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October 2011

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Register Today for Expanded Tech It Out Program

November 16, 2011

1:00 pm - 4:00 pm

During [SCTE Cable-Tec Expo](#)

Georgia World Congress Center • Atlanta, GA



Research reveals that the number of women in technology positions is alarmingly low, and according to WICT's PAR Initiative survey, the number is trending downward. To help reverse this trend, WICT's Tech It Out Initiative was launched in 2009. The goal of the program is to develop women leaders in cable technology.

The **2011 Tech It Out Program** will be held inside of SCTE's Cable-Tec Expo in partnership with NAMIC, and the expanded session will allow for more in-depth educational content and a hands-on tour of the Spotlight Pavilion at Expo.

Tech It Out offers a unique opportunity to strengthen your leadership skills while also allowing you to explore the latest developments in technology. **Registration is limited to 150 participants**, so be sure to sign up soon.

[Learn more about the program and register online.](#)

If you participate in the Tech It Out program, you will:

- Hear tips on thinking more strategically from some of the industry's top tech leaders;
- Enhance your leadership skills and take new ideas back to your company;
- Learn new approaches to resolving gender and diversity challenges in the technology field;
- Benefit from a special tour of the Spotlight Pavilion featuring Next Generation Video Architecture;
- Take advantage of time to network and interface with your peers in technology.

Our confirmed moderator & panelists include:

- **Sherita Ceasar**, Vice President, National Video Deployment Engineering, Comcast (moderator)
- **Susan Adams**, SVP, Engineering & Technical Operations, Comcast - Northeast Division; winner of the 2011 *Women in Technology Award*
- **Rhonda Holt**, SVP, Media Platform Technology, Audience Multi-Platform Technology Team, Turner Broadcasting System, Inc.
- **Sandy Howe**, SVP, Strategic Market Development, ARRIS
- **Monisha Longacre**, Vice President, Strategy & Portfolio Management, The Weather Channel

Registration

Join us for compelling speakers, a lively panel discussion, and an exclusive tour of the SCTE Spotlight Pavilion. Again, registration is limited to 150 attendees, so be sure to register early!

Already registered for the SCTE Cable-Tec Expo? - Tech It Out registration is complimentary but separate registration is required.

Attending Tech It Out only? - The program and boxed lunch fee is \$75.

Complete registration details are posted on the [WICT website](#).

WICT recognizes the following sponsors of
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A Look Back at the 2011 WICT Leadership Conference



The 2011 WICT Leadership Conference led off cable's Diversity Week in New York, as more than 650 participants gathered for a unique opportunity to hear inspirational keynotes, learn from subject matter experts from both inside and outside the cable industry, and network with colleagues.



Pictured, l-r: Maria Brennan, WICT President & CEO; Michael Powell, NCTA President & CEO; Kathy Payne, WICT Chair/VP, Content Acquisition, Cox; Mika Brzezinski & Joe Scarborough; and David L. Cohen, EVP, Comcast.

The conference began with an opening message from NCTA President & CEO, **Michael Powell**, who spoke about the importance of cable in today's society. The hosts of MSNBC's hit show, "Morning Joe," **Joe Scarborough** and **Mika Brzezinski**, joined us to deliver remarks based on Mika's recent

book, *Knowing Your Value*, to help women understand their worth in the workplace and how they can translate that value into equitable compensation.

Participants were able to select from a number of breakout sessions in three different tracks: Career Savvy, Cable Fundamentals, and Strategic Leadership, each with its own practical lessons on core career and leadership endeavors.



Some of the conference's most memorable moments came courtesy of **Ursula Burns**, Chairman & CEO of Xerox Corporation (pictured above), who delivered an enlightening keynote speech to open the conference's second day. Burns told a very personal tale about growing up on New York's Lower East Side with her single, working mother. She credits her mother with instilling in her the belief that your current circumstances are not an indicator of who you are and what your true worth is. What makes you a great person and useful to society is the culmination of your upbringing and your values, which transcends your beginnings, no matter how humble. For Burns that led to an education in mechanical engineering and a career at Xerox in the early 1980s, which eventually led her to occupy the C-suite.

Based on her own experience Burns advised those in the audience to:

- **Be open to unusual opportunities.** Burns told the tale of an executive who asked her to be his assistant. At first she hesitated, thinking it was a step backward, but he was able to convince her to take the position. The three years she spent as an assistant turned out to be some of the most amazing of her career. It opened the lens for her on what a CEO did and how engaged an executive must be to ensure the success of the company. What she learned during that time has served her well during her rise up the ladder.
- **Be the best at your current job before you look for the next one.** Performing well at what you're currently being asked to do is a great indicator to management of what you're capable of achieving. Talking about what you can achieve is not nearly as indicative of your capabilities as actually performing well. There is no substitute for performance that brings value to the company, which involves making transformative changes that benefit the organization as a whole. Only

once you have achieved at that high level should you inquire about a promotion.

- **Fall in love with change.** Change is inevitable and unavoidable. Use it as a lever to your advantage, especially with regard to competitors. Change equals uncertainty, and a fearless executive who embraces change will be able to lead her organization successfully through to the other side.

Burns also emphasized how important it is to enjoy what you do, and to stay true to who you are, both of which she felt were essential for bringing your whole self to the workplace.

Conference attendees returned to work inspired by the personal stories of leadership and achievement from the keynote sessions, and were armed with new strategies and techniques for attaining their own success thanks to the practical lessons learned during the breakout sessions.

Visit the conference page on the [WICT website](#) to view a photo gallery and read quotes from some of the keynote speakers. Stay tuned as we prepare video clips from some of the keynotes, which will be shared through WICT Connects.

And, save the date for next year's WICT Leadership Conference when we return to the Hilton New York, **September 10-11, 2012.**

WICT recognizes the following sponsors
of the 2011 WICT Leadership Conference

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Leadership Lessons from Woman of the Year, Women to Watch



Pictured, l-r: Woman of the Year, Nomi Bergman; Women to Watch, Jennifer Dorian & Kathleen Finch.

The WICT Touchstones Luncheon featured touching tributes to family, colleagues and mentors from **Nomi Bergman**, *Woman of the Year*, and **Jennifer Dorian** and **Kathleen Finch**, *Women to Watch*. WICT asked each of these outstanding women to share their thoughts on leadership and provide insight into how they have become successful, through the lens of the Touchstones of Leadership.

For all three women, "**Be a Catalyst**" clearly resonated. Jennifer felt that by being a catalyst, you "help others see their projects, their careers and their futures in a new way," which opens them up to possibilities they would not have imagined on their own. For Kathleen, the opportunity to both be a catalyst and benefit from the input of others is a unique quality of the cable industry, which provides "mentoring opportunities, diverse role models and...support of valuable organizations like WICT," which sets cable apart from other industries. Nomi added a very personal touch, saying that while the bottom line is of course important, it is just as vital to be kind in the process, which is "the best gift we can give to ourselves and others."

Mentoring, through the lens of the "**Connect**" Touchstone, was a central theme for all three women - both being a mentor and having mentors throughout their career journey. Nomi felt very strongly that it is vital for more seasoned industry veterans to reach back and share their experiences with those just starting their careers, and the reverse is equally important. "For our industry to be successful, I think we need a constant mix of employees who know our history, and who have our battle scars, and others who are new to the industry who bring fresh perspective and starkly new ways to approach our work." She also felt that networking is more than a means for employment - it is "your own collection of resources who you can tap for advice and feedback along the way."

Jennifer added that mentoring is a "triple win," benefitting the mentee, the mentor, and the organization. "These relationships often create diagonal pathways through the organization...so great talent gets to shine in a whole new sphere of influence. Strong mentee/mentor relationships can create networks of talented people who know one another and understand and appreciate a variety of functions beyond their own silos." Kathleen paid tribute to her mentors, powerful women in cable like Judy Girard and Brooke Johnson, who provided her with invaluable experiences and helped her develop her own leadership skills.

Having a personal vision, listening to others and communicating clearly and succinctly were additional common themes for each of these remarkable women. To read their complete interviews, visit the Public Discussions area of [WICT Connects](#).

WICT recognizes Turner Broadcasting System, Inc., as the Premier Sponsor of the 2011 WICT Touchstones Luncheon.



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WICT President & CEO Named to FCC Diversity Committee

The Federal Communications Commission (FCC) has reconstituted its Diversity Committee, which had been dormant for some time. **Maria E. Brennan**, CAE, WICT President & CEO, was tapped to join the committee, which will focus on "lowering barriers to entry for historically disadvantaged men and women, exploring ways to ensure universal access to and adoption of broadband and creating an environment that enables employment of a diverse workforce within the telecommunications and related industries." The chair of the committee is Henry Rivera, Vice Chairman, Emma Bowen Foundation for Minority Interests in Media. Other members of the committee include Jessica Gonzales of The National Hispanic Media Coalition; Karen Narasaki of Asian American Justice Center; and Jim Winston of the National Association of Black Owned Broadcasters.

The committee's first meeting will take place in Washington, DC, on December 6.

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WICT PAR/NAMIC AIM Survey Results & Best Companies for Women in Cable



THE NAMIC AIM

The results of the PAR Initiative Survey are in, and while it is clear that the cable industry is making progress with regard to gender and ethnic diversity, there are certain areas where more work is still required. The survey, funded through a grant from the Walter Kaitz Foundation and with the support of WICT's chapters, was conducted by the Society for Human Resource Management in collaboration with the National Association for Multi-ethnicity in Communications AIM (Advancement Investment Measurement) Survey. In all, 25 companies participated, representing 54% of the overall cable work force.

The findings of the WICT PAR Initiative and the NAMIC AIM Survey were discussed during a Diversity Town Hall meeting at the WICT Leadership Conference. (Town Hall panelists pictured below, along with moderator, Suzanne Malveaux, Kathy Johnson and Maria Brennan.)



Pictured, l-r: David L. Cohen, Executive Vice President, Comcast Corporation; Jacqueline Hernández, COO, Telemundo; Kelly Regal, Executive Vice President, Turner Broadcasting System, Inc.; Adria Alpert Romm, SEVP, Human Resources, Discovery Communications; Kathy Johnson, former President, NAMIC; Maria E. Brennan, WICT President & CEO; Suzanne Malveaux, Moderator/Anchor, CNN; Rob Marcus, President & COO, Time Warner Cable; Mae Douglas, EVP & Chief People Officer, Cox Communications; Chris Powell, EVP, Human Resources, Scripps Networks Interactive.

According to WICT's survey data, women in the cable industry represented:

- 43% of full-time employees, a 7% increase from 2009 findings;
- 30% of the executive ranks, the highest percentage reported since the WICT PAR Initiative began; and
- 30% of the top 10% highest paid employees.

For the first time, the PAR Survey asked companies to submit statistics on their boards of directors. The results show that this is an area where cable shines when compared to the Fortune 500, as women account for 20% of

cable's board members versus the Fortune 500's 16%.

After each survey is conducted, one distinguished Operator and Programmer are recognized as highest achiever among the Best Companies for Women in Cable. This year, **Time Warner Cable** achieved the position of Top Operator, and **NBCUniversal** attained Top Programmer.

Top-five positions for MSOs and Programmers are as follows:

- The 2011 Best Operators for Women in Cable are **Time Warner Cable; Cox Communications, Inc.; Comcast; Bright House Networks;** and **Suddenlink Communications.**
- The 2011 Best Programmers for Women in Cable are **NBCUniversal; Turner Broadcasting System, Inc.; Scripps Networks Interactive; Discovery Communications;** and **ESPN.**

To download a PDF of the Executive Summary, which contains data collected by both WICT and NAMIC, [click here](#).

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Scripps Hosts Regional Diversity Summit



Scripps Networks Interactive, in collaboration with the Knoxville Area Urban League and the Knoxville Chamber, recently hosted the region's first Diversity Summit. Both WICT and the Walter Kaitz Foundation were represented at this event.

The event was kicked off by **Ken Lowe**, Scripps Networks Interactive's chairman, president and chief executive officer. Lowe told that audience that diversity was at the top of the list of core values from its founding as HGTV. He further said, "Diversity is not only the right thing to do, it makes good business sense."

The summit featured a keynote address by DiversityInc co-founder **Luke Visconti**, who then moderated a panel discussion. HGTV President **Jim Samples**, who chairs the company's internal diversity council, participated in the panel. Samples said that the biggest impact for HGTV's internal diversity efforts was "asking if we are reflecting the audience we want to reach."

Another panelist, **Rufus Smith**, US Department of Energy, Diversity Programs & Employee Concerns Manager, emphasized the importance of measurement to diversity progress, saying "what gets measured gets done."

The summit will be part of a Diversity Champions Report that will be published in early 2012. It will highlight and raise awareness of economic inclusion and its impact on the region, and generate best practices to address inclusion in the workplace.

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