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now

NEW YORK WOMEN IN COMMUNICATIONS

May 29, 2007

ANNUAL MEETING TONIGHT!

Please Join Us As We Celebrate Strong Women Who Take the Lead



Founder and CEO,
Iman Cosmetics

Thank **Betsy Morgan** for her two years of exceptional service as President of the organization.

Recognize the accomplishments of this year's **award winners**.

Meet the 2007-2008 NYWICI and the NYWICI Foundation's board of directors, including NYWICI President-Elect **Kristine Welker**, VP, Publisher *CosmoGIRL!*

Hear more about our "Take the Lead" platform and vision for the future of staying connected with strong women like you.

Be inspired by **Iman** (left), supermodel, super mogul, super woman, as she shares the secrets to her success.

Enjoy a visit to the new **Hearst Tower**, declared the first "green" office building in NYC history.

The World Needs Strong Women Like YOU! Join Us at the NYWICI Annual Meeting. **Take the Lead With Us!**

MEMBERSHIP SURVEY PRIZES

Thanks to the following restaurants, which provided prizes for the Membership Survey. Winners will be selected at random from those who took the survey.

- | Dinner for Two at **THE PLACE**, 310 West Fourth Street, New York City. (Value: \$125)
- | Dinner for two at **ZONA ROSA**, 40 West 56th Street, New York City. (Value: \$100)

Next month, we'll let you know who won.

5 TIPS TO GET YOUR E-PUBS READ

By **Mistina Bates**

E-publications offer one of the most cost-efficient, trackable marketing methods available. With their lightning-fast delivery times, minimal cost for campaigns and a huge potential for return on investment, it's really the way to stay competitive in the marketplace.



However, because they're everywhere and some publishers fail to follow proper etiquette, your e-notices could be regarded as unsolicited junk mail and trashed immediately.

So how do you avoid these pitfalls? Try following S.U.G.A.R., a sweet formula below:

- | **Short.** Your audience doesn't have time to waste. Even if you give rock-solid information, they probably won't

spend more than a minute or two reading.

- I **Useful.** Make that brief window of opportunity count. Give specific, actionable tips that will help your readers meet their goals.
- I **Generous.** Don't worry that the audience will take the information and run. You offer far more expertise than someone could possibly absorb in your quick e-post. Give freely, and the universe will return the favor.
- I **Audience-focused.** Don't lose sight of your reader and her goals. Make sure your message appeals to her—or she'll move on fast.
- I **Regularly.** E-zines should come out at least monthly and appear when promised. A successful e-zine establishes a relationship with readers, who rely on it to be trustworthy and dependable.

Once you decide to add your own e-newsletter to the electronic universe, test different approaches and article types. Determine what your audience prefers, and then deliver.

Mistina Bates, co-chair of the Communications Committee for NYWICI, is a freelance writer and president of Market It Write.



THE SECRETS TO SUCCESS, STRAIGHT FROM 'THE APPRENTICE'
Members and guests enjoy great insights and conversation at NYWICI's networking event

by Julie A. Ruggiero

Who is better than Carolyn Kepcher, former star of *The Apprentice*, Donald Trump's right hand and now president of Carolyn & Co., aimed at helping women achieve professional success, to moderate a discussion about jump-starting your career in communications?



On May 8, the Student Affairs Committee presented the panel, headed by Kepcher, entitled, "Making the Most of Your Internship or New Job" at the New York Press Club. Joining her on the panel were (pictured, from right) Lisa Fuhrman, Executive Recruiter, Ketchum PR; Kathy Crawford, Director, Academic Programs & Communications, International Radio and Television Society Foundation, Inc. (IRTS); and Caroline Ceniza-Levine, Head of CL Search Services and former Associate Director of Staffing for Time Inc.

The most important question was, What are recruiters really searching for? "We want people who are go-getters," explained Lisa Fuhrman. All important are internships, related job experience, campus and professional organizations, and solid writing skills. In today's competitive marketplace, internships are not only necessary and an opportunity to make a solid impression, but they can be vital to landing a position.

The panelists, who noted they are bombarded with stacks of resumes daily, said they are most drawn to strong resumes that are clear, concise, and show a progression of work experience. "It should highlight your experience, not explain it," said Kathy Crawford. Your cover letter should also be brief. Advised Kepcher, "Paint a small, clear picture of who you are and your goal."

And keep in mind that it's best to meet the interview process without apprehension, so breathe a sigh of relief when anticipating it, advised the panelists. "We want you to be the person to fill our jobs," explained Caroline Ceniza-Levine of CL Search Services. Research the company and know its goals; be prepared to speak about your work experience and sell yourself. At the Trump Organization, Kepcher added, "We looked for someone who had an opinion." You may be

asked to discuss what you didn't like at your last job as well. If you're interested in the position at hand, express your desires directly to the interviewer by the meeting's conclusion.

When you do find that coveted internship or new job, be part of it, regardless of its downside. If making copies and answering phones, for example, bores you, continue to fulfill your obligations like a professional anyway. In doing that, you show commitment and attention to detail that will get you noticed. In the meantime, expand your skill set by asking for more assignments or request informational interviews with other colleagues. "Nobody turns down an energetic person," said Kepcher. Your boss may not always be the easiest person to work for, but you can "Learn to anticipate his or her reaction," she explained. If you're able to make your supervisor's job easier, yours will be as well.

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

LAST CHANCE: ONLINE AUCTION WRAPPING UP

A few great items are still up for bid in the [Online Auction](#), which to date has raised some \$30,000 for the NYWICI Foundation and next year's scholarship winners. The charity event, launched when the Matrix luncheon was underway on April 23, was scheduled to wrap up earlier in May, but has continued to thrive as new items were added. Auctions of many of those giveaway offerings are wrapping up at 6 p.m., Wednesday, 5/30. So if you'd like to have tea with Suze Orman, lunch with senior editors at The Huffington Post, a day at celeb PR firm Ken Sunshine Consultants, or a protégé package with advertising guru Linda Kaplan Thaler, be sure to check out the online auction.

TO BLOG ON THE WEBSITE:

if you'd like to contribute to the blog, send your story idea to: websitecommittee@nywici.org, 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.

Michelle Lodge, Editor, NYWICI Now

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

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