

NY MATRIX

New York Women In
Communications, Inc.

celebrating
75
NYWICI
1929-2004

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Strong women, passionate about what they do

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dear

Fellow NYWICI Members,

What a year it has been!

As President of NYWICI, I have had the honor, opportunity, and pleasure to work with many wonderful NYWICI members, current and past Matrix winners, and former NYWICI presidents. We have applauded and reflected upon the many women who have made NYWICI as successful and strong as it now is, in its 75th anniversary year. Together, we have also made great strides towards the future of this organization—and the future of communications.

It has been a year of extraordinary events: an exceptional Matrix Awards luncheon, at which we identified the “best of the best,” honored our 2004 and past winners for their achievements, and thanked them for their contributions to this industry; a memorable 75th Anniversary Conference, which included a stellar group of panelists and moderators; our most successful Student Career Conference to date; special programs that took members to meet decision-makers behind the scenes at the Vineyard Theater and MTV and introduced speakers such as *Cosmopolitan* editor-in-chief Kate White and NPR Baghdad correspondent Anne Garrels; our second annual *Night of the Round Tables* networking event, which was even more popular than the first; and the popular *Cocktails & Conversations* series, which brought in enthusiastic audiences month after month to learn and exchange insights about practical, career-related issues.

You’ll get a sense of the power and substance of NYWICI’s 2003-2004 events—and of the organization as a whole during this momentous year—in this issue of *NY Matrix*, with its highlights from Matrix Awards speeches by both award-winners and presenters; its review of NYWICI’s history by Gina Randall; a revealing piece by Lori Schwab on the recent trend toward cause-related marketing; and important financial tips from Loraine Miller on what to do if you find yourself suddenly single.

We are marking the end of this meaningful year with a mission-appropriate grand finale: I am proud to announce that, in 2004-2005, NYWICI will further advance its efforts to help women launch careers in communications by making a special Student Membership available to young women (and men) in colleges throughout the tri-state area and beyond.

All these accomplishments have supported NYWICI’s mission of bringing together, cheering on, and advancing the careers of women in communications. I want to thank all our current board members for their dedication and hard work—and to wish our dynamic incoming president, *New York Times* executive Jyll Holzman, the best of luck in her leadership role during the coming year.

I am so very proud to have been a part of this wonderfully productive and historic year.

All the best,



Joannie C. Danielides



NYWICI Marks Its 75th Anniversary

On April 20, many NYWICI members, current and past Matrix winners, and former NYWICI presidents had the rare opportunity to enjoy a special **Breakfast at Tiffany's**, hosted by our own Joannie C. Danielides and Tiffany & Co. executive vice president, Beth O. Canavan. Emmy Award-winning actress Dana Delany began the day's celebration by leading an impromptu dialogue with communications industry leaders, who shared brief anecdotes about turning points in their careers. The participants included well-known broadcast journalists, magazine editors, and even Broadway actress Tovah Feldshuh.



The celebrants then went by bus to the W New York Hotel for the **75th Anniversary Conference** saluting "The Most Inspirational Women in Communications." The program included six separate, highly energized conversations between women in the top ranks of their professions.



Power Is Not a Four-Letter Word, with Alix Freedman of *The Wall Street Journal* moderating (left of Joannie Danielides), and panelists Sheri Wilson-Gray, formerly of Saks Fifth Avenue Enterprises, Nancy Barry of Women's World Banking, Nancy Peretsman of Allen & Co., and Karen Elliott House of *The Wall Street Journal*



Reaching Beyond: The Broader Path to Fulfillment and Success, with *Fortune's* Patti Sellers as moderator, Time Inc.'s Ann Moore, CNBC.com's Pamela Thomas-Graham, and GE's Beth Comstock



A morning conversation with author and broadcast journalist Lynn Sherr and actress Dana Delany



The Future of Communications: Surviving and Thriving in an Ever-Changing World, with moderator Geraldine Laybourne of Oxygen Media (third from left, next to Joannie Danielides), and panelists Judy McGrath of MTV Networks, Jacqueline Leo of Reader's Digest (USA), Donna Speciale of US Broadcast, and Dany Levy of DailyCandy, Inc.



A lunchtime conversation between actress/broadcast journalist Donna Hanover and director/choreographer Susan Stroman

NYWICI

Celebrates a

Milestone

By Gina M. Randall



Madeline Amgott, 1983-84



Fortuna Calvo-Roth, 1991-92



Deb Shriver, 2001-02



Pat O'Connell, 1992-93



Patrice Tanaka, 2002-03



Jane Levere, 1978-79

For many Americans, 1929 and the crash of the stock market that October bought an ending to one of the most joyous times in our country's history. But for New York women working in the field of communications, 1929 was a beginning. It was then that a pioneering group of women established a chapter of Theta Sigma Phi—the first female branch of a journalism fraternity—in New York. One of their goals was to obtain the same pay for newspaper jobs as men.

In the 75 years that have passed since that time, much has changed for women in communications. Women today are television network bureau chiefs. They write exposés and produce award-winning documentaries; some are even CEOs. These achievements, so normal to us in 2004, were mere dreams for the women who founded the New York chapter of Theta Sigma Phi. Yet, as a whole, women in communications still don't earn as much as men. According to 2002 figures from the AFL-CIO Civil, Human & Women's Rights Department and Public Policy Department, women editors and reporters make a national average of 86 cents for every dollar earned by a man with similar education, experience, and skills. We've come a long way, indeed, but we're not there yet.

Theta Sigma Phi was renamed Women in Communications (WICI) in 1972 to convey a more professional image. In 1996, WICI became the Association for Women in Communications (AWC). Two years later, the New York chapter officially broke away from AWC and became New York Women in Communications (NYWICI), in order to provide its members with more direct benefits.

From that point on, the organization forged ahead, gaining momentum in the late 1990s as the technology bubble grew—and comforting those of us who suffered from its burst a few years later. Today, NYWICI is stronger than ever, providing the next generation of women in communications with the same resources, support, and network of friendships that made all the difference to the women of Theta Sigma Phi 75 years ago.

75 Years of Stories

Like any 75-year-old, NYWICI has plenty of stories. Sibby Christensen, the last president of the New York chapter of Theta Sigma Phi, recalled what it was like voting to admit men into WICI in 1972: "There were fights until 3 a.m. about that vote—but it was ultimately decided that we should put our money where our mouths were." She also summarized what it was like to change the name to WICI: "We had been polite little ladies, and now we were going to be strong, professional women. It was a very important change."

Fortuna Calvo-Roth, NYWICI president in 1991-92 and former editor of *Visión*, a weekly Latin American news magazine, wasn't taken seriously in the early days of her career. "I was waiting in the office of Chile's Minister of Finance to conduct an interview. He walked in and immediately walked right out. When he came back, he looked at me and said, 'I thought I was being interviewed by a journalist.'"

Past NYWICI presidents met with former Matrix winners to share ideas and reminisce.

Lucy Jarvis, the 1973 Matrix winner for broadcasting, was the first female network television producer. “I was hired by CBS to produce a new program called ‘The Woman.’ The director, the associate producer, and all the researchers were men,” she quipped.

Beth Fallon, the 1981 Matrix winner for newspapers, was once told by a boss that “there will never be a woman in the newsroom, and it’s too bad, because you’re so good.”

Madeline Amgott, the 1975 Matrix winner for broadcasting, admitted to pretending she didn’t have either a husband or children in order to get good jobs. “There were years when people didn’t hesitate to ask, ‘Are you married? Are you pregnant? Do you have children?’ And either I would say, ‘It’s none of your business,’ which would mean I wouldn’t get the job, or else I would lie and say I didn’t have any kids.”

Laurel Cutler, the 1985 Matrix winner for advertising, was horrified to learn that, when it came to women, the corporate ladder was only one-person wide. “They wanted me on the board of directors, but my mentor, of all people, had to step down. In those days, no woman could ascend the ladder without another woman being pushed down.”

NYWICI Is Unity

The war stories of the last 75 years not only inspire, amuse, and anger us—they also unite us, and that’s what makes NYWICI so powerful. As former First Lady of New York Donna Hanover said recently, “NYWICI changed the notion that maybe when one woman got to the top, she didn’t want any other women up there. It’s clear now that women want to help each other get to the top.”

Indeed, many current members describe NYWICI as a sisterhood. As Patrice Tanaka, NYWICI president for 2002-2003, puts it, “The sisterhood that pervades NYWICI has resulted in amazing collaborations among women working together to produce rich and rewarding networking and professional development opportunities. It has also, importantly, set the standard for how women in business work together to help one another succeed. It’s changed the stereotype of the career woman who only looks out for Number One.”

So Happy Anniversary, NYWICI. May you continue to unite us for another 75 years.



Charlotte Tomic, 1996-97



Lynn Osborne, 1995-96



Susan Gessner, 1994-95



Mary Jane O'Neill, 1980-81



Joan Lipton, 1974-76



Executive Director Holly Koenig

Celebrating the 75th

From NYWICI’s 75th Anniversary video, featuring many former NYWICI Presidents and Matrix Award winners:

“It’s wonderful to be in a room where we’ll all rooting for each other, and proud of each other—it’s very affirming.”

Kati Marton, Books, 2002

“This organization says ‘It matters that we’re female—and that we’re bringing our gifts, our brilliant woman-ness, to our jobs.’”

Mary Lou Quinlan, Advertising, 1997; NYWICI past president

“Happy Anniversary, NYWICI! It’s great to know someone who’s older than I am!”

Ellen Levine, Magazines, 1989

Matrix 2004

On April 19, nearly 1200 people from New York media, publishing, PR, advertising, business, and consulting firms thronged the Waldorf=Astoria's Grand Ballroom for the 34th Annual Matrix Awards luncheon. The elegant event raised close to \$700,000. Net proceeds will help to fund NYWICI programs and expenses throughout the year—and will add about \$60,000 to the NYWICI Foundation's Scholarship Fund.

NYWICI President Joannie Danielides welcomed the guests and wished everyone a "Happy Matrix Monday." Her luncheon co-host, Donna Kalajan Lagani, senior vice president and publishing director of The Cosmopolitan Group, introduced the award presenters—whose eloquence and genuine affection for the day's honorees complemented the engaging stories and often self-deprecating wit of the award winners themselves. Highlights of the presenters' and winners' remarks appear below. —*Margot Witty*

Advertising

VERNON E. JORDAN, JR.

Senior Managing Director, Lazard Frères & Co. LLC

Nothing is half-baked with Anne Fudge.... Anne is not rattled by rules or tethered by tradition. She had the courage to walk away—and to come back, ready and re-energized, to take her amazing smarts about brands to Young & Rubicam...Within months, she was named one of *Fortune's* Top 50 Women in Business...[Now, she is] using her fabulous intellect to size up challenges, her creative juices to solve problems, her unwavering integrity to make the tough calls, her infectious enthusiasm to persuade...and taking the most pride in bringing along people with her on the journey. She is, then, that "phenomenal woman" Maya Angelou writes about...

ANNE FUDGE

Chairman and CEO, Young & Rubicam

Yes, I did take the road less traveled, but I will tell you what I believe at my very core—perhaps even more intently, having taken the scenic route, instead of the high-speed autobahn: You have to write your own rules...make your own timetable and write your own dreams, and then make it happen with hard work, integrity, and respect for others. Someone once said, "Be a Realist, Do the Impossible," and I have done some wonderfully impossible things in my life. As we say, "Watch this space—more to come from Y & R!"



Jordan (left), Fudge.

ELLEN BURSTYN

Actress

Susan never stops learning and growing; and whatever she takes up, she becomes an expert on that subject...She's as dedicated to her inner work as she is to her outer work.... The company she runs, the Penguin Group, is an outer manifestation of who she is—committed, passionate, diverse, successful, and growing...Vitality emanates from her like a multi-directional beacon of light. She's done her human homework, and it shows...

SUSAN PETERSON KENNEDY

President, Penguin Group, USA

When I was a little girl, growing up in Omaha Nebraska, I thought there were only three choices for women: mother, teacher, and artist. I didn't want my mother's life—she seemed to clean and cook and be bossed around by my father; I didn't like that. I didn't have the patience to teach third grade, I'd *been* in third grade and I didn't want to spend my life there. So, I decided to be an actress.

There weren't any theaters around, so I wrote plays, directed them, cast myself in the lead, and invited the neighborhood kids—and I charged them a nickel. Also, writing seemed like a good career...so I thought, 'I'll be a writer,' and I wrote some stories. But no one was publishing 13-year-old girls, so I started my own mimeographed magazine and serialized my mystery—and charged the neighborhood kids a nickel.

As time passed, it became clearer and clearer to me that I wasn't a very good actress and I really wasn't a very good writer. My gift, my place was in helping make things happen—getting things together and charging the nickel. I was a good servant to talent, and my life unfolded...

I love my work...most of the time. The problems, the people, the books. I have served the word...And to serve words—the people who write them and the people who read them—has been my lot and my privilege...

Books



Burstyn (left), Kennedy.

“After a bout with cancer, Susan focused on her health, learning all there was to know about nutrition and exercise. She gets up at 5 a.m. every morning to allow time for her exercise regime as well as her meditation. She’s as dedicated to her inner work as to her outer work.”

—ELLEN BURSTYN

CATHLEEN P. BLACK

President, Hearst Magazines

Deb Shriver comes from a small town in Alabama but adores the Big Apple...Fearsome on the job, but *so* sentimental about her family...she combines a certain flair for the dramatic with a dead-on instinct for what is news. She is driven, she does not take no for an answer, and she is as charming as she is tough.... Deb would have no problem at all giving orders to William Randolph Hearst. He'd follow them too, just like we do...She has that magical combination of intellect and ambition, brain-smarts and street-smarts, that cuts right to the heart of things.

DEBRA SHRIVER

Vice President, Chief Communications Officer, Hearst Magazines

My mom Jane is here today, she's up from Florida to sob at Table Number 17; we are a family of criers...My mom actually gave me my first PR gig when I was 11...She worked for a large corporation, and she had to give a speech...She asked me to critique it...I said I liked it but that she had to change the ending—and she did. “Hmmm, [I thought,] I think there's a business here!”

She is also Queen of the Sound Bite...[When I won the Matrix award], my mom found out, and she sent me a very simple e-mail. It read, “Atta-boy, girl!”

Public Relations



Black (left), Shriver.

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I am the product 16 generations of Southern American women, and we've always talked in sound bites—only we do it with a lilt...Our great grandmother Margaret had a farm; she had a cotton mill, a grist mill, three different businesses. Thanks to her, we feel unproductive if we are not in three places at one time....

Online Media



Hirsch (left), Merlino.

CAROLINE HIRSCH

President /Owner, Carolines on Broadway

Nell was that unstoppable force behind 'Take Our Daughters to Work Day'...[which] became a world-wide phenomenon.... Nell's ideas and instincts have made her a social entrepreneur, a...force for positive change. People like her take us to a better place because they never give up, they never give in, and they *never* take no for an answer.

NELL MERLINO

President and CEO, Count Me In for Women's Economic Independence

I first became aware of wanting to change the world when I was in second grade and started to understand that the world was not always fair. I have been working at trying to make things more fair ever since.... What I've learned from all these campaigns and adventures is that it's not enough to *say* it; we must motivate people to *do* something with our messages... to *act*, to engage in new behaviors that literally change the culture...

Women still don't have equal access to credit and capital...At Count Me In...we've helped determine the best way to make small business loans, education, and training available to thousands of women whose business dreams [might otherwise] die in the parking lots of banks. The Internet is the tool we use to make our loan applications available nationwide. No other entity in the country offers women this opportunity.

“What binds us all together in this room is that we will not take no for an answer—from a bank, a boss, or a system. What unites us is our desire to change the world...”

—NELL MERLINO

Newspapers



Freedman (left), Grunwald.

MANDY GRUNWALD

President, Grunwald Communications; Democratic Party Media Consultant

Alix and I have been friends since college. I'd like to tell you that I always knew she would become one of America's foremost investigative journalists, but I didn't have a clue...

Most of the subjects of her investigative work never saw her coming either. How else could she have been the first journalist to get her hands on the documents to finally prove that the tobacco industry had been lying to the public for years?...I've always believed it is possible that Alix works in disguise...

In 20 years at the *Wall Street Journal*, Alix Freedman has done a remarkable job exposing the dark side of corporate America and their profits from the nation's poor, and she has traveled the world to highlight the gray zone between right and wrong in international aid...She is what a journalist should be.

ALIX FREEDMAN

Senior Editor and Pulitzer Prize-winning investigative reporter, The Wall Street Journal

When I joined the paper, women were conspicuously absent. The corner of the newsroom where I sat...was nicknamed “the Valley of the Dolls”...Women now make up 40% of our reporting and editing staff. Under the leadership of the paper's managing editor, Paul Steiger, we are valued—whether we become editors or remain reporters. We can cover

fashion—or finance...My generation of women...is empowered—the range of choices is real....

My stories have taken me from America's inner cities to Africa's war zones. There are some scenes I will never forget, like the women in Bangladesh who were forcibly sterilized in my presence, or the 11-year-old child soldier in Sierra Leone who lifted up her skirt to show me horrific scars inflicted by a rebel commander. I hope my words have accurately conveyed the experiences of people whose own voices are rarely heard.

CANDICE BERGEN

Actress

I'm not a broadcast journalist, but I played one on TV. But Paula Zahn is the real deal...For 25 years, Paula has carved out a career as one of television's most respected journalists, anchoring at every major network, going toe to toe with world leaders and celebrated personalities, displaying intelligence, insight, courage, her signature grace under pressure, and professionalism.... In addition to...a high-powered, high-profile, high-stress job, she also has a husband of 17 years, three wonderful kids, and manages to keep her family life as balanced as her professional life. And she makes it all look easy.

PAULA ZAHN

Anchor, CNN News & Paula Zahn Now

To get paid for what you are doing and to win an award for doing it brings great satisfaction; I wish that everyone could derive as much happiness from his or her work as I do from mine.

...As a young professional, I was always inspired by those who could communicate a feeling, elicit an emotion, inform an audience—people like Murrow, Conkite, Brinkley...But even more inspiring to me were the women who paved the way and achieved success by being as smart, plucky, and courageous as the members of the Boys' Club. Watching these women...women like Barbara Walters, Helen Thomas, and Mary McGrory—proved that a woman could be just as brave, curious, and hard-hitting as the men in the business.

Broadcasting



Zahn (left), Bergen.

“Paula has won an Emmy, two American Women in Radio and Television awards—one for her continuous and staggering coverage of 9/11, which was her first day at CNN— and other awards too numerous to mention.”

—CANDICE BERGEN

JOEL GRAY

Actor

I'm delighted to introduce Bernadette Peters...truly an exceptional woman. We've been friends and acting colleagues since 1967...Bernadette played my beloved little sister [in the Broadway musical *George M!*] Talk about life mirroring art! That has remained the nature of our friendship 'til this day—devoted siblings always there for each other.... So with great affection and admiration, I present my little sister, all grown up and beautiful in every way: [sings] *Wilkommen, Bernadette Peters*.

BERNADETTE PETERS

Tony-Award winning star of Gypsy

Something I have learned in life is: find your own voice, and use it. Don't be afraid to fall! And take risks—lots of risks. I'm in a show right now on Broadway where the actors take lots of risks every night—you have to, to make live theater exciting. After all, that's what it's all about...My biggest thrill is to go out there every night and find myself out on a high wire...

Arts & Entertainment



Peters (left), Gray.

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Magazines

HILARY SWANK

Actress

As managing editor of *People*, one of the most influential magazines in American life, Martha decides what 36 million of us care about every week...If we're talking about it, or will be talking about, Martha Nelson knows....

What distinguishes Martha Nelson is her belief that editors can be more than manufacturers of buzz; they can be agents of change... Thanks to her vision, *People* feels as fresh today as it did at its birth 30 years ago. No wonder a panel of experts selected by *Advertising Age* voted it America's hottest magazine in 2003. At the same time, *People's* journalism has never taken a back seat to glitz...



Nelson (left), Swank.

MARTHA NELSON

Managing Editor, *People Magazine*

...In my career, I've journeyed from academic publishing to *People*, from sports and fitness to fashion, but I've rarely sought a safe move or made a decision because it looked like a sure bet.... But I was never alone in those risks. Magazine-making is a collaborative effort, and I've been blessed to have wonderful teachers, bosses, and colleagues....

I've also been lucky to work for magazines and companies that stood for something beyond profits. That's allowed me to do what I love most: communicating through print, with integrity. You can't burn out if you love what you're doing.

On a Personal Note

COURAGE AT AN EARLY AGE

Bernadette Peters, at 13 by far the youngest actress in the touring company of *Gypsy*, was sitting on the floor with a group of her female colleagues when a very intoxicated man entered their hotel room. One young woman said, "Sir, please close the door!"—so the man stepped inside, closed the door, and, despite further entreaties, refused to budge. At this point Peters got up and escorted him out the door, saying in a very controlled, authoritative voice: "I have a gun in this drawer, and I don't want to have to use it—so you'll have to leave."

THE ETERNAL BALANCING ACT

"Before I leave I want to thank three people [all of whom are here today]...My first husband...My second husband...And finally my son, who is my proudest achievement...I wish to thank him especially for forgiving me for all the basketball games I missed, for sending my assistant to that parent/teacher conference—you've all been there!—and for all the sales conferences, writers' conferences, and business conferences that he found himself at...Peter, you have been so patient with me all these years...and I want you to remember, when you win your first Oscar, to thank me." —*Susan Peterson Kennedy*

Talking with Martha Nelson

By Marcia A. Cole

As founding editor of *InStyle*, Martha Nelson was behind one of the most successful start-ups in publishing history, building a brand that is now synonymous with Hollywood glamour. In 2002, she became managing editor of *People*, taking a beloved American institution into its third decade by breaking new ground. Under Nelson's leadership, *People* has revamped its design, launched a special weekly edition to coincide with the Academy Awards and won national praise for a renewed commitment to covering both the latest entertainment news and powerful human interest journalism.

Marcia Cole: What is it about working on a magazine that satisfies you most?

Martha Nelson: I love magazines. I grew up in South Dakota, and I saw magazines as a way to explore the world. Magazine articles can be thoughtful and lengthy or quick and funny and smart—there is enormous range. I enjoy the combination of words and pictures and the richness of the medium.

At the same time, none of us should embrace one medium above another. At *People* we do a daily edition at the Oscars, publish books, provide breaking news on *people.com*, and produce television specials as well. Today, the way we consume is the way we should produce: through a mix of different sources and references. I'm committed to the integration of all media at *People*. But good journalism is still the key to it all.

MC: Do you believe a woman could have held your job 75 years ago?

MN: When NYWICI was founded, very few women were making it to the top of the magazine industry, but women were nurturing its growth. I can remember when the heads of women's service magazines were men. When I began working on *In Style* in 1993, I was the only woman running a magazine in the Time Inc. building.

MC: What do you consider your greatest career triumph?

MN: Launching *In Style* was certainly a highlight. And its success was enormously gratifying—and fun. But I've also been proud of the television specials we produced, of the *Oscar Daily* launched at *People*, and of our 30th anniversary issue last month.

MC: What about personally?

MN: The birth of my son. I don't view life as a series of triumphs, though. I'm fortunate to have had great jobs and worked with people I like and respect—who provide a lot of freedom. I've learned as much from my failures as from my victories.

MC: Tell me about the good, the bad, and the ugly of covering celebrities.

MN: The good part is that I remain an entertainment fan at heart, so covering celebrities remains fun for me. The bad part is that it's become such a crowded field, and the ugly part is that a crowded field seems to bring an erosion of ethics among journalists.

MC: What "success tips" do you have for younger NYWICI members?

MN: Work for a person or an organization you genuinely admire or enjoy, because enjoying your work is a great motivator. And if you work for someone you like and respect, make sure you're willing to do almost anything that you're asked to do—because chances are, your boss has already done that job.

Take some risks. Sometimes a job might pay less but teach you a great deal—and sometimes you might have to move outside your comfort zone and not be the smartest, the best, or the most knowledgeable. Though you may feel that you'll fail, you'll stretch yourself intellectually, and that's a good thing.

Finally, don't be so obsessed with getting ahead. Be obsessed with doing a great job. The success will follow.



Actress Charlize Theron, *People* managing editor Martha Nelson, and actress Megan Mullaly celebrate at the 8th annual Screen Actors Guild Post Awards Gala, hosted by *People* magazine and the Entertainment Industry Foundation.

“One key to a successful magazine—combine something you love with something your readers love.”



Actress Meryl Streep, producer Martin Richards, and Martha Nelson are honored by The Actors Fund at a November 2003 reception at New York's Cipriani restaurant.

Cause-Related Marketing: Not Just a Feel-Good Strategy

*W*hen invited to write this article, I began with an informal survey of some very smart, savvy communications professionals and asked for their views on cause-related marketing. To my surprise, many of them reacted to the term with blank stares or only the merest flicker of recognition.

All that changed, however, as I began to cite examples: “Do you know about the Revlon Run/Walk for Women’s Cancer—or Avon’s Walk for Breast Cancer?” AH, light bulbs! When I added that those are two great examples of cause-related marketing, I received unanimous replies of: “Oh, you mean it’s not just a feel-good thing?” That’s when I realized that spreading the gospel about the actual benefits of cause-related marketing would take some work.

So, **Attention marketers, brand builders, sales people, PR folks, and anyone who works in or with nonprofits:** Cause-related marketing is a strong, effective, and proven technique for getting your message across. And yes, there is a “feel good” factor involved as well.

According to the website of the Foundation Center in New York, cause-related marketing (CRM) is the “public association of a for-profit company with a nonprofit organization, intended to promote the company’s product or service and also to raise money and/ or awareness for the nonprofit.” Or, as expressed in business parlance by Maria Kalligeros, president and co-founder of PT&Co., CRM is a “marriage of two unrelated organizations in a long-term, strategic partnership designed to further the goals and enhance the reputation and brand equity of both parties.”

Handled well, CRM can be a win/win strategy. The practice has evolved to include a wide range of activities, from simple, one-off agreements—perhaps about donating a percentage of the purchase price for a particular item or items to a charity project—to longer-lasting, more complex arrangements.

Historically, American Express is credited with creating this innovative marketing approach in 1983, when it began raising funds to restore the Statue of Liberty. The company made a one-cent donation to the restoration project every time someone used an American Express charge card. From the company’s viewpoint, the results were compelling: the number of new cardholders grew by 45%, and card usage increased by 28%. Now that’s success!

Licensing can be a useful offshoot of cause-related marketing. It can offer important benefits and may be the best way to achieve certain goals. Clearly, the first benefit is income. Phoebe Campbell of Campbell Associates, a business development consultancy, has worked with many nonprofits to generate sustainable revenue through licensing. Save the Children, for example, created a new line of licensed dolls—with response cards inserted within the packaging that invited purchasers to sponsor a child. Hundreds of thousands of these dolls could be purchased over the term of the license. Sponsorship is a key source of revenue for

CRM is a
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Save the Children—and this tactic provides an opportunity for potentially lucrative direct marketing to an audience the organization might not have had access to otherwise.

Beyond revenue, there are other ways of measuring success. According to Maria Kalligeros, when Liz Claiborne took on the issue of violence towards women in its “Love Is Not Abuse” campaign, it presented a powerful message to its consumers by drawing attention to an issue that is important to many of them—

and, over time, repositioned the issue from a private, hidden dialogue to a public health crisis. In addition, Liz Claiborne’s CEO was invited to serve on the White House Domestic Violence Advisory Board. This honor was an attractive added benefit: When companies take on a cause, recognition of their ‘social responsibility’ by important leaders can bring them increased public exposure that places them in a very favorable light.

So how do we know if a partnership between a particular corporation and a nonprofit will be a good fit? If CRM is indeed a marriage, then each party must follow the rules of courting. For example: Get to know the other organization well, and be sure it is an outfit with solid experience. Take a look at its website: Is it well organized, easy to navigate? Does the organization have an influential and active Board of Directors? Are its products or programs impressive? And does the organization truly “get” marketing? Be sure to make time for several face-to-face meetings between the top executives of the two outfits before agreeing to a formal relationship. The company must be certain that the nonprofit’s message will generate the right emotional response from its targeted consumer base, as well as from its employees. And the nonprofit should feel very comfortable with the corporate climate at its partner firm.

Above all, both partners must have a clear understanding of their shared goals and criteria. Ideally, the nonprofit’s work should tap into the passions of the corporate CEO or other senior level executives, since a champion within the company willing to commit time and resources for the long haul is indispensable. That’s the crux of CRM. It’s a long-term relationship that often takes time to build. Yet the rewards can be well worth the time and effort, especially if the partners truly understand and trust each other. Just as in the most successful marriages.

Cause-related marketing is a strong, effective, proven technique for getting your message across.



Cause-Related Marketing In Action: Liz Claiborne’s Women’s Work® Program

Since 1991, Liz Claiborne Inc. has been tackling the issue of domestic violence through a comprehensive education and awareness campaign. Its efforts have included billboard, TV, and radio public service announcements; free posters and a five-part educational handbook series; campus workshops; a student film festival and campus bus tour co-sponsored by *Marie Claire* magazine; and fundraising products and partnerships with local retailers and community groups.

Each year the program strives to reach different audiences with focused anti-abuse messages. Its initiatives have been directed at parents, teens, women, men, college students, and corporate America. More information about Liz Claiborne’s campaign to create a society intolerant of abuse is available at www.lizclaiborne.com/loveisnotabuse.

Suddenly Single

Tips for Financial Independence

By Loraine Miller



No matter how well you plan for the future, becoming suddenly single is often a financial challenge as well as an emotional one. The hard fact is that most women will be on their own at some point in their lives, due to divorce or widowhood. Fortunately, there are steps you can take to smooth your way to financial independence.

The first step is to be intensely involved with your marital finances from Day One. Even if your spouse handles the money, make sure you know what's going on. Don't just sign your tax return; read it, and keep a copy. Maintain your own credit, and get a copy of your credit report. If you and your spouse own a business, or your spouse is a partner in a closely held business, be sure the business is fairly valued. And be sure he has a current will, a good life insurance policy, and current beneficiary statements—just in case you should be suddenly widowed.

IF YOU FIND YOURSELF SUDDENLY SINGLE, CONSIDER THESE STEPS:

**“Love is grand.
Divorce is a
hundred grand.”**

ANON

**“Remember,
Ginger Rogers did
everything
Fred Astaire did,
and she did it
backwards and
in high heels.”**

FAITH WHITTLESEY

**“Don't agonize.
Organize.”**

FLORYNCE KENNEDY

Establish Your “A” Team

You need your own team now: a financial advisor, tax advisor, and attorney. Few people have the knowledge, time, and inclination to handle everything on their own.

Shore Up Your Emergency Fund

Have an adequate amount of liquid cash reserves. The funds should be enough to meet six months of living expenses.

Get Organized

Locate and organize your important documents and financial records—you need your own system now. If you consolidate your accounts with one provider, it will help you take stock of your assets and liabilities.

Establish a Budget

Take control of your spending. Review your total income versus your expenses. It's vital to acknowledge where you are choosing to spend your money—and to decide if these choices are still the best for you. If you have to scale down, don't view that as sacrifice—it's about finding ways that your money can serve you better.

Reassess Your Financial Goals

Have your financial goals changed? Or your ability to meet them? Knowing what you want to achieve is half the battle.

Review Your Investments

Changes in your financial situation may have affected your risk tolerance, which should be reflected in your investments. Take this opportunity to increase your diversification if appropriate.

Update Beneficiary Information

Update all beneficiary forms for life insurance policies, employer-sponsored retirement plans, IRAs, and annuities. The disposition of these assets is generally not controlled by your will.

Get Properly Insured

Your insurance needs may have changed, especially if you have children who depend on you. Review your life and disability insurance to be sure you are adequately covered.

Have Courage

Do not confuse lack of familiarity with lack of brains. While financial independence can be daunting at first, it can become a source of great empowerment.

Update Your Estate Plan

Be sure to have the four basic estate planning documents in place:

- 1) A will that names a guardian for your child and a trustee for her or his inheritance
- 2) A durable power of attorney—someone who can handle your affairs if you cannot
- 3) A living will that spells out your health care wishes in case you become incapacitated
- 4) A durable power of attorney for health care

Then, make sure those closest to you can locate these documents with speed and ease!

Loraine Miller is a financial consultant at Salomon Smith Barney. Smith Barney does not provide tax and/or legal advice. Please consult your own advisors. Smith Barney is a division and service mark of Citigroup Global Markets Inc., member SIPC.

Passion and Gratitude

At the Matrix Awards luncheon, Foundation President Gail Blanke introduced 11 outstanding young women: the four high school, four college, and three graduate school students who will win a total of \$75,000 in NYWICI Foundation Scholarships this year. The 2004 winners—who had appeared that morning on CBS News’ *Early Show*—all have remarkable stories to tell, which we will print here at a later date.

As Blanke said later, “This year’s Matrix Awards was all about *passion*...the passion of those in the audience for celebrating the best in our industry, the passion of the Matrix winners for the work they love and the difference they can make...and certainly the passion of our 2004 scholarship winners for what’s possible in their lives.”

“In accepting the 2004 Matrix Award for Books,” Blanke added, “Susan Peterson Kennedy moved us greatly with her passion for the concept of gratitude...and her hopes for all those present that day.” In Kennedy’s words:

A poet, Rainer Maria Rilke, said that we have only a few opportunities to ‘harvest our lives,’ and that we should grasp them and appreciate them...So perhaps all of you can harvest your lives today. After all, we are all here in this country, none of us will be shot, at least tonight, we’ll all eat, we’ll go home to a bed. You’ll all dream dreams, and many of your dreams will come true.

So my hope for all of you is that you too will serve what you love,...appreciate your lives as you live them—we all have so much; and that you too will value those who disagree with you, because they are the ones who make you grow, and who really make you flexible and alive.

You might start by writing to NY MATRIX about *your* hopes for the people you care about and the world we all live in. What do you particularly appreciate and value in your lives?

Please send your thoughts on this topic to our e-mail box, communications@nywici.org. We will publish your responses in a “Readers’ Journal” next fall.

And to express appreciation for any good fortune in your life—personal or professional—you might consider making a gift to NYWICI’s Gratitude Fund. One way to do that is by buying a packet of NYWICI Foundation Gratitude Cards (\$18.00 for a package of 12, at www.nywici.org). Revenue from the sale of the cards helps to support the NYWICI Foundation Scholarship fund—as do all contributions that people to whom you give them to decide to make. Thank you! —*Margot Witty*



Top: Gail Blanke
Left: Susan Peterson Kennedy



Below: The 2004 scholarship winners at the Matrix Awards luncheon.



2004 Scholarship Winners

High School Students

Cady Johnson
Joanika Leblanc
Meredith Levin
Denise Martinez

College Students

Genevieve Byrd
Kristen Carter
Lauren Gould
Sherice Hughey

Graduate Students

Nellie Hsu
Miriam Kriegel
Christy-Ann Waterman

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Executive Director	Holly Munter Koenig <i>The Kellen Company</i>

2004 Matrix Winners' Wisdom

We all stand on the shoulders of giants... the truth is reflected in my presence here today. [I share this honor with] Carolyn R. Jones, 1982 recipient of the Matrix Award... because she truly blazed the trails for African-American women in this industry.

—Anne Fudge, Advertising

I liken life to learning to ski. When you hug and lean into the mountain...you die. When you lean out into what seems like thin air, you fly.

—Bernadette Peters, Arts & Entertainment

I'm lucky to be working for outcomes that I think matter beyond me and mine, because it matters that the voices be heard. Voices from all along the political spectrum, voices from all ages, all ethnicities, both sexes, all religions....

—Susan Peterson Kennedy, Books

Earlier this year I interviewed Pete Rose, and I'll never forget the cock-eyed compliment he paid me at the end of a rather challenging interview. He said, 'If you were a man... I would've knocked you on your ass.'

—Paula Zahn, Broadcasting

You can't burn out if you love what you're doing.

—Martha Nelson, Magazines

I am especially proud of the enormous daylight the *Journal* has shed on the hazards of cigarettes. Today, the tobacco industry acknowledges that there is no such thing as a safe cigarette.

—Alix M. Freedman, Newspapers

Like most of you in the audience, I am guilty of doing just about anything to communicate effectively and draw attention to the issues that are deeply important to me and to my clients...I *have* done just about anything...

—Nell Merlino, Online Media

I work for generous, smart people in an amazing industry—in what I think is the most exciting city on earth.

—Deb Shriver, Public Relations

For more on the 2004 Matrix luncheon, see pages 6-10. And mark your calendars now for the 2005 Matrix Luncheon, hosted by The New York Times Company, on Monday April 11, 2005. For details and news about NYWICI programs and events, call 212-297-2133, x 3001, or visit www.nywici.org.



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celebrating
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