

[<Back](#)

 [Print](#)

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## NEW YORK WOMEN IN COMMUNICATIONS

August 14, 2007

### MEMBERS-ONLY EVENT – WED NIGHT!

Summertime and the Reading is Easy - Special Fun Event for New York Women in Communications, Inc., for Members Only! To register, call 212-297-2133.

**Visit:** The brand-new New York Times building

**Meet:** Miriam Tuliao, coordinator of the Office of Adult and Information Services for the Branch Libraries of the New York Public Library, during an event sponsored by the NYWICI Membership Committee.

**Learn:** Of all the books that are fit to print, which make the cut at the New York Public Library? How does the American Library Association Notable Books Council select award-winning books? What's the future of books?

**Tuliao** will share her insight on the world of books. At NYPL, she supports collection development and public programming for adults. In addition, she's been chair of the American Library Association's Notable Books Council, president of the New York Library Association's Ethnic Services Round Table and moderator of the Word for Word Author series in the Bryant Park Reading Room.

**Also:** Chat with Kristine Welker, NYWICI's president

**Bring:** the title of a book you read this past year, that you'd like to recommend to others, and be entered in a raffle for one of this summer's hottest reads! Note the author and your name, too. It doesn't have to be a new book--it can be a classic. And it might be a book you read to your kids.

The NEW New York Times Building, 620 Eighth Avenue (entrance at 41st St. between 7th and 8th Avenues), 15th floor  
6 to 8 p.m.

Come hungry and ready to enjoy scrumptious hors d'oeuvres, seasonal goody bags, and time to network, network, network!

BTW: You may have encountered a technical glitch when trying to register online. If so, please pay at the door. Just let Emily Brochstein (212-297-2133) know you plan to attend so we have enough of everything to go around. There will be no added charge for paying at the door.

### MEMBERSHIP RENEWAL

At NYWICI, everyone's dues are up for renewal on June 1.

This year, you'll find lots of new advantages to being a member.

If you haven't renewed yet, please call Emily Brochstein at (212) 297-2126.

### 5 Ways to Get Your e-Newsletter Read

By Mistina Bates

Looking to ensure that your e-newsletter tops the stack of must-read material for your clients and any potential customers? Follow the tried-and-true tips below.



1 **Request a go-ahead.** E-newsletters fall under the category of "permission-based marketing." You

need an okay (or an existing relationship) to add someone to your list of recipients; otherwise, it's spam. Instead of beefing up your subscriber list with those people whose business cards you've collected, first follow up with each potential subscriber. When signing off on your e-mail to the new contact, let her know about your free e-newsletter and ask if she'd like to receive it.

- I **Nix blatant self-promotion.** Sure, you're sending out a newsletter to get your name and company out there. But if the e-zine reads like an ad, client interest may wane. Give readers WIFM (What's In It For Me), and they'll hang in there.
- I **Shave excess copy.** Even when clients want the information you're offering, they'll hit DELETE when your e-newsletter is lengthy. If the topic doesn't fit into 500 words or less, publish a summary instead, and let readers request more details when they need them. Alternately, send out short and sweet installments: They'll be sweet because you don't overwhelm them with lots of copy to read—and you'll stay fresh in their minds often.
- I **Stay on schedule.** If you're publishing a monthly e-newsletter, get it out the door once a month. Otherwise, you could create a trust issue, in that prospective clients may question your ability to meet deadlines. Worse yet, existing subscribers may forget who you are or lose interest and unsubscribe.
- I **Proof carefully for typos and other errors.** Yikes! Nothing erodes credibility like a mistake. Whatever you publish—whether it's an e-zine, a brochure or even an e-mail—reflects on your professionalism. Always use spelling- and grammar-check, but also proofread it on hard copy. Even better, have a fresh pair of eyes, or hire a copyeditor to, review each piece of your work before sending it out.

Over the last 13 years, Mistina Bates has written hundreds of newsletters—print and online—for clients in a range of industries. As president of Market It Write ([www.marketitwrite.com](http://www.marketitwrite.com)), she helps create, execute and track the results of e-zine campaigns. Bates is also co-chair of the Communications Committee for NYWICI.

## DO YOU HAVE A STORY ABOUT HOW NYWICI HAS HELPED YOU CONNECT?

Have you found a job by working your NYWICI connections? Have you made friends by working on committees? If you have a story to share, we want to hear it. We'll use it in the fall issue of the newsletter or in the accompanying web pages.

Send your story to [info@dwyeth.net](mailto:info@dwyeth.net)

## LADIES WHO LAUGH

**Student Affairs event, live from the set of Saturday Night, raises money for the Foundation**  
by Deirdre Wyeth

Emcee Maggie Mistal, host of "Making a Living with Maggie" on Martha Stewart Living Radio, kept the comedienne (and one comedian!) coming last month at Saturday Night Live's Studio 8H in Rockefeller Center. NYWICI's Student Affairs Committee had organized the event to raise money for the New York Women in Communications Foundation.

One by one, comics took the stage where Steve Martin, Gilda Radner, Alec Baldwin and Jane Curtin had done stand-up and skits. Mistal got into the spirit of the evening when she bellowed, "Live from New York, it's . . ."—the announcement every guest host has made for 30 years plus at the start of the late-night comedy show on NBC.

And the comics were:

**Carolyn Castiglia**, who has appeared on VH1's White Rapper Show, mimicked her mom's hard-consonant accent that's prevalent in some upstate New York areas and took aim at the family denial about eating, obesity and diabetes. And, could she rap, too!

**Robin Gelfenbein** affected the stereotypical spacey single girl in song, accompanying herself on the keyboard. Her most memorable ditty was about being on a heavy date—and then realizing, to her embarrassment, that she was wearing Channukah socks.

How do you say Leighann? Attending Catholic school in Queens, Leighann Lord's first name was one of her biggest headaches (it's pronounced Lee-Ann) "My parents were hippies," she said by way of explaining the unusual spelling. Of



course, everything's worked out fine for Lord, because now her name makes a good joke, which is probably one of the many reasons she's been named one of New York's 10 Hottest Comics. She has also entertained troops in Afghanistan. And, as she points out, today her self-esteem soars, as evidenced by her website, [www.veryfunnylady.com](http://www.veryfunnylady.com).

Audience members may never listen to Barbra Streisand in quite the same way after **Seth Rudetsky** shared his obsession with and interpretation of the diva's surprisingly odd phrasing. He'd play a Streisand song, then dissect it. Music appreciation (or depreciation?) was never so much fun!

How are New Yorkers different from Texans? Ask **Karith Foster**. In the Lone Star state, an annoying person is called special, she said. In New York, well, you know what happens to "special" people.

**Andrea Alton's** brand of comedy was more sketch than stand-up. She teamed up with Robin Gelfenbein to tell the story of two women—one Civil War-era, the other contemporary—and their frustrations, and hysteria, about corresponding, or trying to, with men who are MIA. How do you spell b-a-l-l-i-s-t-i-c?

And **Lynne Kopitz**, who can be seen on Comedy Central as well as in many major comedy clubs throughout the country, riffed on what she calls the "Male Information Center," among other topics. If you're guessing that the MIC is south of the cranium, you're heading in the right direction. When she announced that she was 40, a heckler shot back, "You don't look a day over 39."

Special thanks to NBC Universal for donating the space and the food. Other generous contributors were Harbrew Imports, Inc., Kobrand Corporation and Magners Irish Cider. In addition, kudos to Lauren Gould, Julie Ruggiero and Tammy Tibbetts for handling the lion's share of the organizing.

[Find more photos at Maryanne Russell's website.](#)

#### TO BLOG ON THE WEBSITE:

if you'd like to contribute to the blog, send your story idea to: [info@dwyeth.net](mailto:info@dwyeth.net), subject line: NYWICI Blog.

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](mailto:websitecommittee@nywici.org).

**Michelle Lodge**, Editor, NYWICI Now

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

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