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“We Would Choose it Again”

New York Women's Media Council Survey Results Indicate Satisfaction in Media Disciplines

(New York, NY) April 26, 2007 The New York Women's Media Council (NYWMC), representing more than 5,000 women across every media discipline within the tri-state area, today announced the results of a survey on current work and life issues facing women working in media and found that almost two thirds (63 percent) of the 434 female executives from advertising, public relations, film, television, publishing and related fields responding would choose the same career all over again.

Why? Three top reasons are, because they “have a passion for the work” (43 percent), it suited their personal interest (44 percent) and find it “intellectually stimulating and challenging (26 percent).”

The results are a snapshot of just how these professional women are contributing to, and helping change their chosen industry. Above all it is clear the responders consider what they do a **career**, not just a job. They also recognize media and communications as a tough field regularly requiring significant time commitments to achieve success.

While women have made advances in this industry, it is still a challenge for them to reach the executive suite. Their major frustrations, despite the attractions of their chosen fields, are compensation (41 percent) and the high level of on-the-job stress (39 percent).

When asked about the advice they would offer women entering the field, responders said that just like men, learning the skills and knowledge of the business was critical. However, to really

move up in an organization, women must be flexible, keep up with technology, learn multiple skills and look for opportunities to network and get the recognition for what they do.

Betsy Morgan, Senior Vice President, CBS Interactive and President of New York Women in Communications said, "Women are comfortable in their roles as leaders in business. In these management roles, the pressure to achieve drives us to work harder and longer than ever before. This challenges the way we have traditionally managed our careers, and it's up to us to work smarter and be more creative in striking the right work-life balance."

Mentoring was cited as key--with 49% indicating that they have mentors and 56% are mentoring others. The professional association community is seen as a valuable source of networking opportunities with other women in the industry, although some indicated they do not have the time to participate as much as they would like. This dovetails with results showing the average work week for responders is 41-50 hours and the challenge of balancing business and home life left some feeling time-starved.

The Survey Population:

Forty percent of responders were senior professionals--having worked for 20+ years. The highest percentage of those responding were in film and television (23 percent) followed by advertising (11 percent). Regarding organizational structure, 35% were with mid-large size corporations. 28% are entrepreneurs, self employed or business owners. The largest earning group to respond was those with salaries between \$51-75K. More than half (56%) of those responding were between 41-60 years old; 32% were between 25-40. Married women represented 44%, single women 38%. 68% of responders do not have children. Of the 32% who are mothers, 52 % have children 16 years or older.

About the New York Women's Media Council (NYWMC)

The New York Women's Media Council is a coalition of nonprofit associations that serve women working in the communications field. Its mission is to provide an industry forum for mutual support, relationship building, information-sharing and coordinated action to benefit its member organizations as well as their respective constituencies... Its member organizations represent more than 5,000 women across every media discipline within the tri-state area.