ALLIANCE FOR WOMEN IN MEDIA

October 14, 2011

Via ECFS

Marlene H. Dortch, Secretary
Federal Communications Commission
Washington, DC 20554

Re: Notice of *Ex Parte* Presentation
MB Docket No. 09-182

Dear Ms. Dortch:

Pursuant to Section 1.1206(b) of the Commission's Rules, 47 C.F.R. § 1.1206(b), Alliance for Women in Media ("AWM," formerly American Women in Radio and Television), is submitting this letter is to provide notice of an oral *ex parte* presentation.

On Wednesday, October 12, AWM's President, Erin Fuller, and two members of AWM's national Board of Directors, Christina Anderson and Deborah Salons, met with Commissioner Robert McDowell, and Erin McGrath, Acting Legal Advisor, Media. Attached to this letter are copies of the materials that were provided to Commissioner McDowell at the meeting.

During the meeting, the discussion included matters that are under consideration in the 2010 Quadrennial Review of the Media Ownership Rules, MB Docket No. 09-182. Specifically, AWM stressed the need for current and better data concerning media ownership by women and minorities, in accordance with the Third Circuit's recent order in *Prometheus Radio Project v. FCC*, Case No. 08-3078 (July 7, 2011). AWM has often in the past expressed concerns about the Commission's lack of adequate ownership data, and about the need to have such data in order to properly advance diversity in media (*see, e.g.*, Reply Comments of American Women in Radio and Television, Inc. in MB Docket Nos. 07-294, *et al*., filed Aug. 29, 2008), and AWM's position during this meeting was consistent with its prior public comments.

Ms. Fuller mentioned her understanding that the NAB has data as to how certain actions curtailing broadcasting would impact the ability of people in certain geographic areas (Detroit, as a prime example) to access local news, which would have a disproportionate impact on the poor. Since women are 34% more likely to be poor, any issue that impacts the poor has a greater impact on women; consequently, any proposals

that could have the effect of limiting the availability of news or other content in economically disadvantaged communities would be of concern to AWM.

AWM's representatives informed Commissioner McDowell and Ms. McGrath of AWM's educational programs, including its recent Symposium on Digital Literacy for Women and Girls and its upcoming Symposium on Media Branding to Women. Additionally, AWM expressed its appreciation to the Commission for rechartering the Advisory Committee for Diversity in the Digital Age and reappointing AWM's Immediate Past Chair, Sylvia Strobel, to the Committee.

Pursuant to the Commission's Rules, this *ex parte* notice is being filed electronically in the above-captioned docket through the Commission's Electronic Comment Filing System procedures. If you have any questions or require additional information, kindly contact the undersigned at (703) 506-3290.

Sincerely,

ALLIANCE FOR WOMEN IN MEDIA, INC.

By: _____
Name: Erin M. Fuller, CAE
Title: President

cc (via email): Commissioner Robert McDowell
Ms. Erin McGrath

ALLIANCE FOR
WOMEN IN MEDIA
CELEBRATING 60 YEARS

YOU'RE INVITED TO OUR 60TH ANNIVERSARY CELEBRATION

In 1951, a group of progressive women launched what is today the Alliance for Women in Media, nearly 10,000 members strong and looking ahead to our seventh decade. With so much to celebrate – and even more strides to be made for women media professionals – we hope you will join us for an elegant luncheon which will celebrate some of the many women who have made a significant contribution to media over the past 60 years. We look forward to toasting our 60th in style on November 3, 2011 at the Marriott Marquis in Times Square, as we celebrate our lasting legacy and our future impact on electronic media by, for and about women.

AWM 60TH ANNIVERSARY CELEBRATION

THURSDAY, NOVEMBER 3, 2011
12:00 P.M.– 2:00 P.M.

NEW YORK MARRIOTT MARQUIS
1535 BROADWAY, NEW YORK, NY 10036

Sixty@60

As part of our 60th Anniversary celebration, AWM will release our Sixty@60 list of the most inspiring women in media.

ALLIANCE FOR WOMEN IN MEDIA
1760 OLD MEADOW ROAD, SUITE 500
MCLEAN, VA 22102
P: 703.506.3290 | F: 703.506.3266
WWW.ALLWOMENINMEDIA.ORG

ALLIANCE FOR
WOMEN IN MEDIA
FOUNDATION
CELEBRATING 60 YEARS

November 2, 2011
New York City, NY

Symposium on Media Branding to Women

PC RICHARD & SON THEATER
32 AVENUE OF THE AMERICAS, NEW YORK, NY
9:00AM - 2:00PM

Our one-day programs include prominent keynote speakers as well as power panels with leading experts.

As the primary decision-makers for most consumer purchases, women have been consistently targeted for key branding messages. With the advent of sophisticated social media strategies – and the incredible amounts of data now available regarding preferences in content, products and information delivery – media branding to women has become a new art as well as a corporate necessity. Join experts in data tracking, collection and analysis, media branding and content delivery as we explore this new area, what it means for media, and what it means for women.

PANELS INCLUDE:

Know Your Audience: Meet Today's Female Consumer
Women dominate consumer spending so it's critical to understand the unique perspectives of female buyers. Our expert panel will review the latest trends on what influences a woman's decision on what she watches, listens to, clicks, reads and buys. Whether you want to reach tweens or attract boomers, find out how to use the latest data trends and tools to build a brand focused on today's savvy female audience.

Mommy Bloggers: Hear Them Roar
Women have always relied on recommendations from friends and family, but digital media has given female net promoters new unparelled reach and influence. Mommy Bloggers are such a dominant influence today that they are now often the first to receive product trials. We'll discuss why recommendations from "regular women" are particularly effective, what word-of-mouth means in the digital age and how to harness this power to meet your business goals.

Creating New Niches in Established Brands
ESPN launched espnW to better connect women and sports, and Nintendo's marketing for Wii Fit welcomed women into gaming. These are just a few examples of the thoughtful and strategic approaches established brands have made to reach women. In this panel, we'll learn how brands made this leap, explore how to determine if your brand should take advantage of niche branding.

To register please visit
www.allwomeninmedia.org/events/new_york.html.
Registration is free, but space is limited.

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CELEBRATING 60 YEARS

September 13, 2011
Chicago, IL

Symposium on Digital Literacy for Women & Girls

CHICAGO TRIBUNE BUILDING
435 N. MICHIGAN AVE., CHICAGO, IL
9:00AM - 2:00PM

Our one-day programs include prominent keynote speakers as well as power panels with leading experts. Companies represented include Common Sense Media, DePaul University, Fisher Communications, Harpo Media, NCTA, and Starcom MediaVest Group.

Digital literacy involves both a working knowledge of current high-technology, as well as an understanding of how it can be used. In today's competitive workforce, how are women leveraging the opportunity to deal with the ongoing biases against science and technology education for women and girls? Join us for a discussion with top experts, educators and employers for a discussion on this issue which impacts our global economy.

PANELS INCLUDE:

Navigating the Digital Literacy Challenge for Girls
Recent incidents of cyber bullying have brought to light the need to inform young adults about digital citizenship and conduct. As a result of this session, we will walk away with guidelines in how to ensure young girls today are utilizing our digital media resources to appropriately navigate school and home life.

Training Employees for Your Digital Demands
Whether you are launching a new multi-media platform or reimagining your current marketing strategy to fit the latest gadget, your employees need access to the most current training. Hear how industry leaders are implementing successful training programs to ensure their companies' economic vitality.

The Next Big Thing in the Digital World
Learn from the top innovators in the digital world what is emerging today and what's just around the corner. Whether it is on your TV, radio, phone, tablet — we'll be talking about it.

To register please visit
www.allwomeninmedia.org/events/chicago.html.
Registration is free, but space is limited.

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ALLIANCE FOR WOMEN IN MEDIA FOUNDATION

CELEBRATING 60 YEARS

March 25, 2011
Washington, D.C.

Symposium on Women's Media Ownership

As the Alliance for Women in Media celebrates our 60th Anniversary, we are calling attention throughout the year to critical issues that continue to impact women media professionals.

Our one-day programs include prominent keynote speakers as well as power panels with leading experts. If you have an interest in women in media, communications policy, or women's economic empowerment, these are must-attend events.

THE ALLIANCE FOR WOMEN IN MEDIA FOUNDATION

in partnership with

GEORGETOWN LAW's

Institute for Public Representation

and

1867

HOWARD UNIVERSITY

School of Communications

are pleased to present a

Symposium on Women's Media Ownership

on March 25, 2011, in Washington, D.C.

Our first Symposium examines women and media ownership. Although women represent more that 50% of the population, women own only 6% radio stations and 5% of TV stations in the U.S. In an era of increased consolidation in the media industry, how does this impact opportunities for women to contribute to management and content, as well as have a share in overall success? Join us as we look at where we have been, where we are today and what must be done to move forward.

Sponsorship opportunities available.

Registration is complimentary, but space is limited. To RSVP, please click here or go to our online store by clicking "Login" at www.allwomeninmedia.org.

For more information, please contact AWM at
703.506.3290 or info@allwomeninmedia.org

MARCH 2011 SYMPOSIUM SPONSOR:

cable

National Cable & Telecommunications Association

WWW.ALLWOMENINMEDIA.ORG

For Immediate Release: September 20, 2011
Headquarters Contact: Andy Schwarz, Director of Media Relations
Tel: 703-506-3290 ~ aschwarz@allwomeninmedia.org

Alliance for Women in Media Celebrates 60th Anniversary with Tribute to Women Who Inspire Success

Anniversary Luncheon to Take Place November 3, 2011 at Marriott Marquis, New York, NY

September 20, 2011 (McLean, VA) – In celebration of the organization's 60th anniversary, Alliance for Women in Media (AWM) announces its list of the 60 most inspiring women in media today. Selected from nominations submitted by a national poll of AWM community members, the *Sixty@60* women were chosen based on their achievements, dedication, authenticity and commitment to advancing their professions. AWM will celebrate its lasting legacy and honor the *Sixty@60* at AWM's 60th Anniversary Luncheon on November 3, 2011, in New York, NY.

"The Alliance for Women in Media's 60th Anniversary is an exciting milestone, and honoring the women who inspire us is a fitting way to celebrate," commented AWM Chair Valerie K. Blackburn. "AWM owes its success and longevity to the innovative and creative media professionals who have promoted media for, by and about women for 60 years."

For their inspiring work on-air; behind the scenes in management, production and programming; and across all forms of media, AWM's *Sixty@60* are ():

Jill Abramson
Christiane Amanpour
Maya Angelou
Maria Bartiromo
Kathryn Bigelow
Tina Brown
Mika Brzezinski
Elisa Camahort Page
Mignon Clyburn
Salaam Coleman Smith
Katie Couric
Candy Crowley
Geena Davis
Giada De Laurentiis
Ellen DeGeneres
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Gwen Ifill
Mindy Kaling
Paula Kerger
Suzanne Kolb
Debra Lee
Lara Logan
Rachael Maddow
Jane Mago
Kim Martin
Marissa Mayer
Cami McCormick
Ginny Morris
Susan Naegle
Eileen O'Neill
Suze Orman
Dana Perino
Abbe Raven
Cokie Roberts
Lesli Rotenburg
Sheri Salata
Sheryl Sandberg
Diane Sawyer
Ann Shoket
Martha Stewart
Hannah Storm
Diane Sutter
Kara Swisher
Nina Tassler
Susan Taylor
Nicol Turner-Lee
Barbara Walters
Padmasree Warrior
Oprah Winfrey
Linda Yaccarino
Lauren Zalaznick
Susan Zirinsky

MORE

As AWM looks to the future and the impact it is poised to make moving forward, the next generation of inspiring women will be recognized as the *6@Sixty to Watch* (in alphabetical order):

Samatha Bee	Sarah Hyland	Amber Riley
Lindsay Czarniak	Julissa Marenco	Katherine Schwarzenegger

"We are delighted to honor the women who inspire the AWM community to become successful media professionals," said AWM President Erin M. Fuller, CAE. "We also appreciate the support of our many partners and their long-term commitment to promoting women in media."

The November 3, 2011 Anniversary Luncheon is made possible through the generous support of the following sponsors: BMI, Katz Media Group and NCTA. Sponsored tables are available by contacting AWM Headquarters at 703-506-3290 or click here. Tickets are also available.

# # #

About the Alliance for Women in Media (AWM): The Alliance for Women in Media leverages the promise, passion and power of women in all forms of media. Formerly known as American Women in Radio & Television, AWM is the longest-established professional association dedicated to advancing women in media and entertainment, and will celebrate its 60th anniversary in 2011. The Alliance for Women in Media carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large via inspired thought leadership that illuminates areas of societal need.

About the Alliance for Women in Media Foundation: The Alliance for Women in Media Foundation (formerly known as The Foundation of American Women in Radio & Television) supports and promotes educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Alliance for Women in Media Foundation has created partnerships and joint-initiatives with the National Middle School Association, the Emma Bowen Foundation, the American Red Cross and other organizations that are philosophically aligned with the mission of the Foundation. The Foundation supports several public service campaigns, including most recently a radio PSA campaign with the Dove Self-Esteem Fund. The Foundation also supports Empowering America®, an initiative which pays tribute to many of America's most pioneering and inspiring women. Through this program, the Foundation provides Empowering America® educational collateral to needy urban middle schools around the country. The Foundation also produces nationally acclaimed recognition programs, including the Gracie Awards®, a live gala that honors exemplary programming created for, by, and about women.

For Immediate Release: September 22, 2011
Headquarters Contact: Andy Schwarz, Director of Media Relations
Tel: 703-506-3290 ~ aschwarz@allwomeninmedia.org

Lisa Ling Lends Voice to Latest PSA from Alliance for Women in Media and the Dove Movement for Self-Esteem

Radio PSAs Build Self-Esteem in Girls, Inspire them to Reach their Full Potential

September 22, 2011 (McLean, VA) – In 2010, The Alliance for Women in Media and the Dove Movement for Self-Esteem launched a radio public service announcement (PSA) campaign to inspire parents and mentors to help girls reach their full potential. **We are pleased to announce that the fourth in the series of PSAs, narrated by Lisa Ling, is now available to download.**

The first three recordings, voiced by Katie Couric, Gayle King, and Amy Poehler, were instrumental in raising awareness about the importance of mentoring and building positive self-esteem among girls and women. With the support of Alliance for Women in Media's thousands of stakeholders, these PSAs run throughout the year on radio stations nationwide and contribute to the Dove Movement for Self-Esteem goal to educate and encourage the next generation to build a positive relationship with beauty.

Lisa Ling is a stalwart champion and role model for young girls. A former co-host of *The View*, she was also the host of a powerful documentary for the Oxygen Network, *Who Cares About Girls*, that chronicled how the world treats young women and inspired others to stand up for girls. Lisa co-wrote a book titled, *Mother, Daughter, Sister, Bride: Rituals of Womanhood*. She is currently the host of the OWN Network's *Our America with Lisa Ling*.

"Dove continues to strategically and creatively use many forms of media to raise awareness of girls' self-esteem issues," said Erin M. Fuller, CAE, president of the Alliance for Women in Media. "AWM is delighted with work with Lisa Ling and Dove to promote the positive message to girls that genuine beauty starts from the inside. We are so proud of our members featured in this smart, innovative PSA campaign."

"The Dove brand and the Alliance for Women in Media share the common goal of building positive self esteem in the next generation through education and mentorship," said Rob Candelino, Marketing Director Personal Wash U.S., Unilever. "We are proud to build upon our longstanding relationship with the Alliance for Women in Media through this new PSA campaign to help girls reach their full potential."

The Alliance for Women in Media has partnered with the Dove since 2004. Dove is committed to inspiring all women and girls to reach their full potential. The Dove Movement for Self-Esteem invites all women to join us in creating a world where beauty is a source of confidence, not anxiety. To date, Dove has reached over 7 million girls globally with self-esteem programming and has set a goal of reaching 15 million girls by 2015. For more information or to access free tools to take simple actions to build self-esteem in the next generation, visit Dove.com.

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About Dove

Dove, manufactured by Unilever, is the No. 1 personal wash brand nationwide. One in every three households uses a Dove product[1], which includes beauty bars, body washes, anti-perspirant/deodorants, body mists, hair care and styling aids. Dove Men+Care™ is the newest range of products from Dove, developed specially for men. Dove is available nationwide in food, drug and mass outlet stores. Dove is committed to inspiring all women and girls to reach their full potential by caring for themselves and each other. The Dove Movement for Self-Esteem invites all women to join the brand in creating a world where beauty is a source of confidence, not anxiety. For more information visit www.dove.com, www.dovemovement.com or www.facebook.com/dove

[1] AC Nielsen (2004)

2010 Special Report on DIVERSITY

Media organizations are finding that embracing diversity isn't just good business—it's a natural part of their evolution.

Alliance for Women In Media

Katz Media Group

Diversity:

the art of thinking independently together.

- Malcom Stevenson Forbes

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The Power—and Presence—of Diversity

Diversity. A word that is so essential to our culture, our country, our way of life—but like any word, it loses its power and essence when repeated. The Alliance for Women in Media (AWM) and the AWM Foundation have spent the past 60 years fighting for equal representation in all aspects of media, and we have always made it a priority to both demand and celebrate diversity via our advocacy efforts, educational resources and events.

When we look at just the last few months of AWM activities, it is clear that diversity is so interwoven in all we do that we needed to create this special report to help us review and process all that is happening in such a dynamic industry and profession. Our recent partnership with the Girl Scouts of America on their "Healthy Images in Media" Summit at the U.S. Capitol in early October was important and exciting, in large part due to the incredibly rich diversity in attendees. We plan to celebrate the female commissioners of the FCC in November in partnership with American University's Women in Politics Institute, and look forward to welcoming five former and current commissioners to share their thoughts on both the FCC's role, as well as the role of gender in both politics and the media. We are working to create new research partnerships so that we can present stronger data related to the challenges and opportunities related to programming, management and career pathways for women and minorities in all media fields.

This year has brought exciting change for our organization—a new name, a new visual identity, and a new focus on creating content and leveraging the rich knowledge of our various stakeholders. As you read this digital edition of our magazine, know that our investment in enhanced technology and communication will be on full display in the coming months, and we look forward to hearing your feedback.

As we begin to celebrate our 60th anniversary in 2011, we want to thank everyone who has contributed to the rich legacy that has formed such a strong foundation for the Alliance for Women in Media and the AWM Foundation. This legacy allows us to look ahead at the widespread possibilities for our organization—which, due to their diversity, are incredibly electrifying.

Sincerely,

Sylvia Strobel, Esq.
Chair

Erin M. Fuller, CAE
President

ALLIANCE FOR WOMEN IN MEDIA

2010 Special Report on Diversity

4 Foundational Change

Media companies have found that embracing diversity isn't just good business—it's become a part of their evolution. We look at select programs that have helped pave the way. **By Mark Toner**

9 'The Largest Minority in the World'

As the Americans With Disabilities Act reaches a milestone, Loreen Arbus looks back at an early advocate for the disabled—her mother. **By Loreen Arbus**

11 FCC FAQs

Members of the Federal Communications Commission sound off on the importance of diversity in a changing media landscape.

16 Where We Are

A snapshot of women in the workplace and beyond.

18 Change & Creativity

Female leaders in technology fields bring a new style of leadership to IT. **By Christina Anderson**

23 Improving Our Image

Media leaders and lawmakers join forces to promote healthier portrayals of women.

24 'Mancession' No More

Women have been among the hardest hit during the economic downturn. **By Kate Niswander**

26 Generation Y and Beyond

Two students participating in the Emma Bowen Foundation's internship programs share their perspectives on entering the media workplace during an uncertain time.

28 Lending Their Voices

A diverse array of women share the message of helping girls reach their full potential.

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Eye on Diversity

CBS understands that a great company is only as strong and effective as the people who work within it. CBS is committed to fostering an environment that attracts and embraces the brightest minds, and to creating a culture that welcomes a diversity of ideas and perspectives, while encouraging growth and rewarding performance. Explore our opportunities:

http://diversity.cbscorporation.com/careers.php

CBS CORPORATION

Foundational CHANGE

BY MARK TONER

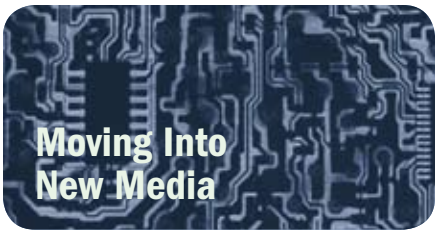
Media companies have found that embracing diversity isn't just good business—it's become a part of their evolution. We look at select programs that have helped pave the way.

In 1970, Emma L. Bowen met with a group of about 50 African American news reporters in New York City, who told her they had been given fewer and fewer assignments as the racial tensions of the late 1960s had subsided and the ways minorities were covered by their stations had become increasingly negative.

A year later, Bowen founded Black Citizens for Fair Media, which through a combination of dialogue and challenging license renewals, began changing the way local television stations hired and portrayed minorities. Bowen would go on to found the Foundation for Minority Interests in Media in 1989, which now bears her name. Many of the media organizations Bowen once challenged now support her foundation and its goal of providing minority students opportunities to prepare for media industry careers.

That same year, a group of women in reporting roles at *Newsweek* magazine became the first to file a gender discrimination complaint against an employer, reportedly prompting then-*Newsweek* publisher Katherine Graham to wonder aloud whose side she was supposed to be on. The American Civil Liberties Union agreed not to file suit if the magazine set goals to integrate women, and internship programs soon brought in talent like Ellen Goodman and Eleanor Clift. Now, four decades after that lawsuit, Tina Brown has become the magazine's first woman editor—not as the result of a lawsuit, but through a merger with her Internet site, *The Daily Beast*. "A merger has created what the lawsuit couldn't," Brown told NPR.

Both stories illustrate how the media industry's view of diversity has shifted from long-ago resistance to enthusiastic support—and now, a business imperative that acknowledges that as media choices diversify, so do the audiences that must be served. What follows are selected examples of programs undertaken by media organizations and the foundations that support them that have helped blaze a trail into the increasingly diverse and fragmented media landscape of the 21st century.



As a field producer for ABC News, Joseph Diaz found himself in Appalachia, where as part of a two-year project with Diane Sawyer and *20/20*, he helped follow four children in this region with the nation's shortest average lifespan. *A Hidden America: Children of the Mountains* won a Peabody Award, but for Diaz, the journey began when he became part of the Emma Bowen Foundation's mentorship program.

For years, the Emma Bowen Foundation has helped minority youth prepare for careers in the media industry through its five-year mentorships. The roughly 60 students who join the program each year start working for their partner companies the summer following their junior year in high school—and continue through college. The program, which now has more than 375 graduates, includes mentoring, an annual student conference, and community support. (You can meet two current students participating in the mentorship program on p. 26.)

For the first time this year, the Foundation launched a New Media and Technology program, with ABC, HBO, Cable Labs, CBS and Hearst Television as the initial sponsors. Offering internship opportunities for students pursuing careers in engineering, system design, information systems, web services, applications or other technical disciplines, the program is designed to help minority students build careers in these increasingly critical areas.

At this summer's annual meeting of Emma Bowen Foundation mentorship program participants, a host of graduates spoke to the 230 active students in the program. One of them was Diaz.

A Global Perspective

For all the struggles women face as entrepreneurs in the United States, imagine trying to run a business in war-torn nations such as Afghanistan or Rwanda, where physical dangers and even the law hinder their ability to leave their homes, much less start successful ventures.

AT&T has become a key supporter of Peace Through Business, a program operated by the nonprofit Institute for Economic Empowerment of Women that trains and supports women who run small businesses in those two countries. After a female executive at AT&T pitched the idea, the company's foundation donated $100,000 this year to support the program, which Cindy Brinkley, AT&T's vice president of talent development and chief diversity officer, calls a "game-changer."

"If you educate women and give them opportunities, you can really change a country," Brinkley told the TV program *Platforms*.

After completing training courses in their own countries, women from Afghanistan and Rwanda come to the U.S. for three weeks of leadership development and mentoring. Female executives from AT&T's women employee resource group provide mentoring in everything from finance and marketing to human resources. Program graduates are then expected to "pay it forward" once they return to their own countries, offering similar training to other women there.

The challenges are daunting. For example, one woman who runs a business hand-sewing soccer balls and volleyballs in Afghanistan could only grow her business by bringing work to the homes of other women, where they were often stranded by law and culture. Still, her business has grown fourfold, and now counts more than 200 women among its employees.

Diversity Week

People in the industry hear lots of pitches. How about *Moonlighting* meets *Mississippi Masala*? That was one concept dreamed up during a workshop at the annual National Association for Multi-Ethnicity in Communications conference that challenged participants in the cable industry's annual Diversity Week to take old television concepts and infuse them with present-day, multi-ethnic flair.

Breaking into small groups, Christina Cicchelli and three other writers polished their concept—a hot Bollywood star who fails to make it big and winds up working as a private investigator with a tough-as-nails veteran disinclined to put up with his japes. Would the inevitable sparks be enough to attract the target audience of women in their 20s and 30s?

"Storytellers have to be ambitious if they believe their unique characters will break through the conventional face of content today," Cicchelli wrote.

Returning to New York City this September, Diversity Week featured a host of events, including meetings by NAMIC, Women in Cable Telecommunications, the Association of Cable Communicators and the National Cable & Telecommunications Association. The culminating event was the Walter Kaitz Foundation's annual dinner, which for 27 years has raised money for a host of professional development programs to help minorities and women advance in the cable television industry.

Along with mentoring programs with Howard University and the National Association of Television Program Executives, the Kaitz Foundation also hosts an annual supplier diversity connection workshop to introduce the industry to vendors led by women and minorities. Earlier this year, it held its first Hollywood Creative Forum, intended to connect aspiring producers, directors and writers with programming executives.

More than 40 companies support the Kaitz Foundation's efforts, including cable operators such as Comcast, Cox Communi-

"It's really rewarding for us to have the opportunity to connect women on a global level. Our challenges—and opportunities—are more similar than one might expect."

CINDY BRINKLEY, AT&T

cations Inc., Cablevision Systems and Time Warner Cable, as well as programming networks including ABC, MTV Networks, Scripps Networks, NBC Universal and Lifetime Entertainment Services.

This year's Kaitz Foundation dinner raised $1.5 million for programs sponsored by NAMIC, WICT, and its own operations. We're still waiting for that Bollywood rom-com to show up on our TiVo, though.

One thing media companies are undeniably good at is developing promotional materials—websites, pamphlets, blogs, PSAs, press kits, mission statements, you name it. During one day in December, Discovery Communications employees will hold a 12-hour marathon work session during which they will create pro bono marketing, communications, and creative services for non-profit organizations across Washington, D.C.

Jessica Wolfley, manager of interactive development for Discovery's in-house creative agency, recalled her past non-profit experience on the corporate blog. "I spent most days bartering and trading for ad space in local publications and sweet-talking people into volunteering," she says. "I know how challenging it can be to garner community support for a mission, especially with limited funding for marketing and communications. A little time from us will go a long way for these organizations."

Discovery Impact: Creating Change is the latest in what's been an extraordinary year of outreach for Discovery Communications, which celebrated its 25th anniversary in June and was named this year's Diversity Champion by the Walter Kaitz Foundation. On June 18, more than 3,000 Discovery employees worldwide fanned out to tackle what company officials called "one of the biggest honey-do lists imaginable." As part of the Discover Your Impact Day, Discovery volunteers painted schools, cleaned parks and beaches, and prepared meals and delivered donations to shelters for children, orphans, and animals.

The scene looks like it could have come from any *telenovela*, with tight shots of a couple's impassioned conversation across a restaurant table. As the scene ends with a shot of actress Elena Adames slipping her hands free from Cesar Rodriguez's grip, we fade to black—and the exam is over.

The scene was a culminating activity during "Taller Telemundo," an educational program created by the NBC Universal network to help discover, recruit and train the next generation of *telenovela* writers and actors. "At Televnovela U.," as one newspaper reporter jokingly called it, "naughty plot lines earn the best grades."

> "I know how challenging it can be to garner community support for a mission, especially with limited funding for marketing and communications."
>
> JESSICA WOLFLEY, DISCOVERY

Launched in Miami in partnership with Miami Dade College in 2005 and expanded to Los Angeles in 2007, Taller Telemundo helped Telemundo shift from licensing *telenovelas* from international networks to creating its own programming.

By the time the program ended in 2008, it had produced more than 100 graduates, more than 70 percent of whom have gone on to full-time work as writers or in digital media. Taller Telemundo also inspired corporate sister NBC to launch Writers on the Verge, an intensive 12-week screenwriting course that has produced writers for such programs as *Community*, *It's Always Sunny in Philadelphia* and *Friday Night Lights*.

MTV Networks may be home to *Jersey Shore* and *Jackass*, but this year it also became the first network to receive an "excellent" rating from the Gay and Lesbian Alliance Against Defamation for its portrayal of issues facing lesbian, gay, bisexual and transgendered people in GLAAD's fourth annual Network Responsibility Index, which monitors the portrayal of LBGTs on broadcast and cable networks.

Declaring that "words and images matter," GLAAD also hosts annual media awards to promote positive LGBT representations in the media and advertising, as well as providing resources to reporters and media organizations to help better cover the communities they represent. (GLAAD's media guide, for example, points out that the term "homosexual" is commonly used by anti-gay groups to link LGBTs with now-discredited medical beliefs that they were diseased or psychologically disordered.)

"When television networks share real stories of our community, audiences begin to see the common ground that we all share," said GLAAD President Jarrett Barrios.

Can diversity be funny? NBC and CBS both seem to think so, offering talent showcases for up-and-coming comedians.

In January, a group of would-be comics will convene in Los Angeles for CBS' sixth talent showcase for diverse sketch comics. Last year's showcase brought together 11 actors from a pool of more than 5,000 applicants, each of whom wrote and performed a one-minute sketch monologue. The network also hosts similar showcases for Latino, Native

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American, Asian Pacific and African American actors, which have resulted in 1,037 auditions and 288 roles, according to CBS.

Entering its seventh year, NBC's Stand Up for Diversity Talent Search will host auditions in three cities nationwide, with finalists brought to Los Angeles to showcase their material for NBC Universal and other decision-makers. Alumni include Hannibal Buress, a writer for *30 Rock* and *Saturday Night Live* and Maronzio Vance, a semi-finalist on NBC's *Last Comic Standing*.

Disney-ABC Television Group works with a host of organizations, including the American Federation of Television and Radio Artists Guild, the Screen Actors Guild, Actors Equity Association, the Writers Guild of America West, the National Hispanic Media Coalition, and the Directors Guild of America to identify, recruit and train aspiring minority writers, actors, and directors. Its ABC Studios Production Associates Program also offers entry-level positions within television production management, including such diverse fields as production finance, post-production management—and claims a 100 percent placement rate.

For many companies, the commitment to diversity ultimately comes from the corner office. Just ask Cox Communications Inc. President Patrick Esser, who received a perfect score from *DiversityInc*. for communicating the importance of diversity to the company's 22,000 employees.

Seven years ago, Cox "didn't have a common language, definition, or permission to talk about diversity," Esser said earlier this year. He created a corporate diversity council that focused Comcast activities around four key pillars: people, communities, suppliers, and services. "We started having basic discussions inside workgroups for the first time," Esser said.

Today, 17 percent of Cox's direct suppliers are minority or women-owned companies and 47 percent of the company's philanthropy is focused on multicultural organizations, including NAMIC, Emma Bowen, National Council of La Raza, the Human Rights Campaign, and the National Urban League. Diversity training is an ongoing activity, and 10 percent of senior executive bonuses are tied to diversity efforts.

"The bottom line is that we're in a highly competitive business," Esser said. "The more successful you can be in building your roots into the marketplace, [the more] you become a thriving business as well. At Cox, we're beginning to figure this out. It will be a journey we're always on."

As these companies and others in the media space strengthen their roots in their own communities, the Alliance for Women in Media is proud to support and promote their efforts.

Toner is editor of the 2010 Special Report on Diversity.

Discovery Communications is proud to support the work of
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‘The Largest Minority in the World’

BY LOREEN ARBUS

As the Americans With Disabilities Act reaches a milestone, Loreen Arbus looks back at an early advocate for the disabled—her mother.

The Americans With Disabilities Act, an extraordinary and historic piece of civil rights legislation, celebrates its 20th anniversary this year. Prior to its passage, a person with special needs only ever heard “no”: “no” to a meaningful education or job, “no” to good health care, “no” to a chance to be an active member of the community. In 1990, former Democratic Congressman Tony Cuello, born epileptic and the bill’s principal author, reached out to Republican Senator Robert Dole, an injured war hero, to join forces on a bipartisan initiative to address the needs and rights of people with disabilities. Their names will forever be associated with challenging the federal government and establishing legal precedent to protect the rights of the largest minority in the world. As a disability rights activist, I have had the incredibly good fortune to come to know both in recent years.

What is mostly unknown is that over two decades before the Americans with Disabilities Act was conceived, a woman with no legislative or education credentials was responsible for unprecedented legislation protecting, supporting and creating opportunity for people with disabilities. She also co-founded a foundation which supported research that led to the vaccine to prevent German measles, the fetal heart monitor used in hospitals worldwide and a cure for blue baby syndrome—just a few of many breakthroughs. That woman was my mother.

After the birth of my much older sister, Genise (Cookie), my mother, Isabelle Weinstein Goldenson, was told “Your baby isn’t normal.” It became clear that her child was not developing in the same way as all the babies of her friends. My mother was devastated. After consulting with many specialists, my parents learned that their child had cerebral palsy, which at that time was so utterly misunderstood that most doctors referred to the condition as just “spastic.” Women—never the men—were wrongly branded with scarlet letters when they gave birth to a child with a disability because it was assumed that they had a venereal disease which caused the birth defects. (My older sister’s condition resulted from my mother having contracted German measles early in her pregnancy.)

Growing up with disability, my life was a dichotomy. My father, Leonard H. Goldenson, was the Founder/Chair of ABC. We were welcomed by royalty and U.S. Presidents. Yet my whole family was ostracized whenever we went out together. My family was collectively stigmatized. My sister sat in a wheelchair, had spastic movements, wore a bib at meals, and was only able to voice strange sounds. No hotels except Howard Johnson’s would accommodate us, most restaurants would not seat us, and on the occasions when they did, we would get a table near the kitchen or the restrooms.

To help my mother endure the heartbreaking stigmatization of having a child with a severe disability, my father challenged her to raise the seed money to start an organization which would focus on obtaining money for research and enlightening the public on a condition that was shrouded in ignorance and embarrassment. She organized a dinner and auction which brought in $65,000, and for the first time since her child’s birth, she acknowledged publicly that her daughter had cerebral palsy. My father raised an additional $35,000 from theatre owners, and the combined $100,000 enabled them to co-found United Cerebral Palsy (UCP), which today is the fifth largest health agency in the U.S., with more than 100 chapters

across the country. More than 70 percent of UCP's clients have other disabilities, including mental retardation, autism, various neurological conditions as well as learning disabilities. My mother's mission became the mission of UCP: to provide the highest quality health care, education, employment, housing and technology resources, allowing people with cerebral palsy and other disabilities to lead independent and productive lives.

My mother conceived and was instrumental in UCP launching the very first national telethon which raised over a million dollars. Annual telethons featured celebrities such as Bob Hope, Milton Berle, John Ritter, Henry Winkler, Leonard Bernstein, Beverly Sills, Paul Anka, ABBA, Liberace, Liza Minnelli, KISS, Nancy Reagan, Harry Reasoner, Scott Baio, and New Kids on the Block. It was her breakthrough idea (recently paid homage by the producers of *American Idol Gives Back*) to use celebrities to "tell the story." Before, people with disabilities and the very subject were taboo. The telethons not only raised money, but they also created a comfort zone to introduce into the American consciousness awareness and understanding, and to address fear and ignorance about an issue that was not openly discussed—and never seen on television. In 1968, my mother, with the help of my father, successfully lobbied to create The Architectural Barriers Act. Her unique ideas resulted in federal laws mandating shaved corners of street curbs, lowered public telephones, enlarged restroom cubicles, ramps in public buildings, and designated handicapped parking in every city in the United States. Recognized as ADA's predecessor more than 20 years prior to its passage in 1990, Section 502 directed communities around the country to take steps towards greater accessibility for people with disabilities. In 1973, my parents initiated, lobbied and led a movement to amend the Rehabilitation Act. For the first time in our country, Section 504 legally prohibited discrimination on the basis of disability.

We're all only one accident away from disability… If disability isn't now, it will be part of virtually everyone's life. My mission is not about disability—it's about inclusiveness. We've simply got to get past the "us vs. them" mentality and address the human condition.

LOREEN ARBUS

My father told me that when the first American landed on the moon, my mother asked, "If we can propel rocket ships to the moon, why can't we use some of that same technology to help the disabled move more easily on earth?" At her insistence, my father arranged a meeting with the head of NASA. What was to be a favor to my Dad, a perfunctory 10-minute meeting, resulted a few months later in an unprecedented meeting at California's Ames Research Center with NASA scientists and engineers, participants from the National Institute of Health and the Veterans Administration, medical professionals, and academics to find practical applications of space technology for the disabled. My mother's inspiration and perseverance resulted in the development of a lightweight wheelchair, multi-directional conveyances which can climb stairs, remote control "space garments" to move limbs and sensory devices to help the blind, among many other breakthroughs. In short, my mother united the worlds of science, technology and medicine in their first-ever collaboration.

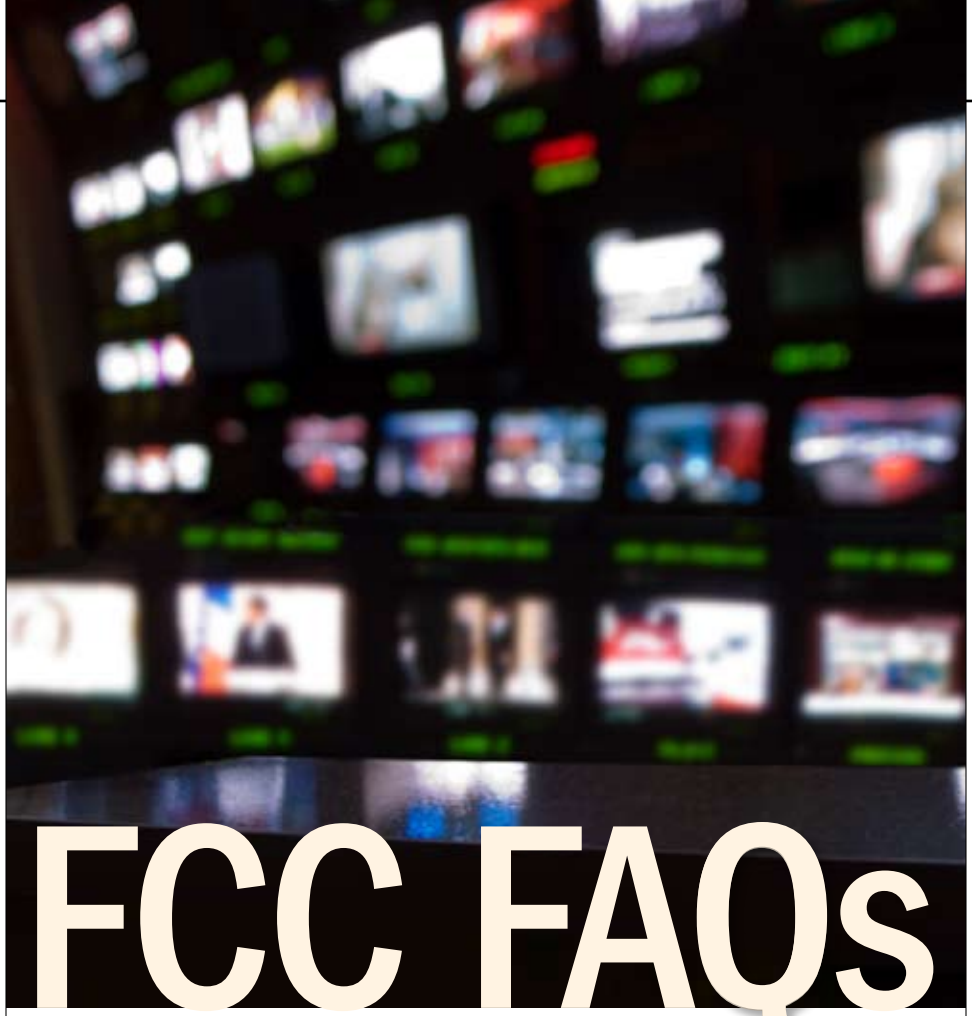
Through my mother's accomplishments in educating the public, supporting new, radical, unproven scientists, initiating research to fund medical breakthroughs to prevent disability, and bringing rehabilitation to those in need, she was able to obliterate a legacy of injustice for the largest minority in the world: people with disabilities. From her mouth came the voice for those who could not be heard, and from her heart came the empathy for the physically and mentally disadvantaged, who, until little more than five decades ago, were shunned and hidden from society. She was an extraordinary force. She empowered millions. She changed the laws, charted virgin research territory, created new academic, scientific and medical paradigms, and gave people with disabilities optimism for the future.

We're all only one accident away from disability. Disability is about all of us. It's about the preemies kept alive. It's about a greater likelihood of disability as a result of fertility drugs and multiple births. It's about thousands of Americans returning from wars in the Middle East. It's about Baby Boomers living longer and the inevitability of physical challenges. If disability isn't now, it will be part of virtually everyone's life. My mission is not about disability—it's about inclusiveness. We've simply got to get past the "us vs. them" mentality and address the human condition.

I am so very grateful to the Alliance for Women in Media, in partnership with the Academy of Television Arts and Sciences, for affording me the opportunity to continue my family's legacy of advocacy through the media. I am funding a Focus on Disability Scholarship to enable a woman filmmaker to focus specifically on the needs, achievements, contributions and stories of people with disabilities.

When I think of my mother, I am reminded of what my father said: "One hundred years from today, it won't matter where we lived, what kind of car we drove, or what material things we accumulated. The only thing that will matter is how we touched the lives of others… and that is our immortality."

The first woman in the United States to head programming for a national network, television producer and philanthropist Loreen Arbus is now head of Loreen Arbus Productions Inc. and The Loreen Arbus Foundation, which supports a broad scope of charitable interests, including scientific and medical research; women and girls; people with disabilities and other minorities; gender and racial equity in media; the arts; the environment and world peace.



FCC FAQs

Members of the Federal Communications Commission sound off on the importance of diversity in a changing media landscape.

One was a professor of American history before moving to Washington to become part of it. Another spent more than 16 years in the trenches of the telecom industry. One was publisher of a weekly newspaper serving the African-American community. And another oversaw the transition to digital television and the management of the Internet's domain name and numbering system for the White House.

From these diverse backgrounds come the members of the Federal Communications Commission, who along with Chairman Julius Genachowski are overseeing an industry undergoing dramatic transformation. These four members of the FCC spoke with the Alliance for Women in Media about a range of topics, including diversity in media ownership, net neutrality, and the greatest challenges the Commission faces moving forward.

Last year, Genachowski told Alliance for Women in Media members about the importance of promoting "a vibrant media landscape that furthers the longstanding goal of serving the information needs of communities" and the emergence of broadband, which he likened to "what railroads, electricity, highways and telephones for previous generations—the platform for economic growth, technological innovation, and individual opportunity." Now the remaining four members of the Commission share their own perspectives on the rapidly changing media landscape.

Q: In today's increasingly fragmented media landscape, what is the importance of ensuring diversity in media ownership?

Commissioner Michael J. Copps: Ensuring diversity in media ownership remains of paramount importance. In the final analysis, it is all but impossible to have diversity of viewpoint, diversity of coverage and fairness toward the many groups constituting America without more equity in who owns our broadcast and other media properties.

Commissioner Meredith Attwell Baker: The greatest opportunity for new innovation and fostering small businesses, as well and minority and women-owned companies, lies with the Internet and new media opportunities. The mobile application market alone will be a $30 billion business by 2013.

Because so many new opportunities will be in the online space, it is imperative that we as a nation—both private industry and government officials—work together to address the unfortunate gap between men and women with respect to engineering and technical degrees. While the number of women in science and engineering is growing, men continue to outnumber women, especially at the upper levels of these professions. It is critical that we continue the important work to make sure that young women have ample opportunities for success in math and science fields.

In addition, it is critical that we address the broadband adoption discrepancy with minorities. According to the National Broadband Plan, half of all Hispanics do not use broadband at home, while 41 percent of African Americans do not. Public and private partners should prioritize efforts to increase the adoption of broadband for these groups so that they may take advan-

tage of the business and career opportunities available. We need to address directly the multiple hurdles identified to more widespread adoption, affordability, digital literacy and relevancy.

Commissioner Mignon Clyburn: Traditional media outlets are still a significant source of information for the public. Because we have a diverse society, the ownership of those sources should reflect the wide-ranging audiences that receive their information. Different owners find different information newsworthy, and the public discourse is greatly enhanced when these varied viewpoints are reflected in the mass media.

To me, diversity is not restricted to people of color, but encompasses individuals of all geographic and socioeconomic backgrounds, including new entrants. Media ownership should reflect such diversity.

Commissioner Robert M. McDowell: The answer is, in a very fundamental respect, embedded within the question: Fragmentation has opened new opportunities for media entrepreneurs today that could hardly even be imagined a generation ago. The digital age has unleashed new platforms that can be used to reach all sorts of diverse interests and audiences. That includes, but is not limited to, businesses bought or newly launched by women and minorities. Technology has succeeded in opening doors for new media enterprises in a way that government mandates never could.

Today's real challenges stem from the vibrantly competitive nature of the electronic media marketplace, where abundance of choices means that media, both old and new, must work harder to win the attention and allegiance of potential audiences. It's both an exciting and daunting time to be in what I think of as the "adolescent phase" of the digital media era. I have faith, however, that if talented women and men are left free to innovate, they will find ways to bring a wide array of viable media offerings to the public.

Q: What do you believe is the Commission's role in fostering women and minority ownership in electronic media beyond the traditional broadcasting sphere?

Meredith Attwell Baker

Appointed 2009
Most recently Acting Assistant Secretary of Commerce for Communication and Information and Acting Administrator of the National Telecommunications and Information Administration, Baker oversaw the transition to digital television and the management of the Internet's domain name and numbering system while at NTIA. She previously served as and director of Congressional affairs for the Cellular Telecommunications Industry Association.

Mignon Clyburn

Appointed 2009
Formerly a member of the Public Service Commission of South Carolina, Clyburn has participated in numerous national and regional public utility organizations. She also served as publisher and general manager of *The Coastal Times*, a family-owned weekly newspaper serving the African American community in Charleston, S.C., for 14 years.

Clyburn: The Commission should play an active role in fostering greater diversity in the communications sector. *Free Press* released a report in 2006 with some statistics that I find disturbing. Women comprise 51 percent of the entire U.S. population, but own a total of only 67 stations, or 4.97 percent of all stations. Minorities comprise 33 percent of the entire U.S. population, but own a total of only 44 stations, or 3.26 percent of all stations. These statistics tell me that the FCC needs to examine why these levels of ownership among women and minorities are so low.

Diverse ownership serves the public interest, and the Commission should ensure that many voices are heard. There are a number of pending proceedings where the interests of women and minorities could play a pivotal role. For example, mergers provide a unique opportunity to closely review the functioning of markets and its failures. A large component of this review is to ensure that mergers do not result in competitive harm—a duty we share with the antitrust division of the Justice Department.

Merger approvals are often conditioned upon the merged entity agreeing to divest certain valuable assets, such as spectrum. Historically, small entities have had a difficult time acquiring spectrum through this divestiture process because too often the assets are bundled in such a manner where only the most highly capitalized entities have the capacity to bid. To directly address that, the FCC recently announced that it will be increasing coordination with the Justice Department on the divestiture process of mergers. Increased coordination will enable us to give additional guidance to entities in the divestiture process so that small businesses and new entrants have a realistic opportunity to purchase communications assets in the future.

The Open Internet proceeding also provides another opportunity to consider the role of women and minority ownership. I have stated before that I view the Internet as a great equalizer because it enables traditionally underrepresented groups—like minorities and women—to have an equal voice and an equal opportunity to participate in the marketplace. The Internet provides boundless economic opportunity and job growth potential. Therefore, the Internet should remain an open resource that can be utilized by new entrants, small companies, and people of all backgrounds and levels of experience and financial resources.

Copps: The first and central focus must be on traditional broadcasting media because that is where the FCC's writ runs most clearly and that is where, over many years, the Commission has been most derelict. At the same time, we should be discussing strategies for new media; addressing these concerns, where appropriate, in transactions coming before the Commission; and also enforcing much more vigilantly our Equal Employment Opportunity obligations.

Q: If the FCC decides to maintain some or all of its media ownership rules, do you believe there are any actions that the FCC can or should take that would make those rules more effective in spurring competition?

Michael J. Copps

Appointed 2001
Formerly Assistant Secretary of Commerce for Trade Development at the U.S. Department of Commerce, Copps also served as Chief of Staff for Sen. Ernest Hollings (D-S.C.), in various corporate and trade association positions, and as a professor of U.S. history at Loyola University of the South.

Robert M. McDowell

Appointed 2006
The first Republican to be appointed to an independent agency by President Barack Obama, McDowell held a range of positions in the telecom industry, including serving as senior vice president for the Competitive Telecommunications Association.

Copps: The rules in and of themselves are no silver bullet for our media ownership shortfalls. The Third Circuit Court made clear that Chairman Powell's effort to relax media ownership limits failed to step up to the minority ownership issues, and we must of course make sure that doesn't happen again in any recommendations that accompany the current 2010 Quadrennial Review. Minority and female ownership should be an important objective of our ownership rules. New programs and incentives are also needed—both short- and long-term—along with a strong reaffirmation of the FCC's commitment to expanded female and minority ownership.

Q: What more do you think the FCC could be doing to encourage ownership of media outlets by women and minorities?

Copps: A lot more! First, we need opening steps, such as… providing something like full file review as an interim incentive while we develop more comprehensive solutions. We need to work with Congress to restore something like the old tax certificate; we need to enforce our EEO rules; and we need, most of all, to send the clear signal that this Commission deems action on this front as one of its central responsibilities.

McDowell: I am always happy to consider new ideas that could help more women and minorities join the ranks of media owners, although the Commission must remain mindful that existing law constrains the government's ability to fashion race- and gender-conscious regulations. Striking that balance is why I supported FCC action on 13 different measures in the Commission's 2007 Diversity Order, which were designed to make the most of the flexibility we have now to foster greater diversity of ownership. Those steps included establishing a ban on discrimination in broadcast advertising (i.e., "no urban/no Hispanic" dictates), which one prominent minority advocacy group called the first new federal civil rights law in more than 30 years.

The Diversity Order also adopted several rule changes for "eligible entities," a category based on the Small Business Administration standards for small businesses and which obviously include those led by women and minorities. The rule changes involved easing attribution limits to encourage more investment in eligible entities; extending deadlines for construction of new broadcast facilities by eligible entities; reviving the FCC's old "distress sale" policy to benefit eligible entities; and encouraging larger, existing broadcasters to create "incubators" for eligible entities and to spin off excess station properties to eligible entities.

In addition, the Commission has amended our broadcast ownership report to more precisely collect data on female and minority ownership. That information should be available to help inform the agency's decision-making next year in the pending media ownership rulemaking. Throughout my time as a Commissioner, I have called for a greater awareness of the financial realities that face small enterprises and new entrants, including those owned by minorities and women. Changes in our ownership rules alone won't achieve much if the intended beneficiaries can't obtain the financing they need to make their aspirations a reality.

While government cannot address all aspects of the ownership situation, I favor efforts to take more action when we have a good legal and factual basis for doing so. For example, for some time now, I've urged that the Commission offer active assistance to Congress in fashioning a legally sustainable tax certificate program to promote ownership of communications companies by economically disadvantaged businesses.

The Commission also continues to consider additional steps the agency might take on its own to foster greater female and minority ownership. Among them is whether to replace the "eligible entity" definition with another, more focused concept. One such proposal calls for the agency to recognize "socially and economically disadvantaged businesses." I expect that we may receive further suggestions soon from the Commission's Diversity Advisory Committee, which was made up of a wide range of representatives from industry and advocacy groups, including AWM. I also hope and expect that these proposals will be closely reviewed by the agency's Office of General Counsel to ensure that they can survive possible constitutional challenges in court. It would be a waste of resources at best, and cruel at worst, for the FCC to adopt regulations in this area that could be quickly overturned.

Clyburn: As I have previously stated, the largest barriers to entry for women and minorities is the availability and accessibility to capital. We should also seek new ways to encourage minority ownership. The FCC's Office of Communications Business Opportunities has made great strides on this issue. It has developed networking programs which allow larger communication companies to impart advice to help small and diverse businesses flourish, [including annual capitalization strategies workshops that bring together new entrepreneurs and finance specialists]. It has also developed a Web site to help small businesses procure capital.

We are also developing online networking programs which connect larger communications companies with small and diverse businesses to help educate small business owners.

Q: What sort of data would you need to see to consider "designated entity" benefits for women and minority-owned companies?

McDowell: The most critical component of any future effort to craft race- or gender-conscious ownership rules will be to satisfy the demands of the Equal Protection Clause of the Fifth Amendment. As set forth under a line of Supreme Court cases beginning with the 1995 *Adarand [Constructors Inc. v. Peña]* decision, the Commission—or any government agency—faces a heightened degree of constitutional scrutiny in seeking to defend such rules. It is not sufficient to simply assume that minorities or women face discrimination because of their race or gender. Instead, government agencies that hope to uphold rules that explicitly incorporate race or gender qualifications must document, with evidence, that discrimination on the basis of those characteristic existed in the past and that the new regulations are designed to address the effects of that past discrimination.

The FCC staff has been talking in recent months with the Department of Justice about commissioning so-called "*Adarand* studies" to determine what evidence might be mustered to support new race- or gender-based rules. I support the effort to explore the data and then use that material to evaluate what our legally sustainable options might be.

Copps: We need to update the *Adarand* studies so that if taken to court on the programs that I hope will be developed, we will have the data and legal rationales to defend our actions. These studies should have been completed by now. Some of the year 2000 *Adarand* studies that were done may have to be updated, others rewritten, perhaps some new ones undertaken. We should commit to having these studies completed by next summer at the latest. Meanwhile, there are interim steps we can take, such as incentives along the lines of full-file review or some variant thereof like the recently suggested "Preference for Overcoming Disadvantage."

Q: How do diversity issues come into play in net neutrality? What about in regards to broadband deployment, particularly in underserved areas?

Baker: Broadband is available to 95 percent of Americans, yet only about two-thirds choose to subscribe today. Information is critical to closing both of these gaps. We need better and more granular maps, which we are working on with NTIA, so we can better isolate areas—whether urban, rural, rich, poor, the elderly, African Americans, Hispanics and persons with disabilities —that are underserved. We also need more data on why certain Americans do not view broadband as relevant to their lives, simply cannot afford broadband, or lack the digital literacy necessary to benefit from it. Greater data will help us better target adoption efforts. For instance, our findings reveal that minorities are more likely to adopt mobile broadband solutions.

We should establish dynamic and evolving approaches to addressing affordability, relevancy and literacy adoption hurdles, focusing on how particular communities want and use broadband. We must also be pragmatic that the federal government does not have unlimited resources and that a top-down one-size-fits-all approach will not work effectively. We will need to engage private and non-profit groups that worked so effectively with us during the digital transition to target messages, spread the word, and do the outreach.

Clyburn: An open, dynamic Internet is important for maintaining a level playing field. The Internet is an inexpensive platform which allows women and minorities the opportunity to conduct business. With very little capital, they are able to start a business and actively compete in the marketplace.

Therefore, I find that a nondiscriminatory principle is essential to ensure that, along with transparency, all individuals, including women and minorities, have equal opportunity to use the Internet to manage or run their business. Due to the vital role the Internet plays in business success, I do not believe that companies should have the ability to block access to this tool. Particularly, the Commission must ensure that discriminatory practices by network managers do not increase the costs of service; hampering the opportunities to disadvantaged groups. With clearly established rules, the FCC can adequately protect consumers and ensure their access to an open, dynamic and transparent Internet.

> If we cannot do better for female and minority ownership of, and participation in, new media than we did in traditional media, then we will have lost the opportunity for equity in the digital age.
>
> COMMISSIONER MICHAEL J. COPPS

Copps: If we cannot do better for female and minority ownership of, and participation in, new media than we did in traditional media, then we will have lost the opportunity for equity in the digital age. These questions should be front and center as we implement our broadband strategies and as we contemplate the town square of democracy moving online.

McDowell: It is important to remember that the open and freedom-enhancing Internet that we enjoy today is the result of a decades-old, bipartisan consensus: a decision that government should stay out of the way while a competitive free market experimented with new ideas. And users interested in special topics find a wealth of sources at their fingertips. For example, a recent search-engine query for "women-owned businesses" turned up just over a million hits.

I want today's state of Internet freedom and openness to continue because it has delivered demonstrable benefits. I am not convinced that new government regulation is necessary. The handful of examples of alleged problems raised by proponents of net neutrality mandates have been resolved quickly. Rather than erect new regulatory regimes that could stifle future innovation and investment, we should continue to rely on standards and best practices developed by the same type of private, non-profit collaborative efforts that gave rise to the Internet as we know it today. Such entities include the Internet

Society (ISOC), an umbrella organization founded in 1992, and its Internet Engineering Task Force (IETF), which develops technical standards for the Internet. Similarly, the P4P Working Group brings together leading Internet service providers (ISPs), peer-to-peer (P2P) software distributors and technology researchers to work on peer-to-peer congestion. Such collaborative action can and should be buttressed by reliance on existing antitrust and competition laws to police any demonstrable infractions.

The adverse effect of possible new Internet regulations on broadband deployment, particularly in unserved areas, is one of my major concerns. And what would be even worse for broadband deployment and adoption would be to impose old-fashioned common carrier regulation originally designed for Ma Bell-style telephone monopolies onto the different types of networks that support today's competitive and dynamic Internet. According to a diverse assortment of financial analysts, the prospect of these new, onerous regulations already have dampened the pace of investment to extend broadband networks beyond cities and suburbs into underserved areas, including rural America and our inner-city neighborhoods. This kind of unintended consequence is exactly what America does not need, especially during these sour economic times.

Q: Some members of Congress have spoken of introducing broadband legislation in the wake of the Comcast decision. Ideally, what's the scope of authority over broadband you'd like to see the FCC have? What additional powers do you think that the FCC ought to have in order to best promote broadband deployment in the US?

Copps: I believe the FCC has the authority it needs to ensure access to broadband, and I believe we should reaffirm this authority immediately. Legislation can also reaffirm this authority and I would welcome that, but I do not deem it essential to the FCC's ability to conduct its oversight responsibilities.

Baker: Under our existing statute and regulatory approach, private industry has invested billions of dollars to build our nation's broadband infrastructure. 95 percent of Americans have access to broadband today. I am hopeful we can maintain the incentives and regulatory certainty that has helped spur such substantial investment in our collective IP future.

The government's short-term focus should be on how to direct funding and technologies towards those 5 percent of Americans without access to broadband today. The primary means to accomplish this will be the universal service program and our spectrum policies—both of which are within the authority of the FCC today. That said, longer term it is certainly true that our operating statute has not been updated significantly since 1996, which raises any number of difficulties of applying an older set of rules to new broadband and IP facilities. I would welcome any congressional effort to provide a clear roadmap to the Commission as to its future authority and role in our broadband world.

> We need to be reasonably humble about our ability to predict the future, especially when it comes to emerging technologies.
>
> COMMISSIONER ROBERT M. McDOWELL

Q: What do you see as the Commission's greatest challenge going forward?

McDowell: We need to be reasonably humble about our ability to predict the future, especially when it comes to emerging technologies. Some of the FCC's stickiest issues right now involve well-meaning attempts to shape various parts of the communications marketplace with overly proscriptive rules that create new problems that no one anticipated. I hope that we can update or eliminate old rules that no longer serve their original purpose, while avoiding the adoption of new restrictions that could inadvertently hamper American competitiveness or deprive American consumers of new and attractive communications services and devices.

Clyburn: New technologies are constantly emerging, and the Commission must remain abreast while considering the long-lasting effects that our policies have on technologies that have yet to be created. When regulating, it can seem easy to "stay inside the box" and remain in the status quo. The challenge for the Commission is to proactively seek methods that will advance the needs of disadvantaged groups, rather than scrambling to resolve issues after the fact and ensure that the regulatory environment does not discourage new technologies. We should keep the interests of new entrants and diverse groups in the forefront of our minds as we attempt to resolve matters that come before us. Their interests are then considered contemporaneously with our decisions and not treated as an afterthought.

Baker: Our biggest challenge is how to shift our legacy rules and framework to meet the demands of a broadband world. Whether it be spectrum policy or universal service, we need to update and revisit rules designed to address yesterday's challenges and technologies. For example, how do we provide sufficient spectrum in large enough blocks for advanced bandwidth-intensive mobile broadband solutions? How do we repurpose a multi-billion dollar universal service program that has worked so well to provide voice services to all Americans into a vehicle to facilitate greater broadband deployment and adoption?

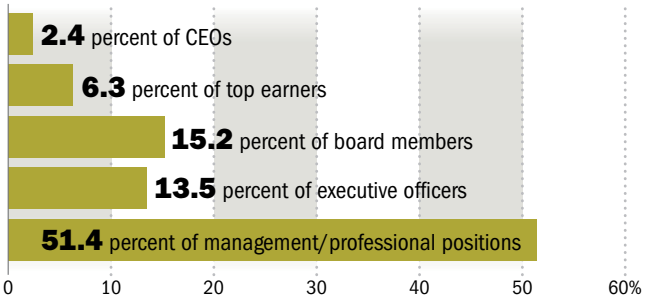
Copps: Our greatest challenge going forward is to ensure equal access and equal opportunity for all in the nation's media. This involves correcting the abuses that decades of misdirected private and public sector decisions have visited upon our traditional media, and ensuring that these ills are not visited on the new media of the digital age. Our democracy depends upon a fully informed and fully participating citizenry—and we are nowhere near that objective today.

Wh We

A Snapshot of Women in

CAREER

Women in Fortune 500 companies:



SOURCE: CATALYST'S NOVEMBER 2010 REPORT ON U.S. WOMEN IN BUSINESS

56
of the companies in the S&P 100 have no female or minority representation in their highest-paid executive positions.

14
of the companies in the S&P 100 have two or more women or minorities in their highest-paid executive positions, according to a November 2010 Calvert Investments report.

18%
of director positions within the S&P 100 are women, and only 8.4 percent of the highest-paid executive positions, according to the Calvert report.

70%
of all companies lack a clearly defined strategy for the development of women into leadership roles, according to an October 2010 Mercer study.

THE MEDIA

The Top 250 Films of 2009

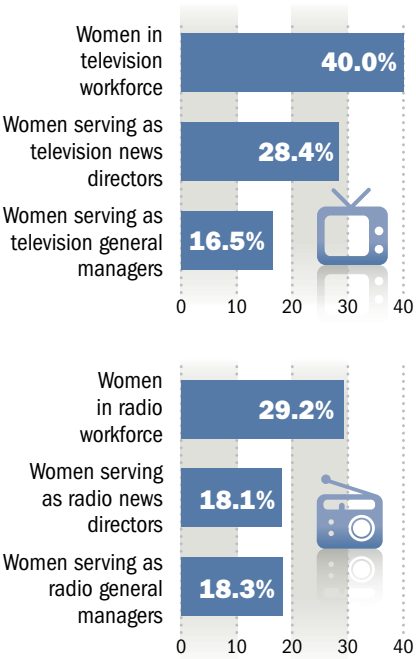
7%
Women directors

16%
Women in all leadership roles (directors, producers, writers, cinematographers, and editors)

86%
Percentage of films with no female writers

SOURCE: *CELLULOID CEILING*, MARTHA LAUZEN OF THE CENTER FOR THE STUDY OF WOMEN IN TELEVISION AND FILM AT SAN DIEGO STATE UNIVERSITY

Women in Radio, Television and Film



SOURCE: RADIO TELEVISION DIGITAL NEWS ASSOCIATION/ HOFSTRA UNIVERSITY 2009 ANNUAL REPORT

5%
of television stations and 6 percent of radio stations are owned by women, according to a 2007 Free Press survey.

75%
of working mothers in the television news industry felt their companies were not "very supportive" of women with children, according to a Ball State University survey of Alliance for Women in Media members.

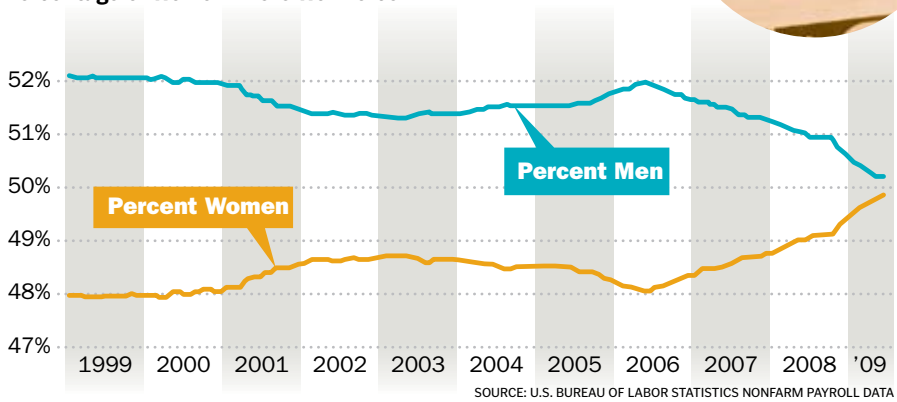
12
million women publish or post to blogs, according to a 2009 BlogHer/Compass Partners study.

ere Are:

the Workplace and Beyond

WORK AND HOME

Percentage of Women in the Workforce



SOURCE: U.S. BUREAU OF LABOR STATISTICS NONFARM PAYROLL DATA

53.5% of college graduates are women, according to the U.S. Bureau of Labor Statistics.

22% of married women make more money than their husbands, up from 4 percent in 1970, according to BLS.

62% of women with children would prefer to work part-time, according to a 2009 Pew Research Center survey. Only 21 percent say full-time work is the "ideal situation," down from 32 percent in 1997, according to Pew.

18% of American women end their childbearing years without having had a child—nearly double the amount in 1976, according to a 2010 Pew Research Center survey. However, the percentage of childless women with advanced or professional degrees declined from 31 percent in 1994 to 24 percent.

70% of working mothers say they feel rushed, compared to 26 percent of at-home mothers and 25 percent of working fathers, according to a 2005 Pew Research Center survey.

THE WORLD

19 The United States' global ranking in gender equity in 2010, according to the World Economic Forum. This year marks the first time the U.S. has entered the top 20 in the annual survey.

77.6% What U.S. women earn compared to their male counterparts, according to an International Trade Union Confederation report. That figure remains considerably below the worldwide average of 84.8 percent and those in Europe (85.5 percent) and Asia (82.4 percent).

64 The United States' global ranking in wage equality for comparable work, according to the World Economic Forum.

Change & Creativity

BY CHRISTINA ANDERSON

Female leaders in technology fields bring a new style of leadership to IT.

The shortage of women and lack of diversity in technology and technical fields remains one of the great challenges facing companies in telecommunications and entertainment. While many observers fret over the relatively low numbers of women in technology, others have begun to take note of the impact of women who *have* succeeded in building careers and rising through the ranks of technology leadership.

Nowhere is this more evident than in information technology. The backbone of all media companies in today's information economy, IT touches, supports and facilitates virtually all functions in our businesses, and women are finally making significant inroads at the highest levels.

"Despite unequal pay and cultural biases," reported *Computerworld Magazine* in a recent article, "more women are reaching the IT executive suite than ever before, and they're helping to pull up their female colleagues."

Not only that, many corporate executives and workers are also discovering the great strength of diverse leadership in IT: women specifically bring to these executive positions, and to their companies, a level of innovation, creativity, and collaboration unsurpassed in a previously male-dominated world. According to the Anita Borg Institute, which focuses much of its work on developing women leaders in IT and technology, women who have succeeded in achieving leadership positions believe they are assertive, entrepreneurial, collaborative, risk-takers, inquisitive and innovative.

"If you can couple technical know-how with the qualities that we traditionally see in women leaders," says Women In Cable Telecommunications President & CEO Maria Brennan, "you have a working environment that fosters creativity—and creativity leads to innovation."

Standouts

Women who have reached the executive suites of major media companies and distinguished themselves by leading large teams of technology professionals exemplify the traits of flexibility, collaboration, team-building, creativity and innovation that are often associated with female leadership. They are also living examples of the impact of diversity on corporate success.

Consider Amy Berokwitz, senior vice president and chief information officer of CBS Corp., who leads approximately 400 IT professionals supporting the corporation's 14 business units. Berkowitz not only leads the teams that enable the back-office operations for the CBS units, she is also among a handful of women—a group that also includes Amy Banse of Comcast—that are leading television into the future by creating applications that extend television to different digital platforms, such as TV.com, Fancast and Hulu.

"As an organization, we're committed to, and we invest a lot in diversity," Berkowitz says. "We attract people with a diversity of culture and gender and experience and education. And as a result of that, I think we offer a lot of opportunity to the people that we bring in to the organization… They return loyalty back to the organization, and people at CBS tend to stay here for a very long time."

The loyalty and longevity of CBS employees, particularly in technical roles, is a key ingredient for business and technol-

ogy innovation, Berkowitz says. "Because of the amount of time that people spend here, there's a tremendous continuity of knowledge that translates into a tremendous asset to the organization, and I think that asset is a key to innovation," she says. "I think you really need that intimacy and knowledge of the business to help be creative and help the business find new ways to do things that are truly going to be impactful."

Employee loyalty is just one element of creativity, and Berkowitz works hard to foster other values that foster innovation. That's not always easy in the world of IT, where professionals are expected to maintain a rock-solid foundation of telecommunications and technical support for business continuity, and employees come to count on long-established systems and processes. That can make IT organizations—and the employees they support—change-averse in an era when communications technology and services are shifting beneath our feet.

"We in IT struggle from a creativity perspective," Berkowitz concedes. "IT employees don't always have the luxury to spend a lot of their time on things that are creative and innovative… There are plenty of times when they can use creativity. But I think the key really is in finding the right balance. So a large part of my job is to figure out what that right balance is, and to make sure we have the right balance between continuity and creativity."

Creating a Culture

Creativity and innovation can only exist when the business culture supports them, Berkowitz points out. She says it's important to help her teams fully understand the corporate objectives against which they should innovate; equip team members with the tools they need to be innovative; reward individuals for demonstrating innovation; and provide a forgiving environment that accommodates occasional mistakes and failure.

"When it comes to mistakes, what I choose to focus on is what I can learn, and how I can apply the lessons that I've learned into the work that I'm going to do in the future," Berkowitz says, "and I think the same notion applies for innovation… because one of the biggest killers of innovation is fear of failure.

"In order to innovate, people often have to step out of their comfort zone and look at non-traditional ways of doing things," she adds. "And so I think if an attempt at innovation fails, and we choose to stomp on the individual and not the idea, we're in danger of killing innovation… If you don't try, and fail—you can't try, and succeed."

Pamela Rucker, an established expert in IT leadership, with executive training from Rice, Columbia and Harvard, has found

that delegating authority has helped breed creativity, innovation, and effectiveness.

"I have this mantra with my group—if you and I are doing the same thing, one of us is not necessary," says Rucker, a veteran of managing enterprise operations for several Fortune 500 firms and a member of *CIO Magazine*'s Executive Council Leadership Network and Executive Women in IT. "In order for me to be effective in my job, I have to give people access to things that I would have access to if I were [serving] in that role, or to give them opportunities to grow or to innovate or to run things and not to be afraid to allow them to fail sometimes. You recognize that in order for me to be working at a strategic level, [my employees] have to be working with somebody else, and that might mean that they're interfacing with people on the executive team. You have to be willing to expose people to meetings like that."

Adds Rucker, "For me, it's important to hire 'A-players,' but also to empower A-players, because if you have an A-player that you're not empowering, you're just letting them go to waste."

Rucker agrees that the collaborative and persuasive leadership style favored by many women helps in managing IT operations for a major corporation. Rucker says she addressed differing views and occasional confrontation head-on, but in a way that helped the entire organization feel comfortable with outcomes.

"If there was something that needed to be said between two departments that might have conflict, I was able to pre-socialize that and have other meetings so... by the time they came up it was something we'd already talked about," Rucker says. "That meant I probably had to say the same things six [or] seven times to different groups, but you have to be willing to do that, right? You actually start seeing traction as opposed to having a meeting and talking about something being on the white board and [then] trying to implement it."

Jenifer Cistola of CableLabs, the research and development consortium of several major cable multiple system operators in the U.S., agrees that the ability to communicate feelings and opinions clearly and effectively bolsters opportunities for creativity, progress and team success.

"To me, you can easily pick battles around technology, right? People get emotional and passionate about, 'This technology is better than another technology.'," she says. "But if you get in the middle of one of these… you lift it up to, 'We're all here to serve a member,' or, 'We're all here to serve an industry.' What is the best answer for the industry? Forcing the discussion back to that level seems to force progress. It's not about technical elegance. It's about the best thing for a consumer, or the best thing for an industry… It's always about pulling it back to the member… which is our customer. It forces productive discussion."

Another key attribute needed by women in IT management is "truth-telling," Cistola says, particularly when it comes to assessing the capabilities of a company's current technology. "It's OK to disagree, and to try to create an environment where people feel comfortable and confident in telling the truth in meetings and discussions, not discussing that offline outside the meeting," she says. "That's all about speed. If you're not doing that, you're too slow."

Standouts

Just a few of the women who have served, or are serving, in the executive suites of major media companies or have distinguished themselves in leading large teams of technology professionals:

- **Amy Banse**, president, Comcast Interactive Media
- **Nomi Bergman**, president, Bright House Networks
- **Amy Berkowitz**, senior vice president and chief information officer, CBS
- **Jenifer Cistola**, senior vice president of cable information services, Cable Television Laboratories (CableLabs)
- **Cyndee Everman**, vice president of business support systems, Time Warner Cable
- **Barbara Jaffe**, senior vice president of advanced technology and operators, HBO
- **Roxanne Kerr**, vice president of technology, C-SPAN

BANSE

BERGMAN

BERKOWITZ

> It's not about technical elegance. It's about the best thing for a consumer, or the best thing for an industry… It's always about pulling it back to the member… which is our customer. It forces productive discussion.
>
> JENIFER CISTOLA OF CABLELABS

The Case for Diversity

Research over several decades has demonstrated that companies do best when their leaders and workforce reflect the markets they serve. According to *TVWeek*, a 2008 study by Solutions Research Group showed

DIVERSITY MATTERS

Cable recognizes the rich diversity in the communities we serve. We're committed to achieving broad diversity in our workforce, leadership, supplier base, and programming content. And we're proud to support industry organizations dedicated to these goals and the advancement of women and people of color. Learn more about these groups and how you might become involved.

www.NCTA.com/diversity

Alliance for Women in Media
- Government and regulatory advocacy
- Professional development programs
- Collaboration and networking opportunities

Emma Bowen Foundation
- Internships for Minority High School Students

National Association of Multi-Ethnicity in Communications (NAMIC)
- Executive Leadership for industry professionals
- Mentoring program for industry professionals

Walter Kaitz Foundation
- Grants Program
- Supplier Diversity Program
- Outreach Program

Women in Cable Telecommunications
- Executive Leadership for women in the industry
- Research on best practices/pay equity

cable
National Cable & Telecommunications Association

that "women are leading the charge as heavy consumers of network television shows on the Web, digital video recorders, casual gaming and social media sites like MySpace and Facebook." What better argument can there be for ensuring diverse leadership in managing the technology that supports the provisioning and operations of today's bold new media services?

As media companies such as CBS, Comcast, HBO, C-SPAN, and others can attest, the diversity case has been proven and has contributed to their success not only from a technology perspective, but also from a business and innovation perspective in the marketplace.

Cistola, Rucker, Berkowitz, and other women leaders in IT all serve as positive role models for young women seeking to make an impact on the technology sector in media. But how can our companies strengthen the pipeline for those women and help more find their way into our executive suites? The answers may be obvious, but not easy.

- **Mentoring by both men and women.** In cable, groups such as Women In Cable Telecommunications and the National Association for Multi-ethnicity in Communications have established successful mentoring programs that today are giving young career women a leg up in their efforts to advance. And in most of cable's major IT operations, informal mentoring is becoming increasingly important.
- **Retention of women IT executives in mid-level positions.** IT by its very nature is a 24/7 endeavor, which can wreak havoc on work/life balance for both men and women—but especially for women, as family demands tend to increase as they move into mid-level positions. WICT's PAR (Pay Equity, Advancement Opportunities, and Resources for Work/Life Support) program is one of several communications industry initiatives that identify corporate efforts to improve work/life balance—in part, to enhance employee retention, encourage re-entry, encourage mentoring, and reward innovation.
- **Recognition for innovative practices, exemplary leadership and successful implementation.** Recognition is not only an important key to sustaining an energized workforce, but also for luring prospective talent. That's critical, as the work of IT or its engineering counterpart, often takes place under the radar. The nature of the work is highly specialized and often difficult to explain, with the unique exception of quantifying results.
- **Encouraging young women to consider IT and other technical trades as a career.** To help strengthen the pipeline of female technology employees, Time Warner Cable, Discovery Communications and other telecom companies —as well as trade groups and professional societies such as the Entertainment Industries Council and Cable in the Classroom—have made substantial commitments to support federal efforts to pump up STEM (science, technology, engineering, and math) education. These initiatives speak to all young people but can be particularly helpful to young women, who, as Berkowitz points out, initially may feel isolated in what currently remains a male-dominated sector.

Is the increasing profile of women leaders in cable and telecom IT a success story? Not yet. But companies in the sector acknowledge that more female leadership in this area is critical to their business success—success in diversity, growth, serving consumers, and ultimately, the bottom line.

Rucker says a stronger presence of women in decision-making positions in IT is major contributor to diversity in the enterprise. And diversity can turn a good company into a great one. "It was not just the ratio of women to men, but the diversity in general," she says of her experience. "Everyone felt they were there because they were uniquely qualified to do what they needed to do. And by that I mean there were no hidden agendas—what you see is what you get, and your voice matters here. You're on that team, as an employee, as a contractor, as a partner, as a vendor, you are here, and your voice matters, and you're treated with the utmost respect and integrity. And that being in [a place] where people felt like we were heard, it fostered a really team-based environment."

Christina Anderson is with the National Cable & Telecommunications Association and a member of the Alliance for Women in Media's Board of Directors.

By the Numbers

Women leaders in IT stand out today by the sheer paucity of their numbers. And for those who support increasing the number of women in IT, the trends aren't encouraging. Consider the following 2008 statistics from the National Center for Women & Information Technology:

57%

of professional occupations in the U.S. workforce were held by women.

25%

of professional IT-related occupations were held by women.

28%

computer scientists were female; and within that segment, just 3 percent were female and African-American; 3 percent were female and Asian; and 1 percent were female and Hispanic.

57%

of all undergraduate degree recipients were women, yet only 18 percent of undergraduate degrees in computer and information sciences were received by women.

79%

decline from 2000 to 2008 in the number of incoming undergraduate women interested in majoring in computer science.

22%

of technical jobs in the cable industry are held by women according to a 2009 survey of cable industry companies by Women in Cable Telecommunications.

Improving Our Image

Media leaders and lawmakers join forces to promote healthier portrayals of women.

TOP LEFT: Alliance for Women in Media President Erin Fuller with Academy Award winner Geena Davis, founder of the Geena Davis Institute on Gender in the Media. TOP RIGHT: Actress Alfre Woodard speaks at the Healthy Media Images for Youth Industry Summit. BOTTOM: Lesli Rotenberg of PBS Kids participates in an Alliance for Women in Media-sponsored discussion at the summit.

On October 6, leaders from media, journalism and politics convened the Healthy Media Images for Youth Industry Summit to identify ways to promote healthier images of women and girls for the benefit of all children. As part of a new partnership with the Girl Scouts of the USA, the Alliance for Women in Media sponsored a panel at the summit entitled Women in Charge & the Changing Media Landscape, where AWM members including Clear Channel Communications' Lisa Dollinger, CNN's Suzanne Malveaux, PBS Kids' Lesli Rottenberg, WJLA's Allison Starling and social media guru Lena West shared personal insights into the power that women possess, as well as key opportunities and challenges which lie ahead during these dynamic times.

A number of Hollywood's brightest stars were in attendance, including actresses Teri Polo, Alfre Woodard and Rachael Leigh Cook. Academy Award winner Geena Davis served as the keynote luncheon speaker where, through this event, participants worked to set achievable goals and develop an actionable plan to promote positive media images of women and girls in communities across the country.

AWM recently announced its partnership with the Girl Scouts to support passage of the Healthy Media for Youth Act (H.R. 4925). The bipartisan bill, which was introduced by U.S. Reps. Tammy Baldwin (D-Wis.) and Shelley Moore Capito (R-W.Va.) and developed in close collaboration with Girl Scouts of the USA, calls for improving media literacy for youth and encouraging the promotion of healthier media messages about girls and women. It would authorize grants to promote media literacy and youth empowerment programs, as well as research on the role and impact of depictions of girls and women in the media and the creation of a national task force to explore the issue.

As part of the partnership, the two organizations will work together to build support for the legislation on Capitol Hill and across the country. The Healthy Media for Youth Act aligns with the Alliance's efforts to improve the quality of programming and the ways in which women are depicted in the media. It is also a part of the Girl Scouts' wider effort at the federal, state, and local level known as "Live Healthy, Lead Healthy", which seeks to engage policymakers and community leaders around key health and well-being issues affecting girls.

"The Alliance has been, and continues to be, concerned about the stereotypes and unhealthy images of women portrayed by the media," says AWM Chair Sylvia Strobel. "The impact of such images—particularly on girls—is devastating. We are honored to partner with the Girl Scouts on the Healthy Media for Youth Act, as it will promote public awareness of media literacy initiatives and the need for positive, healthy images of women and girls."

Referred to the U.S. House of Representatives Committee on Energy and Commerce in late March, the bill already has more than 40 cosponsors. The legislation has been officially endorsed by a wide range of groups, including the American Psychological Association, American Association of University Women, Black Women's Health Imperative, and Lifetime Networks.

>>To learn more about the Healthy Media for Youth Act, visit http://www.govtrack.us/congress/billtext.xpd?bill=h111-4925.

'Mancession' No More

BY KATE NISWANDER

Women have been among the hardest hit during the economic downturn.

The national unemployment rate remains at a staggering 9.6 percent, according to the U.S. Bureau of Labor Statistics. But for women nationwide, this number represents the tip of the iceberg: Emerging research shows that two specific groups—single female heads of households and women of color—have been hit hardest during the economic downturn and its aftermath.

In the beginnings of the recession in 2008, The Women and Girls Foundation of Southwest Pennsylvania (WGF), an independent foundation whose mission is to achieve equity for women and girls in its region, noticed a growing trend in the media. According to WGF Executive Director Heather Arnet, the media was framing the crisis as a "mancession" and focusing solely on the downturn's effect on men.

"The President talked about investing in 'shovel ready,' 'hard hat' jobs," Arnet says. "We were concerned those investments would have little impact in alleviating female poverty across the nation, and within our own state."

Propelled by the need for state-specific research, WGF partnered with the Institute for Women's Policy Research to explore the impact of the recession on the women of Pennsylvania. Its February 2010 report, *The Female Face of Poverty and Economic Insecurity: The Impact of the Recession on Women in Pennsylvania and Pittsburgh MSA*, shows that unemployment for single mothers in Pennsylvania jumped from 5 to 11 between 2007 and 2009—double the rate of their male counterparts. Poverty rates for single-mother households increased 15 percent between 2007 and 2008.

> "Because of historical and labor market inequities, female minorities are less likely to have the economic resources to support themselves and their families when they lose their jobs."

"To see unemployment rates for single female heads of households at twice the rate of their male counterparts [in our state and metro area] was a real call to action," Arnet says.

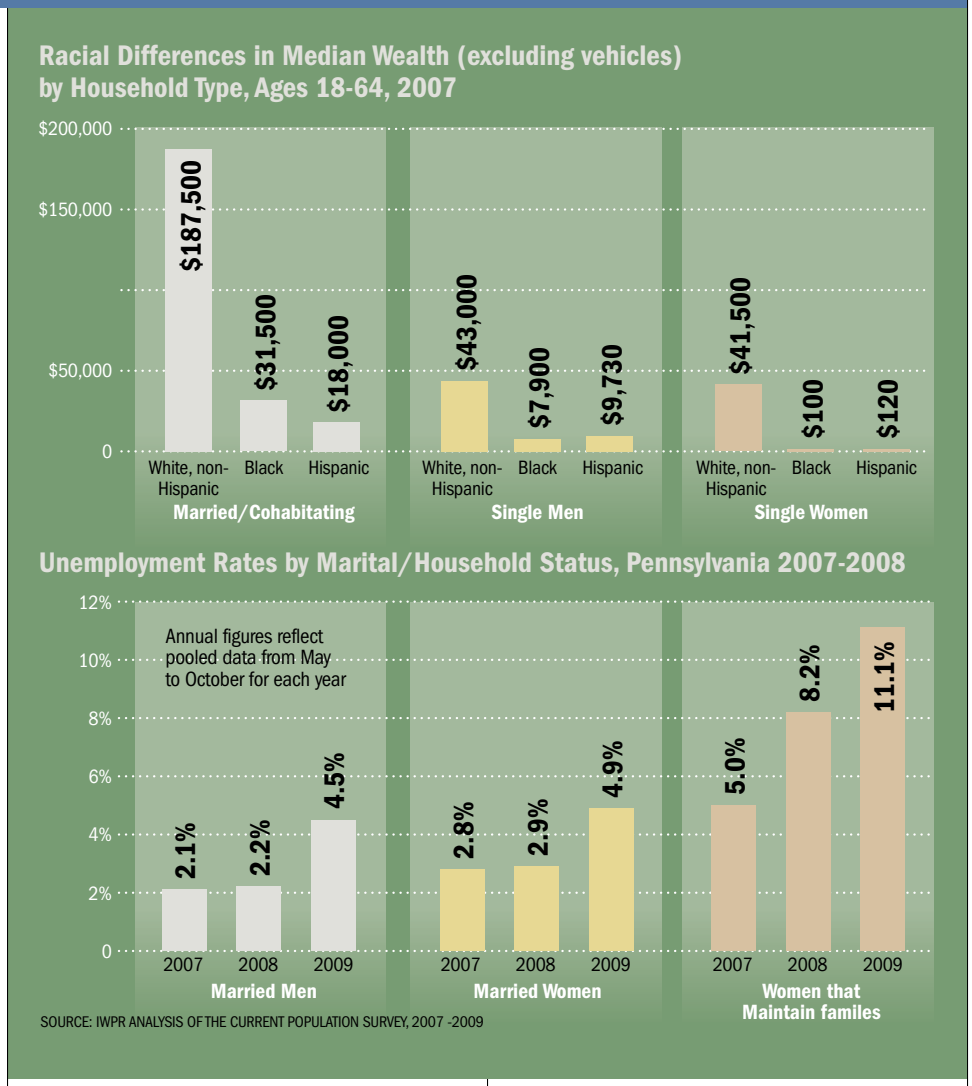
These women are not the only group to face disproportionate disadvantages during the economic crisis. A study released in March by The Insight Center for Community Economic Development brings attention to the current "wealth gap" for women of color. While wealth disparities affect all women, according to *Lifting as We Climb: Women of Color, Wealth and America's Future*, single black and Hispanic women have just one penny of wealth for every dollar owned by their male counterparts. Further, nearly half of all single and black Hispanic women have zero or negative wealth, meaning their debts are of greater value than their assets.

The fact that women of color are likely to have greater debt or are less likely to own assets make the current unemployment crisis all the more devastating, according to Dr. Mariko Chang, the study's author. "As the current economic crisis has shown us, when one loses access to income—as so many have during this crisis—it's wealth [cash in savings accounts and other assets] that allows people to make ends meet and remain financially stable," Chang says. "Because of historical and labor market inequities, female minorities are less likely to have the economic resources to support themselves and their families when they lose their jobs."

Solutions will need to take the long view, according to both reports. WGF recently presented its research at a Congressional briefing and offered policy recommendations for this issue, including training employers on best practices to recruit and retain women workers and promoting family–friendly work policies. For female minorities in particular, Chang's report encourages the creation of more subsidies and incentives to save, more support for self-employment and microenterprise, and improving data collection on minorities.

Both reports also stress that creating better employment opportunities for women and minorities will stimulate better overall economic growth. For the currently unemployed, Arnet recommends programs aimed at training women for new energy or green careers, while those new to the work force should consider careers in engineering. "We have to think about how state and federally funded and created jobs will be especially targeted, marketed, and designed to be family-friendly jobs where women can succeed and thrive," Arnet says.

Kate Niswander is a coordinator for the Alliance for Women in Media.



Resources

To read *The Female Face of Poverty and Economic Insecurity: The Impact of the Recession on Women in Pennsylvania and Pittsburgh MSA*, visit www.iwpr.org/pdf/R345PApoverty.pdf. *Lifting as We Climb: Women of Color, Wealth and America's Future* is available at http://www.insightcced.org/uploads/CRWG/LiftingAsWeClimb-WomenWealth-Report-InsightCenter-Spring2010.pdf.

Generation Y

Each of our perspectives on diversity is shaped by our own identities, experiences and backgrounds. The Alliance for Women in Media has enjoyed a strong partnership with the Emma Bowen Foundation, which prepares minority youth for careers in the media industry through a multi-year matched summer internship program, mentoring and scholarship support.

This summer, Alliance President Erin M. Fuller, CAE, and Chair-Elect Valerie Blackburn had the opportunity to sit down with two California students participating in the Foundation's work/study program. During an old-school experience—afternoon tea—the students discussed their new school experiences as media professionals in training. Ariele Pratt, an undergrad at University of Southern California's Annenberg School of Communication, and Nick Garcia, a student at Loyola Marymount University, provided incredibly insightful and sophisticated answers to some tough questions—and didn't spill a drop of chamomile in the process.

Q: Let's start out with the obvious question: Why did you choose to explore a career in media?

Pratt: I chose a career in media because when I growing up, my parents taught me that the issues of the day reported in newspapers and periodicals were actually a call to action. I learned from a very young age the importance of the media as a purveyor of information and the ultimate watchdog for the people, so I've made it my main goal to use my passion for writing and working with others to tell the stories of those who are not represented by mainstream news outlets.

Garcia: I am an artist, and working within the media allows me to pursue a career that combines both my creative gifts and my passion for movies and television.

Q: The Alliance for Women in Media is always reconsidering the most useful resources to folks in all phases of their careers. What has been your most valuable resource as you explore this career path?

Pratt: The networking connections and relationships I've formed with other professionals in my fields. The Emma Bowen Foundation puts an emphasis on follow-through and building relationships when working at our corporate sponsor and as we move through school.

Garcia: My most valuable resource has been the Emma Bowen Foundation. I would never have had an opportunity or even would have known how to access an internship without the Foundation.

Q: Ariele mentioned keeping up with professional relationships. How do you the two of you do that?

Pratt: I am on LinkedIn—and am probably the only person my age who is! I realize that is the best tool for keeping up with professional connections.

Garcia: It's funny—everything is still fairly low-tech. I assumed we would use more social media tools in my internship, but we seem to be slow to adopt some new technologies.

Pratt: I agree with that! We are also put in a position, a lot of the time, to show our colleagues how something works and why it is worth the investment [of time and effort].

Q: What has been the most significant barrier to exploring this career?

Garcia: One of the things that troubles me looking ahead is that employment in the media industry is so uncertain due to the economy and layoffs. I have now witnessed what it is like to see large numbers of people laid off over the period of a day, and it was definitely eye-opening.

Pratt: For me, it is the changing landscape of print media. Over the past five to ten years, the print world has been turned on its head, and the big publishing companies are looking to develop a new business model. Media consumers are no longer going to newspapers or magazines to get their news or entertainment; everything is on television or online.

It has been a challenge to follow a certain career path when there isn't a distinct path set out for me. It also has been a challenge

Two students participating in the Emma Bowen Foundation's internship programs share their perspectives on entering the media workplace during an uncertain time.

and Beyond

PHOTO CREDIT: AMY LESTITION

Emma Bowen Foundation internship participants Ariele Pratt (far left) and Nick Garcia (far right) discussed the changing media landscape with Alliance for Women in Media President Erin M. Fuller, CAE, and Chair-Elect Valerie Blackburn.

to figure out where I will find a position in a field that is downsizing and consolidating its longstanding traditional side and expanding into a new technological medium that no one is very certain how to navigate.

Q: We all have days where we walk out of the office feeling like we conquered the world. What has been your greatest professional success so far?

Garcia: My greatest professional success was when the people at the Emma Bowen Foundation asked me to write an introduction speech for Dennis Swanson, who is the president of station operations for Fox Television. After I gave the speech, I introduced myself to Dennis and had a chance to talk to him while we had lunch. After that experience I ran into Dennis a few more times, one of them being at the [Alliance for Women in Media Foundation's] Gracie Awards, and he remembered who I was from that speech I gave.

Pratt: My greatest professional success occurred this summer, when I was given the opportunity to interview and participate in a photo shoot with Lisa Ling for *Seventeen* magazine. However, I was unable to accept because I already made a commitment to my corporate sponsor, Si TV, to fly out to New York and work the premiere party for one of our modeling reality shows. The fact that I had to turn down one great opportunity (with *Seventeen*) in exchange for another equally amazing opportunity was such a great moment and truly a success!

Q: Here is a classic—and scary—interview question. What are your goals for one, five and 10 years from now?

Pratt: In one year, I will be graduating from USC with a degree in print and digital journalism. I hope to have interned with a print publication or magazine in Los Angeles and be making plans to move to New York after graduation. In five years, I would like to be living and working in New York as a journalist writing feature style pieces for a big magazine or the *New York Times*. In ten years, I would like to have gone back to graduate school and studied a specialized field, like the Columbia Journalism School's program on Arts and Culture reporting.

Garcia: During the next year, I plan to continue networking at my internship while absorbing all the behind-the-scenes business aspects of the media industry. When I get out of college, I hope I will have a job working on the studio lot, under an art director or somebody else who is involved in the creative aspects for movies or television shows. Hopefully, in 10 or more years, I will be the head of my own creative team as an art director or production designer for movies and television.

True to her word, Pratt reached out via LinkedIn and connected with Fuller and Blackburn a few days after tea. The Alliance for Women in Media appreciates our longstanding connection with the Emma Bowen Foundation, as well as Ariele and Nick's thoughts on being young media professionals—and if their resumes ever cross your desk, hire either one immediately.

Lending Their Voices

A diverse array of women share the message of helping girls reach their full potential.

Whether it's body image or peer pressure, seven out of every ten girls believe they don't measure up in some way. To combat this roadblock to reaching their full potential, the Alliance for Women in Media Foundation and the Dove Self-Esteem Fund have created a radio PSA campaign featuring a diverse array of high-profile women encouraging parents and others to help build positive-self esteem among girls.

"Body image breakdowns and the pressure to be perfect often causes a girls' self-esteem to plummet," says film and television actress Amy Poehler, who voiced the campaign's first PSA. "But by being positive role models, we can change that."

Research has shown that girls with high self-esteem are better prepared to navigate life's challenges—both during the teenage years and as adults. The role parents play in developing that sense of confidence is clear—girls' most often-cited wish is for better communication with their parents.

Poehler is joined in the campaign by Gayle King, editor in chief of *O: The Oprah Magazine* and host of the *Gayle King Show* on Oprah Radio; Lisa Ling, National Geographic correspondent and host of the documentary *Who Cares About Girls*; and *CBS Evening News* anchor Katie Couric, who recounts in her PSA how she has "worked hard to encourage my girls to see the world as a place of endless possibilities."

The PSAs will run through the end of the year on radio stations nationwide. They contribute to the Dove Self-Esteem Fund's goal of educating and encouraging the next generation to "build a positive relationship with beauty."

AMY POEHLER

GAYLE KING

LISA LING

KATIE COURIC

"The Dove brand and the Alliance for Women in Media share the common goal of building positive self esteem in the next generation through education, mentorship and public awareness initiatives," said Kathy O'Brien, vice president of personal care for Unilever. "We are proud to build upon our longstanding relationship with the Alliance for Women in Media through this new PSA campaign to help girls reach their full potential."

>>To listen to selected PSA spots, visit www.allwomeninmedia.org.

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