

NY MATRIX

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dear

Fellow NYWICI Members,

You only need to attend a NYWICI event or visit our website to realize what a varied group of media professionals NYWICI members are. We all come from different communications disciplines and are at different stages of our careers. So, what binds us together as an organization?

I like to think one tie is our shared *curiosity*—our desire to understand the many changes now coursing through the media industry and how they are influencing our businesses and our own jobs.

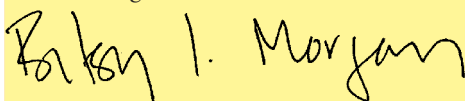
We are all keenly aware of the convergence occurring within media, brought on in large part by successive waves of new technology. But that awareness is not just a result of scanning the day's headlines; it is based on our daily reality. Our professional lives represent the stories behind those headlines. Our jobs and responsibilities are morphing quickly, and in some cases too quickly to prepare us for the demands placed on us. But that's where our curiosity comes in handy. I believe it leads us to the knowledge and the business practices we need to navigate the tides of change.

All the events and services NYWICI offers are designed to help you improve your lives as professional communicators. Currently, we are reaching out to our vastly different constituencies—seasoned, mid-career, and young professionals—to make sure their professional learning needs are met. Our website—really the interactive bulletin board of the future—provides not only the latest industry news but also job postings. Our programs embrace timely business issues, including the effects of new technologies. This issue of the newsletter follows up with a feature article that offers a useful overview of the blogging phenomenon and some handy tips on how to jump right in and get started.

In the following pages you'll not only read about the pros and cons of blogging but will discover how Amy Gross, editor-in-chief of the enormously popular *O* magazine, stays centered in an intensely competitive business. You'll also discover key professional resources—both online and in print—that members tap into on a regular basis. Many of my own favorites are mentioned on the pages that follow, but those that aren't include daily e-mail newsletters from the *hollywoodreporter.com*, *broadcasting-cable.com*, and *tvspy.com*. I'm also a frequent visitor to *futoncritic.com*, and of course I get my daily diet of US and world news from the website I run—*cbsnews.com*.

In the weeks and months ahead, I encourage you to attend our programs, read our newsletters, and visit our website to gain the knowledge and information you need to satisfy your curiosity and manage the many changes impacting your own corner of the communications world. I hope to meet many of you at our upcoming NYWICI events.

With best regards,



Betsy L. Morgan
NYWICI President



US Brands AND Brand America

By Catherine L. Carlozzi

Much has been written—pro and con—about whether the growth of anti-Americanism around the globe is bad for American brands. It has been suggested that, because they have a direct stake in world opinion about the nation’s role in international affairs, U.S.-based multinationals need a foreign policy. But is it corporate America’s responsibility to defend or enhance our country’s reputation abroad?

In June, NYWICI’s Program Committee convened a world-class panel to discuss the relationship between American brands and Brand America. Moderated by **Stuart Elliott** (left), advertising columnist for *The New York Times*, the panel also featured (at right, from top to bottom):

- **DEIRDRE BIGLEY**, vice president for worldwide advertising, IBM
- **DR. CHARLOTTE COLE**, vice president for education and research, Sesame Workshop
- **LANE GREENE**, correspondent for *The Economist’s* Global Agenda
- **TOM MILLER**, former managing director of NOP World and Roper ASW; founding board member of Business for Diplomatic Action

Following are some of the highlights, in the form of edited excerpts, from the discussion.

Are American brands truly vulnerable to global attitudes toward our country?

TOM MILLER: In the last two to three years or so, attitudes toward this country have deteriorated virtually across the board.... I’m going on record as saying that this general deterioration in attitudes ultimately will flow down, in some form or another, to the cultural and product sides of what America does.

Many polls by Pew, Zogby, Roper, and others have demonstrated that in the last 12 to 18 months or so, attitudes toward U.S. brands and products have deteriorated. One poll by GMI says that 20 percent of respondents worldwide would be willing to boycott U.S. brands. I don’t think a boycott is really what’s at risk here, but there is the risk of a possible deterioration of market share and the appeal of the brands at some point in time.

When we hear there’s not really a problem for businesses here because we’re not seeing it in sales figures, I would remind everyone that sales are lagging, not leading, indicators.

Is being an American-based brand necessarily a liability?

DEIRDRE BIGLEY: I think there is a big difference between an American brand and a company that is American-based but has a global brand.... We are based in the United States but we jump hurdles to ensure that we’re not considered an American brand. When we advertise, we make sure we’re dealing with local relevancy. I think one of the biggest issues in building global brands is how you build local relevancy but at the same



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time maintain the brand....when you spend the amount of time IBM spends ensuring that your brand is global and not viewed as strictly American, you don't feel the symptoms of American politics as some other brands might.

CHARLOTTE COLE: Our preferred mode of working is on international co-productions. These are adaptations of *Sesame Street* produced by local teams, and we now have more than 20. They have their own characters, settings, and curricular goals.

But...there are times when the essence of the brand is its Americanness. We're extremely sensitive to any kind of cultural imperialism or impression that we're bringing something to kids that is American, and so we really work very hard to counter this. But we have instances where some of our

producers have said, "You mean we can't have Big Bird? We want Big Bird. That's what we identify with *Sesame Street*." So in that case, you think about it in a different way.

LANE GREENE: There are those brands that are going to be seen as global and some that are always going to be tied to America: Coca-Cola, McDonald's, and another that's very popular around the world, Marlboro cigarettes. We have to remember that while people might have political problems that will pull them away from their affection toward America, there is still a lot of affection

toward certain things about America. In China, they have the same Marlboro man, not a Chinese Marlboro man.

STUART ELLIOTT: There are certain companies that have been entrenched overseas for so many years... In England, for instance, a lot of people think Ford and Heinz are British companies because they expanded to Britain over 100 years ago or more. Some of the products Heinz sells are more popular in Britain and Europe than they are in the United States. So you do have that effect also, and I think it's a fascinating give and take that's going on.

MILLER: I disagree with the notion that it's only the iconic American brands that are potentially at risk. We're not talking about massive boycotts as the ultimate result of what's going on here. Really, it's more of a chipping away at the margins of a brand's business and consumer franchise. Even a shift of one or two percentage points in market share can have a big impact on the bottom line.

There are an awful lot of things that are very attractive about Americanness and American brands and what we have stood for. I don't think that's going to go away. It's slow, steady deterioration or erosion that's the real risk.

Can and should U.S. marketers address our country's image problem? How?

ELLIOTT: I get a sense that, in some ways, it becomes counterproductive when you try to introduce people who are skilled in selling products or in public relations into this role. The most notable example is what happened with Charlotte Beers when she was hired by the State Department. What she was doing was marginalized to this idea of using Madison Avenue tactics to sell America like a soft drink or a cigarette, and it went downhill from there pretty fast.

MILLER: In my opinion, the business community has an awful lot to contribute, precisely because you are multinational enterprises with



Panelists Dr. Charlotte Cole and Dierdre Bigley



Left: The panel with NYWICI organizers.

Below: Dorothy Crenshaw, program committee vice president and host

global brands and you know a lot about how to manage and communicate effectively with people all over the world. I think the issues confronting Brand America are not just recent or sparked by what's going on in Iraq alone. They've been building for years. There are many factors at work here. But the worry is that we've reached a kind of tipping point, to steal from Malcolm Gladwell, in terms of what might happen in the future. I think the challenges to Brand America are such that the skill sets and talents of the business community can, and indeed should, be brought to bear.

Our group—Business for Diplomatic *Action*, not *Advertising*—is about *doing* rather than just *saying* things.... Where we think business can make the greatest contribution in terms of actions is in the soft areas of culture, best practices, and community-outreach programs.

GREENE: When dealing with anti-Americanism and asking ourselves, “What can we do?” we have to remember that it's not about convincing every last person on earth to change his or her attitudes about America.

Don't be tempted to believe that anti-Americanism is simply a static phenomenon a great superpower has to get used to. And don't fall into the trap of believing that it's only a short-term reaction to certain bad policies. Rather, concentrate on those who can be converted and seek to convert them. That's what America's foreign-policy makers have to do, and that's what those of you in the business and marketing communities need to focus on as well.

The war in Iraq, the war in Afghanistan, the war on terror, and so forth: Those might affect how people answer a survey on “What is your attitude toward the United States?” But the success of your businesses is definitely going to be more related to people's attitudes toward Americanness. You can disagree with George Bush and the war in Iraq but still like the idea of America, whether it's Marlboros or McDonald's for you. So I think soft power is the thing you should be thinking about most and concentrating on.

BIGLEY: It's about understanding the country you're doing business in and not applying your values. It's about understanding what's going on locally and then customizing based on the local needs.

COLE: Another element of all of this is what happens here in educating our children to be more internationally inclined. It's embarrassing how little adults here know about the rest of the world. I think if we're really going to change our image, it has to be a two-way street. We need to really be focusing on what's happening here in the United States as well as what's happening around the world.



Is it corporate America's responsibility to defend or enhance our reputation abroad?

Amy Gross:

JUST BREATHE

By Beth-Ellen Keyes

“**N**o more than an hour...No more than an hour” was the mantra-like admonition I got from Amy Gross’s team as I prepared to meet with the editor-in-chief of *O*, *The Oprah Magazine* this past summer. Having spent some years working on a magazine staff, I steeled myself for the frenzied atmosphere that so often prevails in offices ruled by deadlines. Instead, I found myself chatting easily with a top executive so composed that it was difficult to believe she didn’t have all the time in the world.

Winner of the 2005 Matrix Award for magazines, Gross wrestles daily with a huge task: channeling the essence of one of the country’s most beloved personalities, Oprah Winfrey, onto the printed page and into the hands of *O*’s dedicated readership. (The magazine has a paid circulation of more than 2.6 million, according to the latest figures distributed by the Audit Bureau of Circulations). No one has captured the Zeitgeist of the American woman more precisely than Oprah. Her concerns and preoccupations consistently mirror ours—from the intensely personal (diet, life balance, decorating) to the global (hurricane Katrina, the Tsunami)—and she is constantly challenging her public to do better, to give more, to “Live Your Best Life.” It takes a supremely confident and focused professional to interpret such an ambitious agenda without becoming subsumed by it—and, as Gross and I talked, one key to her preternatural calm was revealed. She’s a devoted practitioner of Buddhism, deep breathing, and meditation as ways to replenish her energy and center herself. In fact, in 2000, Gross was making plans for a mid-career “time out” to study for a master’s degree in psychology and further her Buddhist studies when the job at *O* presented itself—and was too compelling to resist.

Gross has spent most of her professional life writing, editing, and consulting for an array of prestigious and widely read consumer magazines, including *Vogue*, *ELLE*, *Mirabella*, and *Mademoiselle*. Yet her undergraduate studies clearly pointed her towards other goals. She was a pre-med student and zoology major at Connecticut College for Women. There, she worked on the college newspaper and eventually became its editor-in-chief, nurturing her interest in writing and also laying the foundation for a lifelong dedication to the clear articulation of concepts.

She landed her first editorial position at *Glamour*, specifically because she heard that “girls were allowed to write there”—a sharp contrast to the news magazines, where women could most likely be found in the research department. Gross progressed through editorial jobs at *Mademoiselle* and *Vogue* and finally at *Mirabella*, the publication named after Grace Mirabella, the long-time *Vogue* editor. She sought to adapt the savvy, confident editorial style of a magazine such as *Esquire* to *Mirabella*, making it a ‘must read’ for intelligent, sophisticated women. The formula worked—the magazine received the American Society of Magazine Editors Award for General Excellence in 1992. *Mirabella*’s



history was a complicated one, and Gross worked there at two different periods—first as one of its founding editors, from 1988 to 1993, and then again as editor-in-chief in 1995, after the magazine was acquired by News Corporation. Between her stints at *Mirabella*, and for one overlapping year (1995), she served as editorial director of *ELLE* magazine, overseeing its redesign. In the early 90s, she also co-wrote two books on health issues, with Dee Ito: *Women*

Talk about Breast Surgery and *Women Talk about Gynecological Surgery*.

After her exit from *Mirabella* in 1997, Gross took a kind of radical sabbatical. Her longstanding interest in meditation and Buddhism deepened, and she began to practice in earnest, attending retreats at the Insight Meditation Society in Barre, Massachusetts. Currently, Gross sits on the boards of the New York Insight Meditation Center and *Tricycle: The Buddhist Review* (a special pleasure, since this post allows her to tie together two passions—editing and Buddhist study). In contrast to her days at the magazine, which can be intense and demanding, Gross manages to fit in several weeklong retreats and study weekends during the year. She is also a member of the Advisory Council of the Center for Contemplative Mind in Society. Contemplative practices are methods incorporated into daily life as a reminder to slow down, focus, and feel more connected to your self, your work, and your environment. I'm certain it was the influence of these teachings that I felt during our meeting—and that permeates the culture of *O*.

This year, under Gross' stewardship, the title has expanded to include *O at Home*, a quarterly magazine dedicated to home fashion, decorating, and entertaining. The goal, according to Gross, is not to launch a host of spin-offs, but to continue the incredible growth and success of the name-sake book. Seven of the last eight issues of *O* have sold over one million newsstand copies—an outstanding achievement.

What's next for *O*? Gross talks about creating a platform to foster a new spirit of “inclusivity.” In the coming months, the magazine will be concerned with ways in which to dissolve barriers between people, whether psychological, political, racial, or national, and will focus on helping readers learn to tolerate differences.

When Gross speaks of the challenges of steering a publication with such enormous influence, it's clear that she has chosen her perfect path. Her engagement and enthusiasm are palpable. One can easily imagine her charting the course of *O* with energy, optimism, and a generous dose of Zen.

Amy Gross' Recommended Links:

Center for Contemplative Mind in Society

199 Main Street, Suite 3

Northampton, MA 01060

Phone: 413-582-0071

email: info@contemplativemind.org

Web: www.contemplativemind.org

New York Insight Meditation Center

28 West 27th Street, 10th floor

New York, NY 10001

Phone: 212-213-4802

email: nyinsight@earthlink.net

Web: www.nyimc.org

Tricycle: The Buddhist Review

92 Vandam Street

New York, NY 10013

Phone: 212-645-1143

email: info@tricycle.com

Web: www.tricycle.com

BLOGGING:

From Mysterious to Mainstream

By Mistina Bates

a new blog joins the blogosphere—the universe of all these self-published websites—every second. This statistic comes from *Technorati*, a real-time search engine that is currently tracking 17.1 million sites and 1.5 billion links.

Blogs are everywhere. They cover every topic imaginable. They've been around since the early days of the Internet. And it looks as though they're here to stay.

Here's a quick look at the phenomenon that Glenn Reynolds, law professor and creator of megablog *Instapundit*, has described as the First Amendment “finally living up to its promise on the Internet.”

What's a blog anyway?

MarketingTerms.com offers a concise, yet inclusive definition: a “frequent, chronological publication of personal thoughts and web links.”

One source uses “blog” to describe any website that encourages publication of user-submitted content. Think of the online information juggernaut *Wikipedia*, with more than 1.8 million entries contributed by 13,000-plus authors.

Internet strategy and blog consultant B.L. Ochman defines a “blog” as a simple website with a database-driven content management system. Entries become part of a database, and site visitors can interact with the content through comments. “It’s a kind of website that anybody with no HTML skills can use to publish to the Internet,” she says.

This high level of interaction distinguishes blogs from traditional websites, which typically offer static content in an impersonal manner. Blogs are two-way conversations between very human authors and their readers.

Freelance writer Lisa Calhoun says her blog (*lisacalhoun.blogspot.com*) lets clients see a different side of her.

“My business site is very simple: what I can do, what I can write for you, what I can sell you. My blogging site is a lot more of me and who I am. It’s still professional, but it’s a lot more relaxed,” says Calhoun. “Some of my clients like to see that side. They like to know the person behind the business.”

Reshaping society through blogs

Although blogging has been around since the infancy of the Internet, the term “blog” wasn’t coined until the spring of 1999. At that time, Peter Merholz published a sidebar on his blog (*peterme.com*) that broke “weblog” into the phrase “we blog.” The nearly simultaneous arrival of automated blogging tools such as *Blogger* (which Google purchased in 2004) helped to popularize both the term and the sites themselves.

For the first time, anyone could publish to the Internet. Self-expression received free rein.

The medium gained steady momentum over the next few years until it

finally erupted in 2004 with the presidential campaign. The war in Iraq and the larger battle against terrorism had already inflamed bloggers to frenzied activity. George W. Bush's bid for a second term acted like gasoline on a campfire.

Almost everyone had strong feelings about the issues on both sides, and blogs provided a public forum for sharing those views. Political consultants, news services, and even candidates entered the fray, using blogs to reach voters and to shape public opinion.

When the smoke cleared, Merriam-Webster's Dictionary declared "blog" the word of the year for 2004.

That same year, the Webby Awards recognized blogs for the first time. Overwhelming response led to the category's expansion in 2005 to cover political blogs, business blogs, and culture blogs. (Note: The deadline for all entries this year, including those in the brand-new corporate communications category, is December 16.)

Webby-Award founder Tiffany Shlain remarked on blogs' equalizing effect on society. "You have the top-down media approach on business, culture, and politics, and then you have the blogs from below giving the other perspective. And it becomes a huge check and balance for all issues."

Blogs further reflect the recent cultural shift from a focus on traditional authority figures and celebrities to the exaltation of everyday people, as expressed in "Survivor" and "American Idol."

"When you have a choice of seeing someone's camera-phone picture from Gaza or the French Quarter taken a few minutes ago or the network news that got there an hour or so after, what's more vital? Who's a more reliable source?" asks Jamison Davis, a digital marketing specialist.

"In a world of fewer experts, people are relying more on peer-to-peer information and entertainment. That trend will only increase as bandwidth and hardware prices continue to drop."

Benefits of blogging

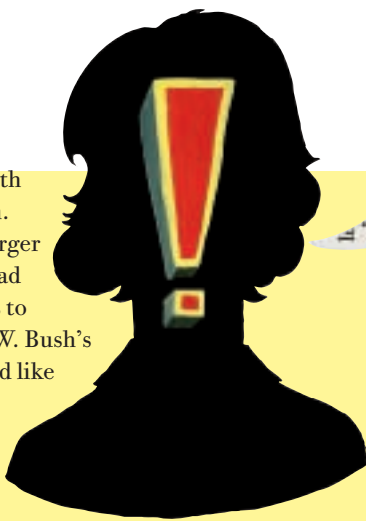
Why blog? The reasons for taking keyboard in hand and jumping into the blogosphere are as varied as the blogs themselves.

Calhoun launched her blog to market her business. An occasional blogger—she updates her site monthly—Calhoun attracts 700 to 800 visitors per month. She can't attribute a specific number of new clients to the blog, but the site has increased subscription to her monthly e-zine, which is her most effective marketing tool.

A passion for food turned freelance writer Debbie Koenig onto blogging—and sparked a career shift—after she stumbled upon award-winning food blog *Chocolate & Zucchini* (*chocolateandzucchini.com*) by one Clotilde Dusoulier.

"I remember being completely taken and charmed by Clotilde and how she wrote and how fervent people were about what she had to say," says Koenig. She created *Words to Eat By* (*wordstoeatby.blogspot.com*) to combine her own love of food and writing.

"After I'd been doing it for three or four months, it occurred to me I could start writing professionally about food, specifically in magazines,"



**A new blog
joins the
blogosphere
every
second.**

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says Koenig, who has used her publishing and marketing experience to win most of her writing business. For Koenig, blogging would be both a new source of income and a quicker way to see her thoughts in print.

Since last March, when Koenig began pitching herself as a food writer, she's written several articles for *Time Out* magazine, and she has a feature scheduled for the January issue of *Fitness*.

Blogging also creates a sense of community. With hundreds of daily visitors, Koenig's blog has cultivated a devoted readership. "That was a little fantasy of mine: Maybe people would start to notice and care."

While going through a recent family crisis, she received many private emails and thoughtful comments on her blog. "It's touching to see that personal connection that you make in cyberspace."

Getting around the blogosphere

Aspiring bloggers and curiosity-seekers can get started in several places. News reader sites like *Bloglines* and *Kinja* capture digests of several blogs at once, making it easy for readers of multiple blogs to track their favorites. And newcomers who don't yet have favorites can browse editors' picks to find recommendations in their areas of interest. Topics run the gamut from baseball and books to travel and writing.

Blogdex and *Technorati* are also excellent entry points. While these sites target more sophisticated users, they track the biggest buzz on the blogosphere at any given moment. The *Blogdex* home page highlights the sites with "the most contagious information currently spreading in the weblog community." *Technorati* opens to a list of the most popular blog searches. *Feedster* is a leading search engine for blogs, which offers a monthly ranking of the top 500 blogs.

But is it blog-worthy?

Because the medium is so accessible, many people wonder whether they should jump on the blogging bandwagon.

According to Ochman, "blogging because you think you should" isn't reason enough. "If you're thinking of your blog as a PR tool akin to a giant press release, forget about it," she says. "No one's going to read it."

But if you have a passion for your subject, you can write excellent content, and you feel you can build a community of readers, you've got the ingredients for a killer blog.

READY TO BLOG?

Creating a blog is easy. Choose a hosting service, like Google's *Blogger* or *MSN Spaces*. Both are free and simple to use. Setup takes only 15 minutes or so.

- First, you have to find a unique user name—not easy with the blogosphere doubling every 5.5 months!
- Then, you need to find an available, descriptive name. This will be your headline. What's your blog theme?
- Fill in your personal profile. What do you want readers to know about you?
- Upload a photograph. This step isn't entirely necessary, but most blogs include the author's photo.
- Update the links section, also known as the blogroll. *Blogger* starts you with a link to Google and two customizable links. You need to view the HTML code to change these, but it's a simple cut and paste operation.
- Change your blog's appearance. *Blogger* offers a variety of cool templates, while *MSN Spaces* only lets you change the color scheme.
- Start blogging!

The challenge comes in building an effective blog. But you define your success. No goal is too trivial. The beauty of blogs is that absolutely anyone can speak her piece. Sometimes a voice or two responds. That's when magic starts.

“
If you're
thinking
of your
blog as
a PR tool
akin to a
giant press
release,
forget
about it.”

What's On *Your* List?

Resources to Rely on

By Clara Perez

As communications professionals, we all understand the importance of staying up to date on current events as well as news and trends in our respective industries. But given the busy lives that NYWICI members lead, finding time to sift through the abundance of information that surrounds us can be a challenge.

To make your life a little easier, we canvassed NYWICI members via email to ask what professional resources they rely on to stay informed. Below are highlights of the responses provided by 10 members—including student members, members of the NYWICI board, and one past president—who share favorite resources that they find useful in their working lives.

This insider advice includes tips not only on educational, research, professional development, training, news, and career resources, but also on some slightly more unexpected ones—like yoga. We hope these recommendations will prove valuable for your professional and personal lives as well.

I have come to depend more and more on the *Financial Times* for international news and international business news. There are days when I don't get through *The Wall Street Journal*, but I almost always read the *FT*.

—Catherine L. Carlozzi, Business Writer

Aside from NYWICI, another organization that I find essential to developing a future career in the media industry is the Emma Bowen Foundation for Minority Interests in Media. It has allowed me the opportunity to understand the business aspect of the industry by providing me a four-year internship with NBC Universal at USA Network. Information about the industry can be obtained from www.EmmaBowenFoundation.com.

—Denise Horn, Student Member

There are two websites that keep me in touch with New York City, the center of the communications world. These are *Ed2010* and *I Want Media*, the two trustworthy sources that email me a daily newsletter with articles written about magazine journalism and the media. These two professional resources are like an extra set of eyes and ears to me; the *Ed2010* newsletter even announces job and internship openings.

Another valuable website is *Internship Programs* (*Journalism Jobs* is also great). If it were not for this site, I would not have found my 2005 summer internship at *Seventeen* magazine.

—Tammy Tibbetts, Student Member

I use a variety of websites on a daily basis for up-to-date job information, industry news, and other helpful tips and information. I like *Mediabistro*, which has a great section for freelancers like myself. *TV Jobs* is another site for job seekers and those in the broadcasting field. The producer page found at scrippsjschool.org is a good place to peruse the thoughts of fellow TV news producers, and for general news and notes. And of course *Poynter.org* is a resource for brainstorming, story ideas, news of the day, and journalism resources in general.

The biggest resource I can share? Talk to veteran journalists....

—Jene' Luciani, Freelance Writer/Producer,
Media Maven Enterprises

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I rely on *Head Butler*, a blog written by my good friend Jesse Kornbluth. He's like the new "word" of the day, except he gives me a new "idea" of the day. He's a great writer—and always on to the new, new, new. He suggests classic books, news books, CDs, concerts, recipes—even charities to support. We share many of the same sensibilities, and *Head Butler* never disappoints....

I also began downloading my iPod with audiobooks for walking the reservoir or long plane rides. *iTunes* offers great choices, plus a podcast of Brian Williams and Anderson Cooper, whom I also Tivo. —Debra Shriver, Vice President, Chief Communications Officer, The Hearst Corporation

The most important "resource" in my life right now is yoga class; it's calming my mind, nurturing my soul, and strengthening my body. In the past, I have enjoyed/derived benefit from the annual Public Relations Society of America Health Academy conference.... —Kathryn Kempf, Vice President, B & Y Communications

THIS IS MY LIST:

Web: *CNN* (25 times a day just for the headlines); *MSN* for gossip; *NY Times* for news

PDA news: *Daily Variety*; *Crain's*

Papers: *The Wall Street Journal* (every day); *The New York Times* (weekends and Thursdays); *Weekly Variety* (Saturday)

Magazines: *Fortune*, *Forbes*, *Fortune Small Business*
—Leslie Hunt, Assistant Program Director, Career Development, The Center for Arts Education

HERE'S MY INPUT:

e-newsletters:

1. *Cynopsis*: Three versions (regular, youth, multicultural) of a daily newsletter that share tidbits, news, executive moves, and job offerings for the advertising/media industry. It's a great professional as well as personal resource—you get previews of movies, TV shows, and more. Lots of fun to read, too.
2. *MediaPost*: Daily e-news about the media/advertising industry. A must read.
3. *Mediabistro*: Media-oriented news feed, issued daily (newsfeed@mediabistro.com).
4. *Research Magazine* (UK): The latest happenings in the media/marketing research field (www.research-live.com).

Magazines:

Brandweek: It's a great resource for understanding what's happening in brand marketing.

CMO: The Resource for Marketing Executives: I find the articles helpful in professional development. —Diane Streckfuss, Vice President, Director of Membership Services, The Advertising Research Foundation

I spend at least two hours in the morning with *The New York Times* and the *New York Post* (great balance, good for industry info).

Coming from the mag business, I love magazines. I subscribe only to *Time*, *The New Yorker*, *New York*, *InStyle*, *Real Simple*... I frequently buy individual copies of *Fortune* and *People*... I also subscribe to *Advertising Age*, and pick up *Adweek* occasionally.

Television—although becoming outdated to many—is still a great source of information and entertainment for me. Being a news junkie, I have CNN on most of the time, and am a devotee of "The Today Show" and PBS's "The NewsHour" in the evening. —Nancy Megan, Promotion Management

RESEARCH: I use *Factiva* and *Nexis* a great deal, but another very useful paid research service is *HighBeam*. At around \$100 for an annual subscription, it's far less pricey than *Nexis* but gives access to many articles and archives that you don't get from the free Web.

BLOGS: I love *Gawker* and *Defamer.org*, but just for kicks. For work, I couldn't live without *Poynter.org*—Romanesko's digest of the day's news and media commentary. It's absolutely indispensable. Also check in on *BuzzMachine* and a couple of the *Technorati* blogs from time to time.

MAGAZINES: The newsweeklies, business weeklies, *Ad Age*, *Adweek* and *The New Yorker*. Occasionally *The Economist*. I do subscribe to the *Harvard Business Review* but don't always follow it. Used to get the *Columbia Journalism Review*, but Romanesko is so much easier. —Dorothy Crenshaw, President, Stanton Crenshaw Communications



DON'T BE A VICTIM:

Preventing Identity Theft

By Loraine Miller

There are new crooks around. They are burglars who can drain your bank account and snatch your purse from hundreds of miles away. They are thieves who steal your most valuable asset—your identity—and use it for illegal personal profit. Victims are left with a ruined reputation and the complicated task of restoring their good name.

According to the Federal Trade Commission (FTC), identity theft is the number one consumer complaint, accounting for nearly 40% of all complaints in 2004. Over 10 million people filed a complaint of identity theft last year, and the figures are on the rise.

HOW TO PREVENT ID THEFT

While no one can be 100% safe from identity fraud, these actions should help to minimize the risks of becoming a victim.

■ Pay Attention to Financial

Communications Review your monthly account statements and make sure you can identify all the transactions. If feasible, cancel your paper bills and statements, and check and pay your bills online. Paper records and mail are still the avenues of choice for most ID Theft. Online access also enables you to check activity frequently.

■ **Beware of Phishing** Computer hackers “phish” the internet, impersonating legitimate companies, hoping to hook you into giving them private data. If anyone contacts you claiming to be your financial institution, don’t provide any information. Call the firm’s official phone number to verify credentials.

■ **Maintain Your Privacy** Be stingy about providing your Social Security number. Ask to use other types of identifiers whenever possible. Don’t carry this information in your wallet, either. Buy a good shredder and use it to dispose of all financial and medical records, credit card solicitations, anything that contains your full name, social security number, date of birth, or other key data.

■ **Safeguard Your Credit Cards** Carry only the credit cards you regularly use. Keep the others in a safe place, and keep copies of ALL your credit cards. Lost or stolen wallets are the number one known cause of identity theft. Cancel and destroy cards you don’t use.

■ Lock Up Financial Information

Sensitive data should be kept inaccessible to family, friends, and employees. Family and friends (including roommates) make up half of all known identity thieves.

■ Update Your Computer Technology

Current anti-virus software, firewalls, and anti-spyware thwart many online criminal

activities. Trusted programs are available from Norton (www.norton.com) and McAfee (www.mcafee.com). And don’t discard a computer without deleting all sensitive data, not by just deleting files but by using a “wipe” utility program to overwrite the entire hard drive. Wipe programs are available from many vendors, such as CyberScrub; contact your computer maker to determine which programs are compatible with your system.

■ **Review Your Credit Report** Free annual reports now can be obtained online at www.annualcreditreport.com, or by calling 1-877-322-8228. Review the accounts in your name, and if you don’t recognize one, take action.

IF IT HAPPENS TO YOU

Unfortunately, even the most cautious of consumers can still be victimized by identity theft. If it happens to you, here are four steps that can help:

1. Close the accounts you believe have been tampered with or opened fraudulently. Have the firms note that they were closed at the customer’s request.
2. File a police report. Keep a copy of the report to submit to creditors who may require proof of the crime.
3. Contact the fraud division of one of the three main credit bureaus to place a fraud alert on your credit report. The credit bureau will notify the other two bureaus. An initial fraud alert stays in your file for at least 90 days, and tells creditors to follow certain safety procedures before opening a new account or making changes to your existing accounts.
4. File a complaint with the Federal Trade Commission, which maintains a database of identity theft cases used by law enforcement agencies for investigations. Call 1-877-IDTHEFT, or file a complaint online at www.consumer.gov/idtheft.

Honesty pays, but it doesn’t seem to pay enough to suit some people.

— F. M. HUBBARD

CREDIT BUREAUS

Equifax

1-888-766-0088
www.equifax.com

Experian

1-888-EXPERIAN
www.experian.com

TransUnion

1-800-680-7289
www.transunion.com

Loraine Miller is a financial consultant and financial planning specialist with Smith Barney, a division of Citigroup Global Markets Inc., member SIPC.

Catching Up with Maria Ungaro

By Tekla Szymanski

In June, Maria Ungaro, an executive at The Kellen Company, which manages associations such as New York Women in Communications, became the new executive director of NYWICI. “I think NYWICI is a tremendous organization,” she says. “The women are incredible.” Ungaro, who has expertise in public relations and marketing, hopes that “we can take the organization to the next level, from the high level that it already holds today. NYWICI has so much potential.” She described some of her thoughts to me during a recent conversation.



TS: What are the most pressing issues for NYWICI right now?

MU: Our strategic plan is our road map. We have so many great ideas, and we want everyone to be engaged. We have a lot of programming for members at the junior and senior level; now, our career development and program committees are launching programs specifically geared to the mid-level communications executive, to address an apparent gap. We are also in the process of putting together a branding strategy. And we

want to make sure that we continue to have good leaders coming through the ranks, and that people feel more a part of the organization and become more involved in its committees.

Where do you see NYWICI in 10 years?

We will strengthen the organization as an authority within the communications industry. We need to decide how we want to be seen in the external world. NYWICI now covers nine different disciplines, and it should be a conduit, a place that people turn to if they need answers. To that end, we are in the process of restructuring NYWICI's website; it will become a resource guide with a newsy feel. Through the strategic plan, we will see other changes as well within the next five years.

In New York, only 27.6% of businesses are women-owned, and the median annual income of women is \$4,000 less

than that of men. Do you feel that women are being overly competitive with other women because they compete for a smaller share of the pie?

I like to think that we are not, but there is an obvious disparity between men's and women's salaries. I also like to think that professional organizations such as NYWICI are important in creating the relationships that help individuals grow and develop through the ranks. Women helping women take more of the pie rather than competing for one small piece.

I don't like to generalize, but women, more than men, tend to be personally invested in their work life. Maybe this is because we compete for the smaller piece of pie, or maybe it is because men are more up-front and direct. They have been trained to compete while women have been trained to be nice, smile, and make others happy, even when that is a sacrifice. At the end of the day, men shake hands and go their merry way, because whoever won, won. We've never been socialized like that. We tend to have our feelings hurt if another proposal is taken over ours. I see this changing, with the help of organizations like NYWICI, because the pie is getting a little bit bigger, and because women are teaming up together instead of competing.

Have you encountered gender discrimination?

I actually have not. I think I have been very lucky with the companies that I have worked at and the people who came before me. The New York office of The Kellen Company has predominantly

female employees. Association management is a young industry, and women are really adept at the multitasking and relationship-building required to succeed in this field.

How will NYWICI address the increasing competition in the workplace on the one hand—and the lack of communication that sometimes exists between women on the other?

Part of NYWICI's mission is helping women to reach their full potential, and we will be launching a mentoring program. There is something to be said

about the relationships that people establish through networking. I have watched so many women help other women get jobs, climb the ladder, and do all the little things in between. It's all about the relationships created in this organization. We can approach each other. We're more than willing to try to help each other. We're very lucky that we have access to all these powerful women, and that NYWICI provides us with the opportunity to introduce ourselves and ask questions.

NYWICI'S MISSION

NYWICI empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes.

(June 2005)

Cocktails & Conversations GETS A MAKEOVER

“Real Talk. Real Solutions. Every Step of Your Career.”

Cocktails & Conversations is undergoing a change. To make sure our popular monthly career-oriented gatherings support the goals expressed in NYWICI's new mission statement (above), C&Cs will now focus more clearly on where you, our members, are in your careers and where you want to be.

We're implementing this change in three ways. First, each presentation will be either a one-on-one interview or a panel discussion with professionals from communications organizations you're familiar with or ones you should know. Second, each event will address a particular group within our membership, offering insights on getting ahead for junior, or mid-level, or senior communications professionals. By the end of the year, all these target audiences will have been the subject

of specific programming. Third, we will try to incorporate representatives from diverse worlds—from journalism, to book publishing, to advertising and PR—so we can truly provide what our new tagline claims: Real talk. Real solutions. Every step of your career.

For information about upcoming C&C events, please visit <http://www.nywici.org/calendar>.

—Marcia A. Cole and Leslie Hunt,
Vice Presidents, Career Development



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Save the Date!

NYWICI 2005 Student Career Conference

Saturday, November 5, 2005, from 8:30 a.m.-4 p.m.

The NYWICI Foundation's popular annual conference for students and young professionals presents keynote speaker Jeannette Walls of MSNBC.com and nine panels of experts. \$50 per person, including breakfast and lunch. *The Roosevelt Hotel, 45th Street and Madison Avenue.*

Cocktails & Conversations

Monday, November 7, 2005, from 6-8 p.m.

Linda Kaplan Thaler, president, Kaplan Thaler Group, interviewed by broadcast journalist Mary Alice Williams. \$10 for members, \$20 for guests. *The New York Times, 229 West 43rd Street.*

The First Amendment in Jeopardy

Tuesday, November 15, from 8-10:30 a.m.

Panelists include Jill Abramson of *The New York Times*, Patti Hassler, senior producer, "60 Minutes," and *New Yorker* contributor Nicholas Lemann of the Columbia University School of Journalism. *Location to be announced.*

Fifth Annual Gratitude Fund Breakfast

A Benefit for The NYWICI Foundation

Monday, November 21, 2005, from 8-10 a.m.

Keynote speaker: CBS News correspondent Lesley Stahl. *The St. Regis Hotel, Fifth Avenue at 55th Street.*

COMING IN JANUARY...

Fourth Annual "Night of the Round Tables"

Networking evening for members. *Date and location to be announced.*

2006 Matrix Awards Luncheon

Hosted by The Oxygen Network.

Monday, April 3, 2006 at the Waldorf=Astoria Hotel.

VISIT OUR NEWLY REDESIGNED WEBSITE
www.nywici.org

- Program and event listings
- The latest industry news
- Job postings for communications professionals

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