



NOW. MORE THAN EVER. WOMEN SHINE.

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### **NEWS FROM WICT GLOBAL**

#### **WICT Launches #LeadWithMore PSA Campaign**

To commemorate WICT's 40th Anniversary, we are thrilled to showcase our first-ever Public Service Announcement (PSA), which encourages women to consider our industry as a strong career path. WICT's PSA is not just about WICT celebrating its 40th birthday—it is about demonstrating that women and girls should aspire to fulfill their dreams and realize their full potential in an industry that:

- Measures its diversity.
- Disseminates best practices.
- And ultimately works together to move the needle closer and closer to equality.

As WICT President & CEO **Maria E. Brennan, CAE**, stated during the press conference announcing the campaign on March 4, "There are not many companies - or even industries

- that can make that claim. But we're not like most. That's why, for 40 years, WICT and the industry we serve has thrived. Because we LEAD WITH MORE."

In addition to a social media effort supported by WICT chapters, stakeholders and partner organizations, the PSA sponsors **Comcast NBCUniversal, Cox, Discovery, Spectrum** and **Turner**, altogether committed a combined \$6.2 million in airplay prior to the launch of the PSA.

The current PSA campaign will run through June 4.

You can view the 30-second PSA and photos from the press conference, along with various facts and statistics supporting the business case for gender diversity and inclusion, on our website's [Diversity Facts](#) page.



*Nearly Sold Out*

### **Salute WICT's 40th Anniversary at the 2019 Signature Luncheon**

In the spring of 1979, a small group of forward-thinking women came together to found WICT--an organization dedicated to creating women leaders in the cable industry. Today, WICT is a global organization with over 10,500 members that commissions original gender research, provides some of the most sought-after educational experiences, and convenes leaders to help shape the future of our industry.

To commemorate WICT's 40th anniversary, we will hold a very special Signature Luncheon, designed to honor the past, celebrate the present, and imagine the future of WICT and the industry we represent.

The 2019 [Signature Luncheon](#) will take place at **The Plaza Hotel New York** on **Thursday, May 2 at 12:00 pm (Eastern)**, and will precede the Cable Hall of Fame dinner later that evening. Join us as we celebrate this milestone in WICT's history.

[Tables and tickets](#) are nearly sold out - [reach out today](#) to secure your place at the event.

Check out other [sponsorship opportunities](#) or contact WICT's Business Development team for more information. We hope to see you in New York this May.

Cindy Key | [ckey@wict.org](mailto:ckey@wict.org) | 202-827-4780

Lesa Faris | [lfaris@wict.org](mailto:lfaris@wict.org) | 202-827-4779

**WICT gratefully acknowledges the sponsors  
of the 2019 Signature Luncheon**

PREMIER



RUBY



CHAMPION



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### **Did You Receive a Renewal Invoice?**

#### ***Save Time & Renew Online Before the March 31 Deadline***

If you received a paper reminder by regular mail, it's time to renew your membership for 2019. You can complete the form and return it by mail or fax with your payment, or you can visit our website and renew online.

Follow these simple steps:

- Go to [www.wict.org](http://www.wict.org) and click on the "Login" button near the upper right of the screen.
- On the login page, enter your email address and password so the site will know who you are.
- When the red "Renew Now" button appears in the top right corner, click it to begin the renewal process.

After submitting payment online, look for an email confirming your transaction. That's it - you're all set for another year of networking and leadership development!

If you have any questions, please contact Member Services by phone at 202-827-4794 or by email at [membership@wict.org](mailto:membership@wict.org).

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## 2019 WICT PAR Survey Submissions Due Friday, March 15

Data collection for the 2019 WICT PAR/NAMIC AIM survey is underway. To learn more about how your organization can participate, tune into the informational webinar linked [here](#). The slides from the webinar are also available for download [here](#).

Survey data is due to Mercer, our third-party expert in global human capital, by March 15. Learn more about PAR and this year's survey on our [website](#).

EDUCATIONAL OPPORTUNITIES



## Registration Open for the 2019 WICT Leadership Conference

September 16-17, 2019 | Marriott Marquis | New York, NY

The [WICT Leadership Conference](#) is the preeminent leadership and professional development opportunity for media professionals at all career levels. Through inspiring keynote speakers and innovative concurrent sessions covering a variety of topics, as well as connecting with industry colleagues, each attendee is immersed in leadership activities designed to help impact their career and their company's bottom line.

Registration includes attendance at the **WICT Touchstones Luncheon** on Monday, September 16. During the luncheon, WICT will recognize our 2019 *Women of the Year* and *Women to Watch* honorees.

### Accommodations

The Diversity Week room-block is now open.

All sessions will take place at the Marriott Marquis in Times Square, 1535 Broadway, New York, NY 10036. The Diversity Week room rates, starting at \$430/night, plus applicable taxes, are available while supplies last.

Reserve your room directly [online](#) or by calling 877-303-0104 and asking for the Diversity Week room block.

**[Register now for the 2019 WICT Leadership Conference](#)**

**WICT gratefully acknowledges the sponsors of the  
2019 WICT Leadership Conference**

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## Only a Few Seats Available for EDS: Leading with Power and Authenticity

April 3-5, 2019 | Savannah, GA

[Learn more & register today - limited seats remain!](#)

As a leader takes on roles of greater influence within her organization, her credibility and ability to inspire trust among colleagues is critical to her success.

**Leading with Power and Authenticity**, part of WICT's **Executive Development Series**, was developed to help executives explore the idea that their power within an organization is directly correlated with their authenticity. With greater clarity of core values and strengths, leaders can increase their impact, inspiring themselves and others to contribute their greatest gifts.

During this two-and-a-half day program, you will learn and practice strategies to build relationships in business, manage differences among peers, and tap into your own power so you can lead with vision and clarity.

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 tailored to your unique needs as an individual.

Learn more about our facilitators, [Elaine Yarbrough](#) and [Lindsay Burr](#).

Seats are limited to maintain a more intimate class size, so we invite you to complete your [online registration](#) as soon as possible to ensure you have a spot in Savannah.

[Register now!](#)

WICT SHINES ONLINE

### Exciting New Additions to Online Learning Library

We are pleased to share two new online learning opportunities available through WICT Connects, our online community for members only.

Thanks to the support of the **Walter Kaitz Foundation**, we have prepared online courses based on the *Beyond the Hashtags* panel discussion, and Matt Abrahams' *Win the Room* general session on making yourself a better communicator. Both sessions were recorded at the 2018 WICT Leadership Conference and have been developed into interactive learning modules, complete with transcripts and access to additional resources.

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## Beyond the Hashtags -- Creating a New Normal



The #MeToo and #TimesUp movements awakened a sleeping giant and ignited a global campaign on the obstacles--both blatant and unconscious--women encounter routinely in their professional lives. More than a year since the most visible outcry began, the movement continues to galvanize both women and men who seek solutions to collectively strive for awareness and equity. So, what's next?

*Beyond the Hashtags* brought together a panel of experts with moderator **Maria E. Brennan, CAE**, WICT President & CEO, to explore ideas, insights and strategies to shift the dialog from what *was* to what *can be*.

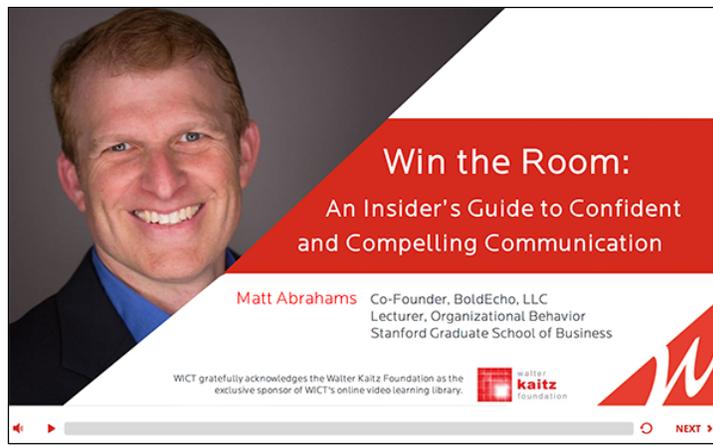
In this forward-facing discussion, panelists used their experiences to help move companies and their people from hardships and hurdles to education and resolutions as we look beyond the hashtags and step into a new normal.

### SPEAKERS:

- **Maria E. Brennan, CAE**, WICT President & CEO (moderator)
- **Susan Chira**, Senior Correspondent & Editor, Gender Issues, *The New York Times*
- **Fernanda Merodio**, Senior Director, Distribution, Hemisphere Media Group
- **Alyssa Milano**, Actor, Activist, Producer
- **Michelle Rice**, General Manager, TV One

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## Win the Room: An Insider's Guide to Confident & Compelling Communication



Audiences crave authentic, bold communication. All too often, however, public speakers come across as rigid and canned, failing to keep their audiences engaged. We've all been on the receiving end of a presentation gone awry and can spot the telltale signs of a disconnected audience: reduced eye contact, fidgeting, checking cell phones.

In this dynamic session, **Matt Abrahams** shared a number of proven concepts and practical tactics to help reduce anxiety and bolster your confidence, keeping your audience focused squarely on you and your message.

SPEAKER:

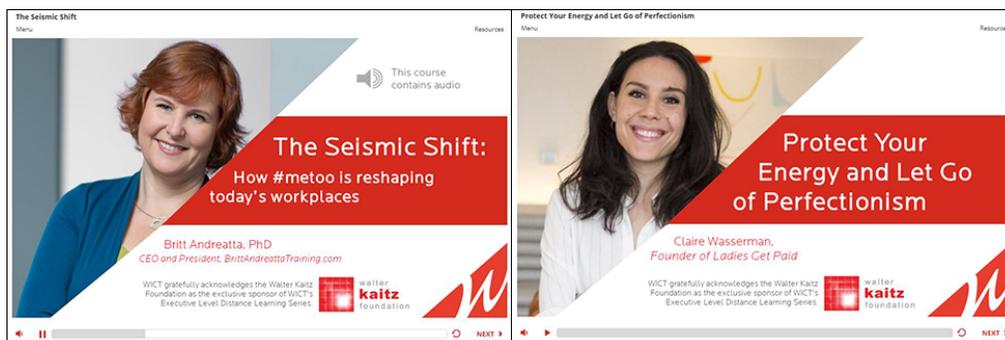
- **Matt Abrahams**, Lecturer, Organizational Behavior, Stanford Graduate School of Business; Co-Founder, BoldEcho LLC

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

As a special bonus, we have also posted video recordings of the *Profiles of Champions* and *Pearls of Wisdom* sessions, both taped live during the 2018 WICT Leadership Conference.

### New for Executive Members

Access re-mastered, interactive recordings of **The Seismic Shift** and **Protect Your Energy**, now complete with additional resources and transcripts. Log into the Executive Members group on [WICT Connects](#) to tune into these new versions.



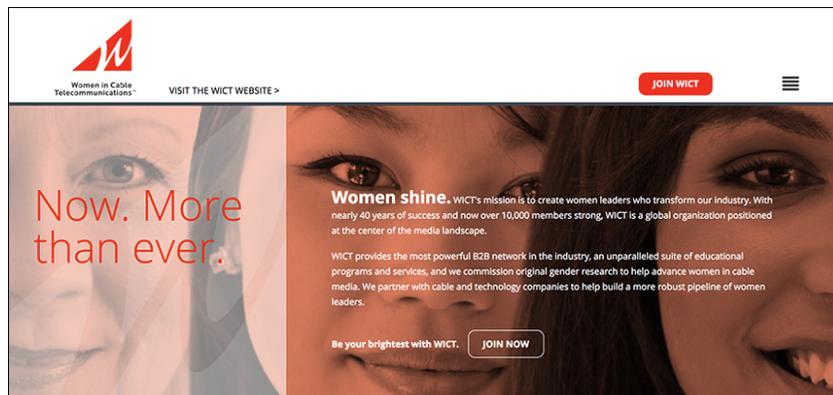
WICT gratefully acknowledges the Walter Kaitz Foundation  
as the Exclusive Sponsor of the Online Video Learning Library



## Help Your Colleagues Shine by Sharing [www.wictnow.org](http://www.wictnow.org)

As a member, you know that WICT provides the most powerful B2B network in the industry and an unparalleled suite of educational programs, services and volunteer experiences to further your development as a leader.

We've made it easier than ever for you to share WICT with your colleagues. Simply direct them to our newly-developed membership website, [www.wictnow.org](http://www.wictnow.org), available in both English and Spanish. We've distilled the details about WICT programs, the robust chapter network and membership levels into one, easy-to-navigate page.



We encourage you to share [www.wictnow.org](http://www.wictnow.org) with your peers so that they too can benefit from being part of the largest network dedicated to developing women leaders across cable media.

ADVOCACY & INDUSTRY RELATIONS



**Adaptive Spirit 2019**

**April 4-7, 2019 | Vail, CO**

Adaptive Spirit is a not-for-profit trade association that focuses on building business relationships and effective networking practices in the telecommunications industry. Each year, Adaptive Spirit hosts its Annual Event, and surplus funds from the event are directed to U.S. Paralympics Ski and Snowboard Team to benefit the remarkable athleticism and

competitive spirit of its athletes. Over \$17 million has been raised over the years, touching thousands of lives and giving the team the opportunity to remain one of the top adaptive ski teams in the world.

Visit [Adaptive Spirit](#) to learn more about this year's program and how you can support their efforts.

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helps women shine >

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