



Women in Cable
Telecommunicationssm
F O U N D A T I O N

FOR IMMEDIATE RELEASE

Melissa Northern
703-234-9812
mnorthern@wict.org

**WICT FOUNDATION ANNOUNCES
BEST COMPANIES FOR WOMEN IN CABLE**

**2007 PAR INITIATIVE SURVEY RESULTS RELEASED
Cox Communications, Inc., Oxygen Media
Receive Top Honors**

November 12, 2007, Chantilly, VA - The Women in Cable Telecommunications (WICT) Foundation, in collaboration with Working Mother Media, announced today the results of the 2007 PAR Initiative, which examines and ranks companies in the cable telecommunications industry according to three criteria: **Pay Equity**, **Advancement Opportunities** and **Resources for Work/Life Support**. Thirty-eight leading cable telecommunications companies participated in the WICT 2007 PAR Initiative, with top honors going to Cox Communications, Inc. and Oxygen Media. 2007 marks the fifth year of the PAR Initiative.

For the fifth straight year, Cox Communications, Inc. is the 2007 recipient of the Forerunner Accolade for the Best Operator for Women in Cable. Oxygen Media is the 2007 recipient of the Forerunner Accolade for the Best Programmer for Women in Cable. The 2007 Accolades will be presented at the 23rd Annual WICT Foundation Benefit Gala on Thursday, November 15, 2007 in Washington, D.C.

Key findings from the 2007 PAR Initiative and five year trends are attached. A copy of the 2007 PAR Initiative Executive Report can be found at www.wict.org.

“As we mark the fifth anniversary of the WICT Foundation’s PAR Initiative, we see that the cable industry has shown tremendous progress implementing pay equity programs and leadership programs for women at all levels. Without the resources provided by the PAR Initiative, we would not have seen these changes,” said Benita Fitzgerald Mosley, WICT President and CEO. “However, we still face challenges recruiting and retaining women. In 2003 when WICT launched the PAR Initiative, women accounted for 38.7 percent of all cable employees; in 2007 that number has dropped to 35.8 percent. By recognizing that advancing women drives bottom-line growth, we will achieve new levels of success as an industry.”

“It is truly an honor to be recognized by WICT as the Best Programmer for Women,” said Geraldine Laybourne, Chairman and CEO of Oxygen. “Congratulations to WICT for bringing attention to best practices, and the important issues that affect women in the cable industry.”

"We are humbled to once again receive this prestigious recognition," said Pat Esser, President of Cox Communications, Inc. "Pay equity, advancement opportunities and work/life balance are important to today's workforce. By focusing on these important standards for all of our employees, Cox is able to attract and retain better talent; grow faster; and compete more effectively."

The PAR Initiative ranks companies with regard to advancing the role of women in the workplace according to Pay Equity, Advance Opportunities and Resources for Work Life Support. The 2007 Best Companies for Women in Cable are:

Best Operators for Women in Cable

1. Cox Communications, Inc.
2. Comcast Cable
3. Time Warner Cable
4. Advance/Newhouse Communications
5. Charter Communications

Best Programmers for Women in Cable

1. Oxygen Media
2. Turner Broadcasting System, Inc.
3. Discovery Communications, Inc.
4. The Weather Channel Companies
5. Lifetime Networks

Best Companies for Women in Cable – Pay Equity

1. The Weather Channel Companies
2. Turner Broadcasting System, Inc.
3. Scripps Networks
4. Oxygen Media
5. ESPN

Best Companies for Women in Cable – Advancement Opportunities

1. Oxygen Media
2. Cox Communications, Inc.
3. Time Warner Cable
4. Comcast Cable
5. The Weather Channel Companies

Best Companies for Women in Cable– Resources for Work/Life Support

1. Cox Communications, Inc
2. Oxygen Media
3. Turner Broadcasting System, Inc.

4. Time Warner Cable
5. NBC Universal

About PAR

Since 2003, the PAR Initiative measures the status of women employees in the cable industry based on three criteria: **Pay Equity, Advancement Opportunities and Resources for Work/Life Support.**

The initiative collects data on an annual basis through an official survey of detailed questions. After this rigorous process, all participating companies receive their results, a confidential scorecard that measures the current state against past performance and the industry overall, and a private assessment and consultation with WICT research partner Working Mother Media.

The PAR Initiative assigns rankings based on practices and programs that create a more equitable, resourceful and thriving work environment in the annual lists of the Best Companies for Women in Cable.

The PAR survey offers a roadmap for identifying and tracking inequality and pinpointing where there is room for improvement. Companies then can apply this information to such areas as employee retention and recruiting, and to such crucial practices as establishing a pay equity policy. WICT's PAR Initiative affects the entire cable industry by creating benchmarks for a more diverse and fair work environment.

The Initiative's confidentiality parameters dictate that only those companies ranked "Best" Companies for Women in Cable are publicly disclosed and cited in case studies and profiles.

About the WICT Foundation

The WICT Foundation is responsible for the advocacy initiatives of Women in Cable Telecommunications (WICT), the oldest and largest professional association serving women in the cable telecommunications industry. The WICT Foundation serves as a catalyst for industry change through research, development, advocacy and education. Its current effort, the PAR Initiative, measures and supports the advancement of industry women against the following standards: Pay Equity, Advancement Opportunities and Resources for Work/Life Support. Groundbreaking programs such as the PAR Initiative, and other WICT Foundation research on issues such as work/life balance and the business case for gender diversity, have inspired industry-wide advancements for women.

About Working Mother Media

Working Mother Media is a multi-media marketing company that provides strategies and solutions for millions of consumers, specifically working mothers and female business owners, as well as a corporate audience of CEOs, top executive decision-makers and human resources professionals. Working Mother Media offers a full complement of marketing partnership programs including print, custom publishing, broadcast, and on-line media; national, regional and customized conferences and events; a research division; and a membership association for women in business for our corporate partners to forward their messages to their specific target audiences.

Working Mother Media includes *Working Mother* and *NAFE* magazines, the National Association for Female Executives (NAFE) and a Conferences and Events Division that produces the *Working Mother* 100 Best Companies WorkLife Congress, the *Working Mother* Best Companies for Women of Color Conference, and Town Hall meetings around the country.

###

2007 PAR INITIATIVE SURVEY KEY FINDINGS

Pay Equity: Greater pay transparency is clarifying and strengthening links between pay and performance. Leading companies are training managers and employees on their pay policies; clarifying total compensation; surveying internal pay based on gender, race, and tenure; benchmarking compensation against industry norms; correcting inequities; and incorporating their corporate culture into policies that govern pay.

- In 2007, 60 percent of companies conduct formal pay equity policies and 74.3 percent conduct pay equity surveys. Of those, 40 percent have “good” pay equity policies and 34.3 percent conduct “good” pay equity surveys.

Advancement Opportunities: Companies are reinventing their women’s networks as incubators for new product development and training grounds for new leaders; providing temporary assignments for women to gain operations experience; actively working to retain women through periods of reorganization to keep the talent pipeline robust; and supporting results-oriented internship programs that focus on hard-to-recruit categories and cultivate long-term relationships with highly desirable candidates.

- Leadership training is up for women at all levels, with 77.1 percent of PAR participants offering this program to high level women, compared with 72.5 percent in 2006. For entry level women, that number grew to 71.4 percent from 52.5 percent in 2006. Only mid-level women saw a decrease, down from 80 percent in 2006 to 77.1 percent in 2007.

Resources for Work/Life Support: Cable employers are adding work/life programs geared to specific life stages, such as phased re-entry to work after the arrival of a child, transition to retirement, elder care, and backup childcare. Other innovations include flexwork programs tied to productivity, telecommuting for call center employees, and health and wellness improvements.

Women of Color: Leading companies are requiring diverse candidate slates; tying diverse hiring goals to salaries rather than bonuses; and mandating diversity as one of management’s core competencies. Companies also are leveraging online social networks and word of mouth to recruit women of color, women in technology and Gen Y, resulting in a slight increase in the number of women of color, especially as first line and middle managers.

- Women of color are 14.8 percent of all cable industry employees.
- At operators’ call centers, women of color make up 54.3 percent of women employees, which explains why operators, with women of color as 15 percent of all employees, have a higher proportion of women of color than programmers, with 14.5 percent.

Women in Technology: New media is one of the emerging career paths for women in the technology field, which overall saw a continued decline in numbers. Web sites, Web video delivery, podcasting, wireless transmission through cellular phone networks and other forms of new media are among the fastest-growing career categories, with a voracious appetite for creative and technical talent.

- Women represent just 15 percent of technology employees in cable.

- Women IT managers and project directors dropped to 11.5 percent in 2007 from 15.6 percent in 2006.
- Women account for 37.9 percent of all new media employees industry wide.

Women in Call Centers: Call centers continue to be a valuable operator tool for attracting women and women of color to the cable industry and promoting them to management positions. Overall, the number of women at call centers declined this year but leading operators are taking action to help retain their valuable employees by adopting programs giving employees more responsibilities sooner and extending popular work/life benefits.

- Women are 61.3 percent of call center employees, down slightly from 61.7 percent in 2006.
- Women are 56.9 percent of call center managers, down from 58.4 percent in 2006.

WICT Foundation PAR Initiative Five Year Trends

- **Recruiting and retaining women is becoming more difficult.** In 2003, 38.7 percent of all industry employees were women. That has continually dropped to 35.8 percent. The decrease is seen on both the operator and programmer side of the industry. Women employees at operators decreased from 37.8 percent in 2003 to 34.7 percent this year; at programmers, that number fell from 48.1 percent in 2003 to 44.2 percent today.
- **One of the most stable numbers is the representation of senior women.** They accounted for 27.6 percent of all senior executives in 2003, and have roughly the same position today garnering 27.7 percent of senior positions.
- **Women of color have made gains.** Since the PAR Initiative launched, women of color have gained gradually and steadily, starting at 13.2 percent of all cable industry employees in 2003 and this year, reporting at 14.8 percent. As manager, women of color have gained, from 8.7% in 2003 to 10% in 2007. Progress at the senior level is narrower with 2.9 percent of all senior executives in 2003, peaking at 4.1 percent in 2006 and 3.7 percent in 2007.
- **The number of women at operators' call centers is declining.** In 2004, the first year we counted call center employees separately, women comprised 63.4 percent of employees. Today, they represent 61.3 percent. In 2004, women were 62.8 percent of call center managers; but are now 56.9 percent, a significant drop.
- **The cable industry continues to struggle with recruiting and retaining women in technology.** In 2004, women were 30.4 percent of all corporate tech employees, but currently they represent 24.4 percent. In just two years, the proportion of women as IT managers and project directors has plunged from 19.9 percent in 2005 to 11.5 percent in 2007.
- **The majority of participating companies now have pay equity policies.** In 2003, the majority, 71.4 percent, of cable companies in the sample did not have any formal pay equity policy. Now, that number has nearly reversed: 60% have formal pay equity policies. Of those, 40% have "good" policies that state pay equity in the company's own terms and reflect the company's culture and priorities. The remaining 20% have "basic" policies, stated in generic terms.
- **There has been growth in leadership training for women at all levels.** In 2003, 71.4 percent of participants offered leadership training for high-ranking women, and in 2007 that figure stood at 77.1 percent. Training for mid-level and entry-level women saw even more significant gains. In 2003, 64.3 percent offered leadership training for mid-level women, and that has risen to 77.1 percent in 2007. When the PAR Initiative began in 2003, only 28.6% of companies offered leadership training for entry-level women; that number has skyrocketed to 71.4 percent today.
- In 2003, 17.9 percent of companies offered rotations into operating positions. Today that number has grown to 31.4 percent.

- **Companies have concentrated on increasing the availability of full-time telecommuting.** In 2003, 42.9 percent of participants offered full-time telecommuting, with that number growing to 60 percent in 2007.
- **Dependent care is offered in a variety of methods, all of them experiencing growth.** Elder care referral and resources were offered by 53.6% of participants in 2003; In 2007, 62.9%. After school care referral or services grew from 39.3% in 2003 to 42.9% in 2007. On-site child care grew from 10.7% in 2003 to 17.1% in 2007.