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October 17, 2007

THIS SATURDAY – THE STUDENT CAREER CONFERENCE

Saturday, October 20, 8:30 a.m. - 4:30 p.m.

Grand Hyatt Hotel

Park Avenue and 42d Street

Don't miss this once-a-year career-building opportunity to meet and network with pioneering women in the communications industry.

Featured Speakers



Adaora Udoji
Anchor,
Court TV



Linda Wells
Editor-in-Chief,
Allure magazine

Fee: \$60, student member; \$70, nonmember; \$50 each person for groups of 5 or more members; \$60 each person for groups of 5 or more nonmembers.

To register, log on to www.nywici.org, or pay at the event, beginning at 8 a.m.. Breakfast and lunch are included.

SPOTLIGHT ON JOAN CEAR



Joan Cear
Co-VP,
Student Affairs

Who she is Co-chair of the Student Affairs Committee and managing director at G.S. Schwartz & Co., where she is responsible for strategic planning, public-relations program development and implementation for such clients as *Hallmark* Magazine, Danny DeVito's Premium Limoncello, Toy Industry Association, UTStarcom, Pressman Toy, eToys.com and Zabars. She also plays an integral role in the agency's new-business development.

Prior to her current position In 1998, she acquired David S. Wachsman Associates Inc., a PR agency that she renamed the Wachsman Cear Group and merged into G.S. Schwartz & Co. in 2001. Before joining Wachsman Associates in 1990, she was a media-relations specialist for Long Island Lighting Company and a print and broadcast journalist.

'I didn't imagine that within this marvelous organization, I would one day be helping the next generation of communications professionals prepare for their careers. I'm proud

Other accomplishments She has been on the boards of Educational Housing Services, Inc., Peninsula Counseling Center and New York SCORES and provides pro-bono PR counsel to Angel Flight Northeast. She also is a member of the Publicity Club of New York.

For the organization Joan has served on the Student Affairs Committee for more than five years. During this time, the committee has developed a separate student-membership category and specific programs geared toward students, doubled the attendance at the annual Student Career conference, launched the student member e-mail newsletter nywiciNEXT and grown its New York Women in Communications Foundation Scholarships to \$100,000 in awards to 16 students. Looking ahead, she'd like to continue to grow the organization's ranks of student members, attract more and more scholarship applicants and develop a formalized mentoring program.

to be a lifetime member of New York Women in Communications.'

visit my [Facebook page!](#)

What attracted her to NYWICI "When I became owner and president of the Wachsmann Group, I needed new and varied networking opportunities and professional development programs. New York Women in Communications has been the perfect fit. From the Student Affairs Committee to making new friends throughout the organization, it's a lifeline for me professionally and socially. And working with students and young professionals through NYWICI keeps me on my toes and thinking young. If you're a Facebook member, you should

UPCOMING EVENTS

Cocktails & Conversations

Thursday, November 8, 6 to 8 p.m.

Hearst Tower
300 West 57th Street
(entrance on 8th Ave between 56th & 57th)



A one-on-one discussion with **Cathleen Black**, president of Hearst Magazines and Matrix winner, led by **Gayle King**, editor-at-large for *O, The Oprah Magazine*.

2007 Gratitude Breakfast

Monday, November 19, 8:30 a.m.
St. Regis Hotel
2 East 55th Street at Fifth Avenue

Show your gratitude by bringing your BFF (best friend forever) to this popular annual event for which tickets are sold in pairs. This year's program features **Deborah Norville**, host of *Inside Edition*, chatting with **Donna Dees** about Norville's new book, *Thank You Power: Making the Science of Gratitude Work for You* (Thomas Nelson). Donna, the founder of the Million Mom March, is director of communications for *Inside Edition*.

[Click here](#) to sign up for these great events.

IT'S ONLY ROCK 'N ROLL, BUT I LIKE IT

Journalist Jancee Dunn dishes about the ups and downs of interviewing celebrities

By Tammy Tibbetts

Even though we're New York professionals, those of us from the other end of the Holland and Lincoln tunnels never abandon our Jersey girl identity. It's a stereotype associated with big hair, deep knowledge of turnpike exits, and beach bumming. But often, the unmistakable mark of a Jersey girl is having the heart to make it big in New York City.

Just ask Jersey girl **Jancee Dunn**, who shared her experiences as a celebrity journalist — documented in her 2006 memoir **But Enough About Me: A Jersey Girl's Unlikely Adventures Among the Absurdly Famous** (HarperCollins) on September 25 at Planet Hollywood. "When I went in for a job interview [at *Rolling Stone*], I got myself a fresh perm and I had hair, no joke, this big," she said, making a gesture with her hands indicating a poufy coif. "In New York everyone looked sleek, and no one else seemed to have perms," she said. "The guy hired me, I think, because he could tell I wanted [that job] much more than anybody else."

At the NYWICI event, Jancee, who has profiled numerous A-listers — from Madonna to Elton John and Ben Affleck — switched spots and let **Rachel Chang**, entertainment editor of *CosmoGIRL!*, interview her. Jancee revealed her bag of tricks from her 15-year career at *Rolling*

Stone, from paying attention first to the drummer when interviewing a rock band (which always gets the other members talking) to bringing her mother along on interviews. Her mom, a Southern belle, would coax celebrities to open up to her daughter even more.

Jancee's relationship with her family inspired Stephanie Young, a NYWICI newcomer and an assistant online editor at *Cookie* magazine. "I loved hearing that she called her parents after a bad interview," she said. "And I like that she took her mom with her. It's something that I would do, too, if I could!"

Once, when a musician Jancee was interviewing tried to pressure her into sampling heroin, she stepped into his bathroom and called Mom for a reality check (Mom was at home planting daffodils at the time). "I never want to get my validation from famous people," Jancee explained. And, no, she didn't try the drug.

Jancee, now a Brooklyn resident who freelances for many publications including *Vogue* and *O, The Oprah Magazine*, headlined the NYWICI event because Meredith Engel, a 2007 NYWICI scholarship winner and a Jersey girl, too, made the initial contact with her.

Said Meredith: "*But Enough About Me* taught me that it doesn't matter if you come from New York City or Chatham, New Jersey. If you have passion, drive and an eagerness to learn, you can succeed at anything."

[Tammy Tibbetts](#), a Jersey girl to the core, is also a 2005 and 2006 NYWICI Scholarship winner and the editor of *MisQuinceMag.com*.



Jancee Dunn, left, with Rachel Chang

YOUR 15 SECONDS OF FAME – AGAIN AND AGAIN

Business coach Laura Allen reveals her failproof formula for business success

By Bridgett Gayle



Laura Allen (l), cofounder, 15SecondPitch.com, with Bridgett Gayle

In a variation of pop artist Andy Warhol's prediction that "in the future, everyone will be world-famous for 15 minutes," cofounder of the 15SecondPitch.com **Laura Allen** has pared the time down to a scant 15 seconds, which you repeat every time you want to land a new job or project. Some 80 attendees showed up for the event September 18 at the Time-Life Building to hone their own "elevator speech."

The event was the first-ever Speed Networking event, and the program, sponsored by the Career Development Committee, had an overflow of attendees. The pace was quick and the noise-level deafening as everyone took turns pitching each other under Laura's guidance.

"A good pitch travels fast, just like in baseball," said Laura, who has more than 10 years of experience in book publishing, advertising and sales, including being the first marketing director at *cheetahmail.com*, an online marketing company. "You can't get what you want, until you know what

you want."

Laura Allen's Four Elements of a Successful 15-Second Pitch are:

1. **Who you are** "The Johnny Cash step." With power behind it, say your name and title, just like the country music legend Cash did at the start of all his performances.
2. **What you do** Offer just one sterling accomplishment, as it's easier for others to remember.
3. **Why you're the one** Explain what distinguishes you from others.
4. **How to make the call to action** Laura's favorite step. Give the "pitchee" the action you want her or him to take next, such as, "May I have your card or your assistant's name, number and e-mail address? I'd love to call your office to set up an appointment."

Many attendees thought the third step was the most intimidating. "[Some] people aren't used to giving that lasting impression," said Charissa O'Neal, brand-development manager for CNN's Strategic Integration Group. "They may delete the third step from their pitch."

But freelance photographer and Laura Allen client **Karineh Gurjian-Angelo** has no problem with step three. With more than a decade of photography experience, Gurjian-Angelo explained, "When I was putting together my portfolio, I realized this is really good stuff."

With each successive experience, Laura recommends you try to land a bigger fish. Laura should know: She's now pitching-in 15 seconds, of course — to none other than Oprah.

[Bridgett Gayle](#) is a writer/editor/author of several contemporary short stories.

SNAZZIER NAME, SPORTIER LOOK

Coming next month in the latest print newsletter

By Margot Witty

The New York Women in Communications print newsletter just got edgier and sassier.

You'll see for yourself when the fall issue lands in your mailboxes in early November. The classy 16-page publication, published three times a year, will showcase the new design and color palette and reflect the organization's recent re-branding effort. And its new name, **CONNECT**, draws on how members achieve the mission of empowering women in communications to attain their full potential.

The new look, implemented by long-time designers Tracie Lissauer and Alex Isley of Alexander Isley Inc. employs the logo and style already rolled out on the Matrix ballots and in e-mail announcements.

You'll also find the cover story about Huffington Post publisher and 2007 Matrix winner **Arianna Huffington**, who discusses living without fear, an article on how a chain of serendipitous connections actually helped save lives as well as other pieces on networking do's and don'ts and how to build friendships and associations through NYWICI.

[Margot Witty](#) runs her own corporate writing business, Jamieson Witty Associates, and as the editor of **CONNECT** works closely with Communications Committee co-chair Mistina Bates.

JOIN A BRAND-NEW COMMITTEE

Get in on the ground floor of this exciting venture

New York Women in Communications has recently formed a committee to seek sponsorships for events and programs, such as Cocktails & Conversations and the annual Student Career Conference.

Under the leadership of **Sue L. Katzen**, associate publisher of Cosmopolitan, the Sponsorship Committee will centralize and step up sponsorship efforts. "I am anxious to share the new and varied sponsorship opportunities that will pair your company with the organization's very enthusiastic membership," said Sue.

Email [Emily Brochstein](#) if you're interested in joining this new committee.

WANTED: COPYEDITOR

NYWICI Now is looking for a meticulous copyeditor with online experience. If you can volunteer a few hours once a month, NYWICI Now would like to hear from you. Send us an email at [NYWICI Now](#), subject: copyediting.

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.

TO BLOG ON THE WEBSITE:

If you'd like to contribute to the blog, send your story idea to: info@dwyeth.net, subject line: NYWICI Blog.

Michelle Lodge, Editor, NYWICI Now

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