Good Morning America's segment on Womenomics: [The Working Women Revolution](#).

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## Tech Tip: Webinars

Keely Buchanan from Time Warner Cable brings us this month's tech tip, the definition of **Webinar**.

A **webinar** is an online meeting which can be live (synchronous) or prerecorded (asynchronous). Typically, the host and all participants sit at their own individual computers, and audio is delivered via integrated audio bridge. Webinars can be lectures (one way communication) or interactive and collaborative. Files and desktop applications can be shared via the webinar room, and advanced functionality such as polling, file downloads and breakout sessions can be utilized. Plus, most webinar software options offer an easy web cam interface allowing for a quick and easy video conferencing component.

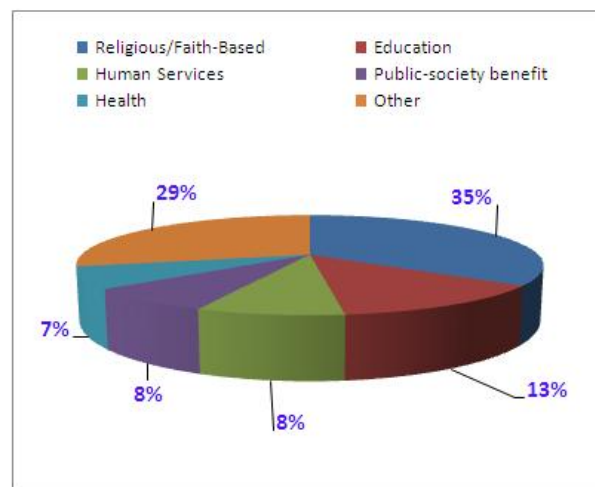


*Keely Rose Buchanan, Communications Manager for Time Warner Cable is an experienced Distance Learning and Communications professional with extensive knowledge of corporate communication strategies, eLearning development software, online collaboration tools and webinar technologies.*

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## WICT Buzz: The 5 Top Categories of American Donations

In 2008, Americans donated \$307.7 billion in 2008 and the top five categories were:



Source: Giving USA.

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## WICT PAR at Work: A Vital Analysis

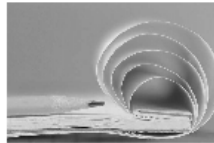


Summertime has finally arrived! For many of us our time will be spent traveling to family vacations at the shore, enjoying some R&R at the local pool or indulging in the novel that has been sitting on our nightstand, but for [WICT's PAR Initiative](#) team, project manager, Joanne Cleaver; WICT Interim President Parthavi Das; and WICT Manager, Initiatives, Paula Atallah, it is CRUNCH time. Now that all participating companies have submitted their survey data the PAR Initiative team is diving deep into the analysis phase of the yearly research project.

We spoke with PAR Initiative project manager, Joanne Cleaver, to unveil what exactly goes on AFTER the data has been collected. What we have learned is just how VITAL this analysis is for participating companies, the overall scope of the Initiative and most importantly for you, the member!

There are three main phases for analyzing PAR Initiative submissions:

- Fact-Checking
- Interviews
- Objective Evaluations



### Fact-Checking

Once the team has captured the data from the online reporting system, it is fact checked to ensure no errors have crept in (such as misplaced decimal point or mathematical error.) For repeat participants, the PAR team is able to fact check to a greater degree because they can compare current data against all previous year's submitted data.

Explore these phases in greater detail in the [PAR At Work Newsletter](#) section on [www.wict.org](http://www.wict.org)!

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## WICT Calendar

[Cable Boot Camp and Beyond](#) - September 22-23, The Cable Center - Denver, CO

Brought to you in partnership with [#CABLECENTER](#)

Sharpen your cable business knowledge through this comprehensive two-day program, which will take you from how cable came about to what the current marketplace looks like, including who the players are and what key issues the cable industry faces today.

WICT Cable Boot Camp and Beyond provides the perfect training ground for professionals who are new to the industry and need a comprehensive and valuable introduction to the business - and for those who may need a refresher! You'll hear from experts including Dick Clark, an industry veteran, Bill Dorman of The Cable Center and Dr. Ron Rizzuto of the University of Denver on all aspects of the cable industry.

[Register today.](#)

WICT recognizes Scripps Networks as our 2009 presenting partner of Cable Boot Camp & Beyond



**Only 2 SPOTS LEFT! [WICT's Executive Development Seminar](#) - September 23-25, Santa Fe, CA**



Join other women leaders who have made the commitment to their leadership journey at the WICT Executive Development Seminar. Designed for a small-group setting of only 30 participants, the WICT Executive Development Seminar will take

place at The Inn at Rancho Santa Fe is just 25 minutes north of San Diego, hidden in the foothills of California.

You will practice strategies to build relationships in business, learn to embrace and appreciate differences among your peers, understand specific time management strategies to make the most out of time on the job, and focus on bringing complicated work situations back to the basics.

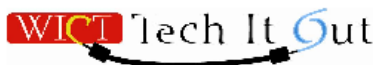
*"I not only learned from other talented women leaders but the focused introspection challenged me to understand my life journey and the impact it has had on my leadership style. As a result of this experience, I will not only be a better leader but will also share my lessons with other women in the industry." -Alexis Balkum, Executive Director, Employee Learning & Development, Turner Broadcasting*

**[Register today](#) before the last two spots are taken.**

*WICT recognizes Turner as our 2009 presenting partner of WICT's Executive Development Seminar.*



**WICT Tech It Out Breakfast October 28, 7:30-9:30 a.m. Cable Connection Fall - Denver, CO**



Mark your calendar for WICT's Breakfast Reception and Tech It Out

Panel during Cable Connection Fall, October 28, 2009 7:30 a.m. - 9:30 a.m. at Colorado Convention Center, Denver.

Don't miss this exceptional opportunity to hear from an outstanding panel of technology leaders about innovation, competition, and cutting edge technologies. WICT's Tech It Out initiative has earned the prestigious Beacon Award by Association of Cable Communicators.

*WICT recognizes Bright House Networks as our presenting partner of WICT Tech It Out.*



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## WICT Chapter Highlights

[WICT New York- Schmooze Day Networking Event](#) July 21, 2009 - 6:30-8:30p.m.

Join WICT New York for their Schmooze-Day Networking Event. Each event is designed to bring together specific areas within the industry for targeted schmoozing! This month, meet experts in Digital Media.

[WICT Atlanta - Can FaceBook tweet your ROI?](#) July 22, 2009 - 8:00 Registration and Breakfast, 9:00 Panel and Q&A Join WICT Atlanta

for a look at social media and the impact on business models. Keep pace with the ever-changing marketing landscape as programmers and operators tackle the social media platform.

[WICT Washington DC/Baltimore - Recession Proof Your Finances](#)  
July 30, 2009 12:00-1:00 p.m. WICT Washington-Baltimore Chapter invites you to participate in this FREE Webinar! Grab your lunch and log in for an hour of useful financial information!

[WICT Rocky Mountain - Corporate Strategies for Tough Times](#)  
August 5, 2009 - 11:30 am - 1:00 pm The Customer is King, especially in this market. Join WICT Rocky Mountain as we discuss what tactics corporations are undertaking to survive and stay ahead in this challenging economy.

[WICT Southern California- A Perspective on Leadership and New Media](#), August 6, 2009 - 11:00 am - 2:00 pm Join Southern California for Strategies For Success: "A Perspective on Leadership and New Media", a luncheon, interview and panel discussion featuring Jeanie Buss, Executive Vice President Business Operations, Los Angeles Lakers Interviewed by: Neil Everett, ESPN SportsCenter Anchor. Also featured a New Media Panel with Kathy Brahm, Time Warner Cable; Jeff Valdez, Founder Si TV, Co-Chairman Maya Entertainment Group and Que Pasa; Joe Burke, Swire Live; Benjamin Elias, Lifetime.

[WICT Philadelphia - Executive Tea](#) (Executive Members Only) August 14, 2009 1:00-4:00p.m. Join WICT Philadelphia and hear Erika Andersen address the topic: Being Strategic, The Anecdote to Fear. All participants will receive a copy Erika's book: Being Strategic Plan for Success; Out-Think Your Competitors; Stay Ahead of Change.

Visit WICT's [chapter event calendar](#) for a WICT Chapter event near you.

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## Join In. Stand Out. Renew your WICT Membership.

**Some leaders are born, others are made.**

No matter which camp you fall into, WICT will help you unearth your potential, grow your talents and achieve your professional goals. WICT is your leadership resource. Now is the time to renew your commitment to your professional development, and move your career forward. Now is the time to renew your membership with WICT.

[View a complete list of WICT membership resources!](#)

## Welcome New Members

WICT welcomes our new members, especially those from:



Check out the complete listing of new members at [www.wict.org/mcs/Pages/NewMembersMonthly.aspx](http://www.wict.org/mcs/Pages/NewMembersMonthly.aspx) and welcome your colleagues!

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