General Information

Source: NBC Nightly News  Resource Type: Video News Report
Creator: Mike Jensen  Copyright: NBCUniversal Media, LLC.
Event Date: 02/27/1996  Copyright Date: 1996
Air/Publish Date: 02/27/1996  Clip Length 00:02:50

Description

In 1996, a group of women business executives discuss the progress of women in breaking through the "glass ceiling" in the corporate world.

Keywords

Women, Glass Ceiling, Executives, Business, Breakthrough Generation, Finance, Sales, President, Managers, Operations, Fortune 500, Working Women, Sheila Wellington, Edgar Bronfman, Seagram, Norah Hughes, Sumitomo Securities, Lynn Forester, FirstMark Holdings, Brenda Edgerton, Campbell Soup, Caroline Jones, Michael Cook, Deloitte & Touche

Citation

MLA

APA

CHICAGO MANUAL OF STYLE

Transcript
Breaking Through the Glass Ceiling
MIKE JENSEN reporting:
They call themselves the breakthrough generation, a group of women executives who gathered in New York today to assess their progress in penetrating at last what's been called the glass ceiling--barriers they say have been placed in their paths by men who traditionally have promoted other men.
Ms. SHEILA WELLINGTON (Catalyst President): To overlook or minimize the potential contribution of a whole gender is a stupid thing for any company to do.
Mr. EDGAR BRONFMAN Jr. (Seagram President): I personally believe that we are guilty of having put the bar a little higher for women.
JENSEN: Women make up 45 percent of the work force, but only 5 percent of senior management. These women say that's going to change.
They say one key to the change is winning jobs in finance and sales, typically dominated by men. Norah Hughes is a rare woman president of a securities company.
Ms. NORAH HUGHES (Sumitomo Securities President): Women have to become managers of operations in various corporations. They have to be responsible for profit and loss.
JENSEN: Some are turning their backs on big companies and starting their own. Lynn Forester:
Ms. LYNN FORESTER (FirstMark Holdings President): And I think one reason the Fortune 500s are beginning to respond and to reach out to women is they're realizing that some of the best talent is going out and doing it independently.
JENSEN: Brenda Edgerton looks for big changes when male executives in their 50s and 60s retire.
Ms. BRENDA EDGERTON (Campbell Soup Vice President): I think it will take perhaps this generation of baby boomers to come of age and start running the companies of America where they have had experiences of their wives having successful careers.
JENSEN: Carolyn Jones, president of her own advertising company:
Ms. CAROLYN JONES: I don't believe men get the fact that women want to work. Women want to achieve.

JENSEN: Some male executives say they are not solely at fault, that some women don't seize the opportunities they're given.

Mr. MICHAEL COOK (Deloitte & Touche Chairman): So, they'll have to take responsibility for their own careers and reach out and look for those assignments and ask to have them and be willing to go take them.

JENSEN: But women say where men make decisions, women often are excluded--on the golf course, for example. Still, Edwina Woodbury, who was Avon's chief financial officer, said some companies are coming around, recognizing the problems working women, especially mothers, face.

Ms. EDWINA WOODBURY: Because there are more enlightened companies now who realize that in order to attract and retain the most talented people, they have to offer the options for balancing your life.

JENSEN: While most of these women have made it, they realize this is only the beginning, that breaking through the glass ceiling is a slow process, and at best only a fifth of the top executive jobs will be held by women when this century ends. Mike Jensen, NBC News, New York.