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NYWICI NOW eNEWSLETTER

December 5, 2006

Welcome to the First NYWICI NOW Newsletter

The Communications Committee presents NYWICI Now - a digital newsletter launched to loop in our diverse membership. Each month, we plan to feature a hands-on how-to article, as well as coverage of recent events and news of upcoming activities.

Please send us your feedback. Let us know what you think of the articles and what you want to see in upcoming editions. If you're interested in contributing, shoot us an email at websitecommittee@nywici.org. We're committed to making this YOUR publication.

Mistina Bates and Deirdre Wyeth, Co-Chairs, Communications Committee

Designing Usable Email

By Stephanie Aaron

Email is the wild west of business communications, where some people shoot first and think later. The day-to-day informality (sloppiness?) of email can really interfere with effective communication.

Email has immediacy, and is sometimes seen as equivalent to speech. Unlike most conversations, however, e-mail leaves a written record, and there is no facial expression or tone of voice to help carry the meaning. (Emoticons lack subtlety and are not appropriate in many business messages). In a conversation, you can immediately sort out a misunderstanding - not so with email.

Creating well-crafted, usable email messages is critical for first-contact communications, and almost as important for other business messages. That doesn't mean each message must be formally structured, but rather that a certain care should be taken before hitting "Send." Here are some tips that will help make your business email more effective.

1. Use a short but descriptive subject line.

The subject line lets your reader decide when to look at the message, and eventually, where to file it. It may help them find the specific message they want, days or weeks from now. Don't leave the subject line blank.

2. Select subjects with an eye to avoiding spam filters.

Spam is filtered at the ISP level, by e-mail software, and by user-created filters. Avoid subject lines that might trigger a filter, like blanks, or words that might seem to be advertising medications or mortgage offers.

3. Address one topic in each email.

If you must address more than one, flag all the topics in the first sentence or in the subject line. Some people read emails as casually as they write them. If you include multiple topics without flagging them up front, some of your content may be missed. A single topic also makes it easier to file the message. If your message has several items that are simple to respond to, and one complex item, guess which item will determine the speed of the response? If the most important topic is not in the subject line, the message may not get the immediate attention you want.

4. Write in complete sentences using correct punctuation.

"This person sent me a message entirely in lower case. I'm not sure I can trust them." This quote from a friend makes the best case for writing e-mail properly, using upper and lowercase as appropriate. Text written all in lowercase letters



looks immature, takes longer to read, and can lead to ambiguity. WRITING ENTIRELY IN CAPS IS THE EMAIL EQUIVALENT OF SHOUTING. Restrict your use of all caps accordingly.

5. Use a signature with your complete contact information.

Make it easy for people to follow-up with a call or fax without having to dig for a business card or database listing.

Stephanie Aaron, President of [Aaron Design Inc.](#), is an award winning designer with more than 20 years experience in graphic design and its management.

Consultant Wanted

Advertising media buyer wanted as volunteer consultant to NYWICI Membership Committee for ad hoc project. This is an excellent opportunity to become more involved with NYWICI with a limited commitment. Interested parties should contact Membership Committee co-chairs Stephanie Aaron and Jeanne Byington at membershipcommittee@nywici.org.

NYWICI FOUNDATION 2006 STUDENT CAREER CONFERENCE: The Meeting of Possibility and Opportunity

By Cathy Carlozzi and Nancy Megan

The NYWICI Foundation's annual Student Career Conference has been described as "a day filled with possibilities." It's a day when the Foundation realizes a key element of its mission: "to help a younger sisterhood successfully enter the world of communications with our financial support, professional guidance and ongoing friendship." For NYWICI, it's a day "to nurture future leaders in communications."



By all accounts, the 2006 conference, held at New York City's Grand Hyatt hotel on Saturday, November 11, was the most successful in the event's history in terms of both attendance and program breadth.

Possibility abounded in the form of a highly diverse group of some 340 college students, impressive in their eagerness and confidence. They came on their own in small groups or in school-organized delegations as large as 30 from colleges and universities in nine states and the District of Columbia. "Promising professionals of tomorrow" was how Howard University student Denise Horn, herself one of them and a recipient of a NYWICI Foundation scholarship in 2005, described them in her luncheon address.

[Read more, and find more photos, on the website.](#)

Special NYWICI Member Benefit from The Terrace Club at Rockefeller Center & Club Quarters

Until December 31, 2006 individual NYWICI members and/or their companies will be offered special charter membership status and privileges at The Terrace Club at Rockefeller Center & Club Quarters, located at 25 West 51 Street in the heart of Rockefeller Center. [Get all the details!](#)

Please call: Phira Barakhovsky at 212-626-9373 for a tour of the Club; any additional questions.

Please mention: you are a member of NYWICI.

COMMITTEE UPDATES:

Career Development: February's Cocktails & conversations will be on the topic of the Digital Divide.

Communications: The committee will be looking for members to write guest blogs related to their careers in communications. If you're interested in participating, contact <"a
mailto:websitecommittee@nywici.org">websitecommittee@nywici.org

NYWICI'S NEW MEMBERS-ONLY MESSAGE BOARDS

Find out about job openings, companies, or post openings you know of: [Jobs Network](#)

Talk about internships, jobs, and housing: [Students Central](#)

[Register today!](#)

Membership: The committee will be co-sponsoring a networking evening – more information coming soon. Membership is up almost 10% over last year. Need information? Email membershipcommittee@nywici.org.

Student Affairs: The Winter edition of the NYWICI Next newsletter is in production. The committee is also lining up more mentorship initiatives and more internship opportunities. If you have suggestions or internsip opening, contact studentaffairscommittee@nywici.org.

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