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Upcoming PAR at Work Webinars FREE to WICT Members



Provided to members compliments of WICT, our chapters and our supporters, PAR at Work Webinars bring to life lessons learned from the PAR Initiative in the areas of pay equity, advancement opportunities and resources for work/life support.

Building Valuable Relationships through Mentoring Programs

November 2, 2010
1:00 pm - 2:00 pm (Eastern)
[REGISTER TODAY](#)

The panelists will describe how mentoring programs operate at their companies, and mentors and mentees will share how the relationships they built have helped them professionally.

- Renita Griskel, Project Director for Emerging Media Content, Scripps Networks
- Jerri Harris, Director, HRM & Organization Development, Discovery Communications

- Cindy Patrick, EVP, News Division Operations, CNN/Turner Broadcasting
- Robyn Ulrich, SVP, New Product Development Home Category, Scripps Networks

Using the Corporate Lattice to Diversify Your Skill Set

December 7, 2010

1:00 pm - 2:00 pm (Eastern)

[REGISTER TODAY](#)

Representatives from several of the PAR Best Companies will describe how they rotate employees among different functional areas to expand their understanding of how the company works. And as an added benefit, the participants expand their professional skill sets.

- Sue Clark, VP, Product Management, Scripps Networks
- Kim Dobson, VP, Ad Sales, Lifetime Networks
- Laure Nordholt, SVP, Central Region, Time Warner Cable

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Path to PAR Report

Second Report Available in December!



The Path to PAR Reports were developed to help you better understand WICT's research approach and the practical application of PAR Initiative research findings. Each report presents the business case for gender diversity, delves into the top practices as identified by diversity experts, and shares actual examples from the 2009 PAR Initiative Executive Report.

The second Path to PAR Report will be available in December, while the first report is available by clicking the link below.

[CLICK HERE TO DOWNLOAD FIRST PATH TO PAR REPORT](#)

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Maria Brennan Participates in Girl Scouts Healthy Media for Youth Summit

WICT President & CEO, Maria E. Brennan, CAE, and leaders from the entertainment, policy, business and youth-serving communities joined forces to promote healthy media images of girls and women at the Healthy Media for Youth Summit on Wednesday, October 6, 2010. The event was sponsored by Girl Scouts of the USA, the National Cable & Telecommunications Association, the National Association of

Broadcasters, and The Creative Coalition.



(l to r) Maria E. Brennan, President & CEO of WICT; April McClain-Delaney, DC Director of Common Sense Media; Emme, Supermodel and Leading Advocate for Positive Body Images; Jess Weiner, Global Ambassador for the Dove Self-Esteem Fund; Ann Shoket, Editor-in-Chief of Seventeen Magazine; Kim Myles, HGTV Design Star winner and network host; and, Rachael Leigh Cook, Actor.

Moderating the panel entitled, "Research to Action: Best Practices and Positive Solutions," Maria discussed current practices for highlighting and promoting positive images of girls and women. In addition, Academy Award-winning actress **Geena Davis** reviewed research on the issue during the event.

To continue to build awareness about the need to pay attention not to just what kids watch, but how they watch it, the Girl Scouts are spearheading a campaign entitled, "[Watch What you Watch.](#)" To learn more about the campaign, click on the link.

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WICT Tech It Out Program Proves a Success

Now in its second year, the WICT Tech It Out Program proved to be a Cable Connection Fall favorite for those who attended.

Starting with a panel of experts moderated by Sherita Ceasar, attendees learned about the expanding partnership between technology and the business of cable. To truly appreciate how critical technology has become to the competitiveness of cable, the panelists were chosen from a diverse cross-section of business units and functions that rely on the creativity and cutting-edge approaches realized through technology.



(l to r) Marva Johnson of Bright House Networks introduces: Moderator, Sherita Ceasar, Comcast; and Panelists, Sandy Cusick, Discovery Communications; Arthur Orduña, Canoe Ventures; Robin Parton Pate, HGTV & DIY Network; and Sandy Howe, ARRIS.

Following the panel, esteemed content leader **Dick Clark**, President of B3 BroadBand Bridge, led an informative primer on technology in the industry.

A recorded webinar of the WICT Tech It Out Program will be available to the membership at no cost in November, so watch your email boxes for more information on this bonus provided by WICT and our sponsors!

WICT recognizes the sponsors of the
2010 WICT Tech it Out Initiative:

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***Renamed and Renewed Leadership Program for
BMLI Alumnae***

BMLI serves as the gold
standard for senior level



development programs among industry leaders.

Based on feedback from the BMLI community, we have continued to look for ways to provide ongoing learning opportunities after completion of the BMLI program; the result of which was the Business Management Symposium.

In an effort to ensure the program is descriptive of its purpose, we renamed it to reflect the direct connection to Betsy Magness.

With that in mind, we are thrilled to announce the program's new name:

Betsy Magness Graduate Institute
or **BMGI for Advanced Leadership Studies**

We are pleased to partner with the Center for Creative Leadership to take the key learnings from the BMLI program to the next level. If you are a BMLI alum, please register today to attend the inaugural BMGI program from **November 8 - 10** at the **Grand Hyatt** in **Atlanta, GA**.

[REGISTER TODAY](#)

WICT recognizes the sponsors of the 2010 Betsy Magness Graduate Institute:

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What's Hot on WICT Connects

WICT Connects, the online professional networking community exclusively for WICT members, is your key to connecting and networking with your peers across the country. Through Shared Interest



Groups, or SIGs, members can learn from each other and communicate without the need for travel or even picking up the phone.

If you haven't signed up yet, take a tour at www.wictconnects.org to see what it's all about, or sign in to connect.wict.org with your email address and WICT password to get started right away.

Here's what's happening in the community:

- **BMLI Alumnae:** Sign in to your private group, reconnect with your classmates and make plans to meet during next month's BMGI in Atlanta. Following BMGI, stay tuned to the group for ongoing discussions and interaction.
- **Cable Boot Camp & Beyond Participants:** A group was created for you to stay in touch with each other and continue your discussions long after the conclusion of the program. Join the group today to stay connected with your colleagues.
- **Executive Development Seminar Attendees:** Per your request, groups were created for you and your fellow participants to discuss what you learned during your time together. Sign in to WICT Connects today and continue to build your relationships together.
- **Chapter Leaders & Advisors:** Discuss chapter issues with your colleagues and find the resources you need in this private group that was created just for you. Soon, all of the documents and reference materials from the existing Chapter Leader Resources area of the WICT website will be migrated to this shared interest group, making it your one-stop shop for everything you need to make your chapter more successful.

Stay tuned for much more happening on WICT Connects, WICT's interactive media hub on the web.

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Welcome New WICT Members and New Member Recruiters

Check out the complete listing of new WICT members on our [website](#), and welcome! Plus, [click here](#) to see WICT's hard-working members who have recruited new members in 2010.

Promoted? Moved? Update Your Member Profile

Keep current and up-to-date on membership and chapter news by updating your contact information and member demographics directly online. [Login here](#) with your email address and password, then click on the button that says, "Edit Profile" (to the right of the rotating image).

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