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***Xerox CEO Ursula Burns to Keynote the WICT Leadership Conference***



WICT is pleased to announce that **Ursula Burns**, chairman & CEO of Xerox Corporation, will deliver a keynote speech on October 4 to open the second day of the WICT Leadership Conference (October 3-4) in New York City.

Ursula Burns first joined Xerox in 1980 as a mechanical engineering intern and climbed the ranks of the company, continuously expanding her leadership role along the way. She was named chief executive officer in July 2009 and assumed the role of chairman of the company on May 20, 2010.

THE WICT 2011  
**LEADERSHIP  
 CONFERENCE**



The WICT Leadership Conference is the preeminent leadership experience for the cable industry. Through inspiring keynote sessions, innovative workshops and interfacing with industry colleagues, attendees will be immersed in leadership activities that will help to impact their bottom line. Registration includes attendance at the WICT Touchstones Luncheon on October 3, where WICT will recognize the 2011 *Woman of the Year* and *Woman to Watch*. Don't miss your one chance per year to join in as WICT convenes its critical masses for this invaluable educational experience.

**Preliminary schedule now online -  
[CLICK HERE TO REGISTER ONLINE TODAY!](#)**

Make your reservation directly with the Hilton New York (1335 Avenue of the Americas) by September 9, 2011, to guarantee the WICT room rate. Reserve your room easily [online](#) or by calling 212.586.7000 and request the group rate for "Diversity Week 2011" when making your reservation.

WICT recognizes the following sponsors  
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### ***Tables & Tickets Still Available for WICT Signature Luncheon***

The WICT Signature Luncheon is the premier industry event where distinguished leaders come together to recognize the year's inspiring achievements in support of women in the cable industry.

This year the luncheon will be held in conjunction with The Cable Show 2011, on **Tuesday, June 14**, at McCormick Place in Chicago, IL. At this year's event WICT will honor three outstanding examples of original cable programming that depict women in multidimensional and authentic roles with the *Signature Accolade* awards. Maria Bartiromo will be the featured speaker - a highlight of the opening day of NCTA's Cable Show. Bartiromo is the Emmy Award-winning anchor of CNBC's "Closing Bell with Maria Bartiromo," and serves as anchor and managing editor of the nationally syndicated "Wall Street Journal Report with Maria Bartiromo."




**June 14, 2011**  
**Chicago, IL - McCormick Place**  
 Click here to reserve your tables & tickets today!  
 For more info, visit [wictsignatureluncheon.com](http://wictsignatureluncheon.com)

Interested companies may reserve their space at the 2011 Signature Luncheon as a Gold, Silver or Bronze Table Sponsor. Individuals may now purchase tickets as well. Last year's luncheon sold out quickly - [download your reservation form](#) today!



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 WICT SIGNATURE LUNCHEON

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### ***Free 3-Part Webinar Series, "Beyond the Water Cooler," Begins May 17***

On May 17, WICT will deliver the first session in a three-part webinar

series called, "**Beyond the Water Cooler - Building Blocks for the Smart Professional.**" This series is designed to help WICT members develop the behind-the-scenes skills crucial to success in the industry. You won't want to miss the opportunity to hear the line-up of seasoned professionals provide a unique perspective on the tactics they have learned throughout their careers. Webinar topics will include organizational politics, building influence at any level, and mentoring. Each session has been specifically created to facilitate developing a more rounded skill-set.

With that in mind, mark your calendars for **May 17 from 1:00 - 2:00 pm (Eastern)** for the first in the series, which will be a panel discussion entitled, "**Winning at Politics.**" Wouldn't it be nice if politics could be confined only to those individuals who *choose* to be in the political arena? In corporate America, organizational politics are a daily battle - as are the outcomes of those battles that affect your future.

Moderator **Valerie Grubb** (President, [Val Grubb & Associates, Ltd.](#), former VP of Operations at NBC Universal, Oxygen Media and InterActive Corp), interviews **Julianne LaMarche**, President, Interactive, Trailer Park, and **Brigitte McCray**, Vice President, Programming, Planning & Strategy, Travel Channel. Join us for an extraordinary glimpse behind the scenes at how two industry leaders navigated organizational politics to not only survive, but thrive in a big way.

[Click here to read the description of the full series and register online today!](#)

Registration is limited for this upcoming session, and significant attendance is expected. Due to time constraints, limited questions will be answered during the live session. To ensure your question makes the queue, please submit in advance to Val Grubb at [vgrubb@valgrubbandassociates.com](mailto:vgrubb@valgrubbandassociates.com)

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### ***Chapter Spotlight: Mary Murano, Chapter Advisor to WICT NY Chapter***



For this issue's *Chapter Spotlight*, we spoke with **Mary Murano**, Executive Vice President, NBCUniversal. In addition to her duties as a Chapter Advisor to the WICT NY Chapter, Mary is also a member of the national Board of Directors.

#### **What does leadership mean to you?**

Leadership is the ability to guide and inspire others to achieve common goals. Effectively connecting and communicating with your team are key to successful leadership.

I have found that creating a problem-solving environment that focuses on encouragement, rather than criticism, allows people to reach and

exceed their potential and deliver great results. Accessibility, transparency and dedication to constant learning and personal growth are also essential qualities to being a good leader. The best leadership training is being on the job with an incredible role model. I was lucky enough to have this experience working for Gerry Laybourne at Oxygen.

**How has your involvement in WICT contributed to your growth as a leader?** Joining WICT has been an extremely positive experience for me. There are so many outstanding women in this industry, and I have met many of them through WICT. The honesty, openness and willingness of WICT members to share their own business and personal experiences, both good and bad, has helped guide me in dealing with some challenging situations and helped me grow as a leader.

**Did you have a professional mentor during the early stages of your career?** I have had several mentors throughout my career - a few formal mentors, but many more informal ones. As I've furthered my career, these extremely generous women and men have inspired me to make the time to give back and mentor, both formally and informally, in return.

**What attracted you to the cable telecommunications industry as a potential career and what about it has kept you involved and engaged?** I was always interested in television, and cable seemed like a good way to break into the industry. But it has been the professional growth opportunity that the industry has provided that has kept me here.

**What advice would you share with someone who is entering the industry today?** Be inquisitive. Don't be afraid to ask questions or to ask for help when you need it. Nobody has all the answers and a good leader will appreciate that questions lead to better problem solving and better results for the company.

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### ***BMLI Application Deadline: May 13, 2011***



WICT is now accepting applications for the Betsy Magness Leadership Institute, Classes XXIV and XXV. The online application will close at noon (Eastern) on **Friday, May 13**.

The Betsy Magness Leadership Institute, or BMLI, has been sponsored by WE tv since 2002, and serves as the gold standard in leadership development programs geared specifically toward training senior-level women in the cable telecommunications industry. Accepted participants are immersed in an educational program emphasizing core leadership skills which include honing negotiation tactics, driving and implementing change, communication effectiveness and organizational influence, creating engagement, driving results, and executing organizational vision among other key

competencies.

More than 580 women have graduated from BMLI and continue to be actively involved in transforming their companies and the industry at the executive level. Collegially referring to themselves as "Betsys," these grads comprise the upper echelon of female leaders in the cable telecommunication industry. The next class will begin in September 2011, and WICT looks forward to working with future participants.

Learn more about the program and submit your application online at [www.wictbml.org](http://www.wictbml.org)

WICT recognizes WE tv - the Premier Sponsor of the Betsy Magness Leadership Institute since 2002



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### ***2011 Rising Leaders Announced***

WICT recently announced the 120 designees of its 2011 Rising Leaders Program (RLP), which is comprised of emerging industry talent who have demonstrated leadership potential within their companies.

A grant from the Walter Kaitz Foundation, including eight full scholarships, has enabled the Rising Leaders Program to double the number of applicants selected this year, expanding from two classes to four. Nearly 250 women applied for the 120 available slots.

WICT's Rising Leaders immerse themselves in an intensive week-long program. The training includes in-depth instruction on leadership analysis, high-performing affinity groups, cable telecommunications business acumen, and strategic communications development. [Click here](#) to view the complete list of Rising Leaders and their bios.

In addition to the support from the Walter Kaitz Foundation,



WICT recognizes the sponsors of the 2011 Rising Leaders Program:

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***WICT & NAMIC Collaborate on Industry Diversity Survey; Deadline for Participation is May 9, 2011***

WICT and the National Association for Multi-Ethnicity in Communications (NAMIC) will partner on joint employment research vital to the advancement of ethnic and gender diversity in the cable industry. Conducted by the Society for Human Resource Management (SHRM), with funding provided by the Walter Kaitz Foundation, this first-ever fully merged questionnaire is a direct response to the industry's call for a streamlined process. The survey will have 70% fewer questions than in previous survey vehicles, providing a more user-friendly and simplified experience for respondents.



This comprehensive exploration of diversity in the cable industry will ultimately benefit WICT members by continuing to build the case that diversity makes good business sense, as research shows it directly affects a company's bottom line.

The deadline for participation in the survey is **May 9, 2011**. Survey results will be presented by WICT and NAMIC during a Town Hall Meeting scheduled for October 4, 2011, in New York, NY, as part of Cable Diversity Week.

For more information about this year's survey or to download past research, [visit the WICT website](#).

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### ***Welcome New WICT Members and Thanks to 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 recruiters who are helping to expand our network.

Do you think you have what it takes to be a member recruiter? Learn ways you can help grow membership - find out how to participate [here](#).

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