

The WICT
Network

Empowering Women
in Media, Entertainment and Technology

FREQUENTLY ASKED QUESTIONS

How should we write out the chapter name?

The WICT Network: [Chapter Name]. For example, WICT Southeast becomes The WICT Network: Southeast. Do not add the word “chapter” to the end of the name. “The” should always be capitalized as well.

Should I ever spell out Women in Cable Telecommunications?

No. Going forward, it should never be spelled out. The full name of the organization is The WICT Network.

Do we need to change the name on our bank accounts or other tax documents?

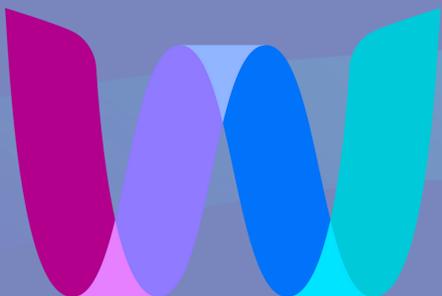
We recommend contacting your legal counsel and bank directly as each institution varies slightly, however, updating names on bank accounts, legal documents, etc. is not an urgent matter. In fact, because the new name still contains “WICT” within it, chapters can opt to use a DBA rather than go through a legal name change.

Should we change our website address and social media handles?

We’re still working on specifics here. In the meantime, you can use your new chapter logo on your profiles and websites, in addition to the other elements from the branding guidelines. You can also change the display name/title associated with your profile (but not necessarily the handle or username, yet).

Can we pull out the “W” or have the option to not use the tagline in select applications?

No - the tagline must always be used in conjunction with the logo. It cannot be split or separated.



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What can I use if the brand font (Gotham) is not available?

If you or your designer do not own a license to Gotham, [Raleway](#) (free from Google) is an acceptable alternative, especially for websites.

When are we expected to fully transition to the new branding and name?

We encourage chapters to use the new name and branding as soon as possible, but as of now, there is no set deadline. We are allowing for flexibility as we know full conversion will take time and resources. And The WICT Network's HQ will help chapters defray costs associated with our new identity. More on that soon!

Will there be any changes to the Touchstones of Leadership?

We do not have planned changes to the Touchstones of Leadership.

Are there any changes to who is currently allowed as a member/sponsor company of The WICT Network?

Not at this time. The membership team will keep you apprised of any developments related to membership eligibility.

Can our chapter invite The WICT Network's President & CEO, Maria E. Brennan, CAE, to give remarks on the rebrand?

Maria recorded a video detailing the rebrand for chapters to use at their events. The video is available as part of the [chapter rebrand kit](#).