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News from WICT Global



We are delighted to share that our first-ever public service announcement (PSA) received \$8.7 million in donated airplay from our partner companies, exceeding their initial commitment by \$2.5 million.

Created to honor WICT's 40th anniversary, we teamed up with some of the nation's largest broadband and entertainment providers to launch the #LeadWithMore PSA and associated campaign. Designed to celebrate careers for women in the media and technology industries, the PSA highlights the importance of diversity and inclusion in the workplace.

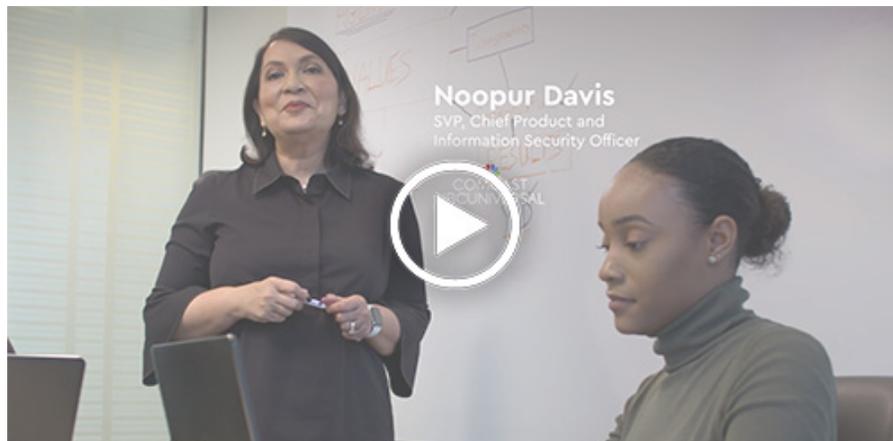
We unveiled the clip and the #LeadWithMore campaign at the National Press Club in Washington, DC, in March.

We are grateful to our partners **Comcast NBCUniversal, Cox Communications, Discovery, Inc., Spectrum** and **WarnerMedia**, who initially pledged to provide a total of \$6.2 million in donated airplay. As of December, they have contributed an incredible \$8.7 million in PSA inventory and social media support.

We can't think of a better way to cap off our milestone 40th anniversary!

We thank all of our partners for their generous support, especially our friends at Cox for their tremendous expertise in producing the PSA. We will continue to champion the importance of diversity and inclusion and look forward to collaborating with our partners on future public service announcements.

Click the screenshot below to watch the PSA.



New Online Learning Modules

We are pleased to share two new distance learning opportunities available to WICT members through our online library.

Thanks to the support of the **Walter Kaitz Foundation**, we now offer online courses based on two crowd-favorite general sessions from the 2019 WICT Leadership Conference: *Pearls of Wisdom: The Journey*, and *Contagious Content* with Wharton professor Jonah Berger. Both sessions were recorded at the conference and have been developed into interactive learning modules, complete with transcripts and links to additional resources.

WICT members can access these online courses, as well as a number of learning modules from previous conferences, by logging into our [online learning library](#).

Pearls of Wisdom: The Journey

A highlight of the WICT Leadership Conference, this illuminating capstone session is designed after the famed TED Talks. Each year, WICT brings together exceptional and influential thought leaders from all walks of life to impart their wisdom in several mini-

keynotes. Each speaker will take you on a personal journey of self-discovery as you follow along in his or her footsteps. Their inspiring and powerful journeys will leave you energized, encouraged and ready to forge your future.



Speakers:

- **Sameer Deen**, Chief Digital Officer, Univision Communications Inc.
- **Gloria Feldt**, Co-Founder & President, Take the Lead
- **Shannon Lee**, Producer, HBO; President, Bruce Lee Foundation
- **Phumzile Mlambo-Ngcuka**, UN Under-Secretary-General and Executive Director of UN Women, United Nations
- **Wasfia Nazreen**, National Geographic Explorer & Adventurer
- **HRH Princess Beatrice of York**, VP, Partnerships & Strategy, Afiniti

Contagious Content: The Value of Going Viral

Do you ever wonder why some trends last while others fade away? We often think of traditional advertising methods -- social media, TV, print, and the like -- as the only way to catapult a product's popularity. But it turns out word-of-mouth transmission is actually ten times more effective. Join sought-after marketing guru **Jonah Berger**, Wharton professor and author of *Contagious - Why Things Catch On*, as he combines groundbreaking research with popular stories to fuel your marketing campaign so that it catches fire.





Educational Opportunities



Leading with Power and Authenticity

April 1-3, 2020 | Savannah, GA

[Learn more & register today - seats will fill quickly!](#)

As leaders take on roles of greater influence within their organizations, authenticity and the ability to inspire trust among colleagues is critical to success.

Over this two-and-a-half day program, participants learn and practice strategies to build relationships in business, manage differences among peers, and tap into their power so they can lead with vision and clarity. This program is unique in that the power of the leader is assumed to be based on authenticity.

With greater clarity of core values and strengths, leaders increase their impact, inspiring themselves and others to contribute their greatest gifts. Through lecture, group exercises, peer feedback, and deeply personal reflection, participants increase self-awareness of their priorities and unique abilities.

On the final day, participants bring all elements together as they develop a tailored action plan.

Program outcomes include:

- Identify core values and patterns of success to align with working style.
- Align priorities, values and work behaviors.
- Integrate tools for self-care and work/life integration into routines.
- Build a strong support system for professional and personal resiliency.
- Incorporate new awareness into a leadership development plan.

To view facilitator **Elaine Yarbrough's** bio, [click here](#).

To view facilitator **Lindsay Burr's** bio, [click here](#).

[Register now!](#)



Applications Are Now Being Accepted for BMLI Classes 42 and 43

**HR Approval Forms Due Wednesday, February 5;
Completed Applications Due Wednesday, February 19**

[Learn more and apply today](#)

Named in honor of Betsy Magness, who played an instrumental role in building TCI into one of the most prominent and influential telecommunications companies in the industry, BMLI serves as the gold standard in leadership development programs. This year, we celebrated the program's 25th anniversary.

BMLI is produced in conjunction with renowned content leaders at the Center for Creative Leadership. Accepted participants are immersed in an educational program that emphasizes core leadership skills, including driving and implementing change, communicating effectively, navigating career challenges, creating engagement, driving results, and executing organizational vision.

Since its inception in 1994, more than 1,000 women have graduated from the program. The alumnae comprise the upper echelon of women leaders in media, and they continue to be actively involved in transforming their companies and the industry at the executive level.

The Institute's Founding

Established by WICT in 1994 with a generous grant from TCI's Bob Magness and J.C. Sparkman, the Betsy Magness Leadership Institute is named in honor of one of the industry's most charismatic leaders, a cable pioneer who combined business acumen with compassion. Betsy Magness was instrumental in transforming TCI, later AT&T Broadband and Internet Services, and now Comcast NBCUniversal, into one of the nation's most prominent and influential media companies.

**WICT recognizes the sponsors of the
Betsy Magness Leadership Institute**

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Membership Renewal Season

Save Time & Renew Online

Update Your Contact Information to Stay Engaged

Now is the perfect time to make sure we have your most up-to-date contact information so we can help you make the most of the resources you receive as a member.

Three Easy Steps to Renew or Update Your Information:

1. Go to www.wict.org and click on the "Login" button near the upper right of the screen.
2. On the login page, enter your email address and password where indicated. If you've forgotten your password, use the reset link to start the process of selecting a new one.
3. Once logged in, the site will welcome you by name.

If your membership is up for renewal, you will see a red "Renew Now" button. Click it and complete the online form to renew your membership.

To review your profile, click the "Member Tools" dropdown and select "Change Contact Information." Make any necessary updates and click "save" to submit your newly updated information. That's it!

WICT gratefully acknowledges CommScope as the Exclusive Sponsor of the WICT Pulse



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