



July 2011

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WICT Leadership Conference and Touchstones Luncheon, October 3-4



The WICT Leadership Conference is the preeminent conference for educating women in the industry. Participants will be immersed in leadership activities that will help to impact their bottom line. Don't miss your one chance per year to join in as WICT convenes its

critical masses for this invaluable educational experience.

Registration includes attendance at [The WICT Touchstones Luncheon](#) on October 3, where WICT will present the 2011 **Woman of the Year** and **Woman to Watch** awards.

To view the preliminary conference agenda and to register online, visit the [WICT website](#).

Fellowships

As in past years, WICT is proud to offer three fellowships to attend the 2011 WICT Leadership Conference. The **June Travis, Cheryl Greene** and **Lucille Larkin Fellowships** were created to provide opportunities for deserving candidates to participate in a national event. To be considered, interested individuals must complete the [online application](#) by **Friday, August 5, at 5:00 pm (Eastern)**. Additional information on the application requirements can be found on the [WICT website](#).

Accommodations

Make your reservation directly with the Hilton New York 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
of the 2011 WICT Leadership Conference

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Nominations Deadline for 2011 Woman of the Year and Woman to Watch is This Friday, July 22

Two of the organization's highest honors, the 2011 **Woman of the Year** and **Woman to Watch** awards will be presented at the [WICT Touchstones Luncheon](#), October 3, in New York during the WICT Leadership Conference, held in conjunction with the cable industry's Diversity Week. The deadline for nominations is **Friday, July 22 at 5:00 pm (Eastern)**.

The **Woman of the Year** award is bestowed upon a woman in cable media who has made increasingly significant contributions to her own company and the overall cable telecommunications industry throughout her career. She has achieved a top position in the industry and shows great resolve to help others along their path.

The **Woman to Watch** award is presented to a woman in cable who shows tremendous promise for transforming the industry through her professional accomplishments. She has already demonstrated exemplary leadership skills as well as a strong dedication to the industry and her organization.

An independent awards committee comprised of industry leaders and WICT Board members will review all nominations and select final winners. For more information on the Woman of the Year and Woman to Watch criteria and to submit nominations, visit www.wict.org.

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



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Women in Technology Award Nominations Due July 29

WICT, the Society of Cable Telecommunications Engineers (SCTE), and *Communications Technology Magazine* are pleased to

announce that nominations are now being accepted for the prestigious 2011 Women in Technology Award. The nominations deadline is **Friday, July 29**.

Created in 1995 and sponsored by Bright House Networks, the award acknowledges the achievements of an outstanding woman in technology who has demonstrated significant personal and professional growth, and has contributed to the advancement of the cable telecommunications industry.

For more information about the Women in Technology award, [click here](#).

Questions should be directed to:

- Parthavi Das at 703-234-9803 or pdas@wict.org
- Debra Baker at 301-354-1795 or dbaker@accessintel.com
- Bernadette Vernon at 610-594-7313 or bvernon@scte.org

WICT recognizes Bright House Networks as the Presenting Sponsor of the Women in Technology Award



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BMLI Classes 24 & 25 Announced



Please join WICT in congratulating the members of Classes 24 and 25 (XXIV and XXV) of the 2011-2012 Betsy Magness Leadership Institute (BMLI), who were officially announced this week. BMLI is recognized as the flagship leadership development program for executive women in the cable and telecommunications industry, with nearly 600 graduates having completed the program.

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



[Click here](#) for an overview of the Betsy Magness Leadership Institute. To view a list of the members of Class 24, [click here](#); to view Class 25, [click here](#).

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Chapter Spotlight: 2009 & 2010 Chapter of the Year, WICT New England

For this edition of the **Chapter Spotlight**, we asked the WICT New England Chapter to share the story of their success, which led to them being honored as Chapter of the Year for two years in a row.



"To repeat success at any endeavor takes a clear strategy, teamwork and a keen focus on what needs to be done." - **Jennifer Kirkwood**, 2010 WICT New England Chapter President

What would you highlight as being key to achieving chapter of the year?

Our great board members and volunteers are the key. Drawing experience from diverse companies and roles helps us provide opportunities for individual development. As they can see value in their membership, it inspires them to encourage others to become involved members driving our continuous growth. Beyond the people, using the Model Chapter Business Plan as the core planning tool helps to ensure our board has a clear mission and direction throughout the year.

What makes WICT stand out when it comes to delivering benefits to members on a local level?

The answer is two-fold. It's WICT's understanding of the industry and the role of women within it. Although there are other "women" groups, WICT is unique in that it understands both the issues related to women in the workplace generally, and women in the cable industry specifically. It is also the support of our member companies, as we have senior leaders who advocate for the organization unquestioningly talking up the benefits of our organization and our programs. Executive management, BMLI graduates, and member involvement all make our Chapter stand out at the local level. When you compare us to the local chapters of other industry organizations, we definitely rise above the rest in terms of member passion, pride and involvement.

What do you think it takes to win Chapter of the Year two years in a row?

"Working together as a team towards this goal; including strong leadership and active participation by all." - **Marcia Keegan**, 2009 & 2010 WICT New England Chapter Advisor

"Engage, Connect & Appreciate! Members, board members and supporters will help you and your chapter attain success." - **Nichole Chapais**, 2010 & 2011 WICT New England Chapter Vice President

"Successfully reaching consecutive 'wins' as 'WICT chapter of the year' takes a transition of leadership that does not miss a beat - it also requires smart, self-aware and patient leaders who understand at a very deep level that managing a volunteer group is infinitely more difficult than managing in a formal organizational setting." -

Carolyn Slocombe, Ph.D., 2010 & 2011 WICT New England Chapter Advocacy Director

The Chapter has more great advice to share. To view the complete article, log in to [WICT Connects](#) and look for "**Chapter Spotlight: WICT New England**" in the Public Discussions.

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WICT President & CEO Delivers Remarks to Healthy MEDIA Commission



Photo courtesy of Girl Scouts of the USA.

Last week, the **Healthy MEDIA Commission** convened its first meeting at NCTA headquarters in Washington, DC. The Commission is comprised of media leaders and subject matter experts, with a goal of creating implementable ideas and recommendations for promoting positive media images of women and girls. The co-chairs of the Commission are **Geena Davis**, Academy-Award-winning actor and founder of the Geena Davis Institute on Gender in Media, and **Deborah Taylor Tate**, former FCC Commissioner. The primary partners of the Commission are Girl Scouts of the USA, NCTA, The Geena Davis Institute, NAB, and The Creative Coalition.

WICT's President & CEO **Maria Brennan** serves on the Commission, as do WICT Board members **Salaam Coleman Smith**, President of The Style Network, and **Ellen East**, Chief Communications Officer of Time Warner Cable. Maria Brennan was one of the featured speakers during last week's inaugural meeting. She addressed the topic of how to develop more women in media with leadership and decision-making responsibility, focusing on WICT's proven track record of success in her remarks.

The Healthy MEDIA Commission will meet periodically over the next year before releasing its findings next October.

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What's Hot on WICT Connects: Southeast

Chapter Live Streamed Event

The WICT Southeast Chapter hosted an event for Executive Members on June 29, 2011, in Atlanta. During the live streamed event, key industry executives shared their take on the state of the industry and technology, and discussed how to stay relevant during these competitive and changing times.

Look for the recording in the Public Discussions area of [WICT Connects](#), and join the conversation to continue the learning experience!



Chapter Leaders: During the July Marketing & Communications conference call, the WICT Southeast team shared the strategy behind the marketing of this event, which quickly sold out. To obtain a link to the audio of the call, which was recorded on Friday, July 15, please email marketing@wict.org

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Free Webinar Series Continues in October with "Why Mentors Matter and How to Find Them"

WICT's series of free webinars, "**Beyond the Water Cooler**," will continue in October with the next session, "Searching for Yoda - Why Mentors Matter and How to Find Them." In this professional development session, executive recruiter and career coach **Ann Carlsen** will discuss mentorship, the not-so-secret ingredient in most successful careers. Join her for a lively look at why everyone needs a mentor and how to cultivate and sustain a mentoring relationship, recruit sponsors, and mentor others.

Topics to be discussed include:

- Why mentoring matters
- What to look for in a mentor/coach
- How to structure and sustain a productive mentoring relationship
- The difference between mentors and sponsors
- The importance of sponsorship in addition to mentoring

[Click here to register today for this free webinar!](#)

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Help Us Keep You Informed

To make certain you're receiving all the benefits of WICT membership you're entitled to, please take a moment to verify and update your profile information. This will help ensure that you receive

timely tools and resources tailored specifically for this stage of your career journey.

Three Easy Steps to Update Your Profile Online:

1. Go to www.wict.org and click on the "Log In" button near the upper right of the screen
2. Enter your email address and password under "Current Members," and click the log in button
3. To the right of photo on the next page that appears, click the "Edit Profile" button under "Members Only"

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Welcome New Members and Thank You to Member Recruiters

WICT would like to send a warm welcome to our newest members! Check out the complete listing of new members on our [website](#). Plus, [click here](#) to see the hard-working recruiters who have enrolled new members this year.

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