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**Four Questions with Aisha Thomas-Petit,
Chief Diversity, Equity, and Inclusion Officer, AMC Networks**



- 1. After a prolific career in HR management and the financial services sector, what makes you excited about transitioning to the media industry? What have you seen so far that sets the media industry apart from others?**

I am thrilled to be working at AMC Networks. In my previous roles, I was very much focused on making an impact on people practices and policy. At AMC Networks, I now have the ability to

help apply a more focused diversity, equity and inclusion (DEI) lens to content that is viewed by audiences around the world.

Media companies like AMC Networks excite me because they help shape the narrative around DEI in society like few other industries can. We're storytellers, and we have the responsibility to use our platforms to tell stories that reflect the full spectrum of everyone's lived experiences, making sure that audiences see themselves in the stories we produce and acquire, particularly those who have not traditionally been represented. That's certainly what sets media apart.

What also sets it apart is how ripe the industry is for change and for doing more in the DEI space. Both on screen and in the office, media has not always been the most diverse of places, but we're starting to see that change, especially as we emphasize the connection between what we seen on screen and who's behind the scenes working on it, something that is very much on our minds.

2. What are some of the lessons and skills from previous roles and industries that will apply to your work at AMC Networks? Have you spotted any successful or interesting practices unique to our industry yet? For example, have you seen industry-wide diversity groups like WICT and NAMIC in other industries, or is cable media unique in the attention it pays to diversity, equity and inclusion?

I come to AMC Networks with over 20 years of experience in developing human resources strategy and what makes me proud about that history is that at every step of the way, regardless of what organization I was in, the work I was doing always had DEI at the center. That's something critical I bring with me, the ability to organically infuse diversity, equity, and inclusion into all of our business practices instead of confining those efforts to separate programs and initiatives.

So far since joining AMC Networks, what's stood out to me is definitely organizations like WICT, NAMIC, and the Walter Kaitz Foundation, who have a long history of promoting diversity, equity and inclusion in media and entertainment specifically. That's not something that you see in every industry and something that those who work in media, and are members of these organizations, should take pride in.

3. Why is diversity, equity, and inclusion such an important business imperative to the media industry, specifically? What are some of the ways DEI can strengthen our industry as a whole?

Media companies and content creators can only benefit from embracing diversity, equity, and inclusion. DEI is a lever for growth and positive change that helps us reach audiences with greater authenticity and find new audiences who have never identified with what they've seen on screen before.

As consumer behaviors continue to shift along with demographics and cultural norms, being intentional when it comes to DEI will help content creators develop and produce material that meets that change. Owning and having control over diverse content and being able to leverage that content to attract and retain audiences is a huge asset for any media company.

For the industry more broadly, DEI is a source of strength because it helps ensure that everyone feels included in what we are doing and helps make sure that everyone's stories are being told.

4. AMC Networks is a strong supporter of diversity, both onscreen and off. In what ways will you lead the company to ensure that DEI efforts continue to be front and center? What are some things that make you most excited about leading DEI at AMC Networks?

In my role I am laser focused on leading our efforts in three strategic areas: 1) our talent and workplace practices – focusing on developing and strengthening diverse talent pipelines for hiring and promotions, as well as working with everyone to bolster a culture of inclusivity; 2) our content – ensuring that our stories and products are reflective of our diverse world, both in front of and behind the camera, and 3) establishing AMC Networks as a leader in the industry that demonstrates diversity's critical role as an imperative for success.

We have already established core action teams dedicated to each of these areas of focus that will be held accountable for keeping us on track and moving in the right direction.

The people in these taskforces and the people that make up the broader AMC Networks community – the level of passion they have for the work and for promoting DEI and their desire to do something markedly different than what's been done in the past – is what excites me most and we're only just getting started.