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NEW YORK WOMEN IN COMMUNICATIONS

September 18, 2007

Business Trumps Shyness ; Three NYWICI members tell their stories

By Bridgett Gayle

Nearly 40 percent of people describe themselves as shy. And that includes some of the most accomplished women in communications, including broadcasting star and Matrix winner Barbara Walters. If you're timid, how do you squelch the tendency to step back? Below, find out how NYWICI women did just that.

Tap Your Alter Ego

Imagine standing in front of a large studio audience, right next to Oprah Winfrey, and being watched by millions of fans across the country. Author and public speaker Victoria Moran doesn't have to imagine it—she lived it.

"The show was live that day, and I had butterflies. The producer said, 'Any time after you're introduced, just jump in. Otherwise, you could lose your chance.' I said, 'You mean interrupt? I can't do that. I'm a good Catholic girl from Kansas City.' The producer replied, 'Leave her at home.'

"When I notice I'm feeling more like stepping back than stepping up, I remind myself to send the good girl home and let the terrific woman show up instead. It never fails."



--Victoria Moran (www.victoriamoran.com) is a speaker/life coach/author of [Creating a Charmed Life](#) and [Fat, Broke & Lonely No More!](#)

Accentuate the Positive

What brings shyness into full bloom for Renée Niño de Rivera, a public-relations executive, is negotiating contracts. "I want to die a thousand deaths." How she copes is to:

"Visualize a stop sign with the words: CHANGE YOUR THINKING. And then breathe in and out three times before saying anything. Use a 15-second mantra. I often repeat, 'I'm a great public speaker! I'm a successful woman! I'm courageous!' List your assets and successes and use that as your mantra."

--Renée Nino de Rivera, (renee@ninoderivera.biz), president of Nino de Rivera Communications, Inc., concentrates on the strategic positioning of luxury and consumer brands in U.S., Spanish and Latin American markets.



Adopt a Prop

Journalist Michelle Lodge started out shy, but her profession changed her.

"When I was in school, classmates thought I was a snob. But I was just too shy to say hello. Yet for some time now, I've been saying hello to such people as former President Jimmy Carter, film director Frances Ford Coppola, pioneering heart surgeon Dr. Michael DeBakey and Nobel Laureate and novelist Toni Morrison for *Time* magazine and thousands of other subjects for many different publications. Having a notebook and pen as a shield, of sorts, and needing to ask questions forced me to ignore my hesitancy and get the job done. Now when I tell friends I was once painfully shy, they laugh in disbelief."



--Michelle Lodge (michellelodge@gmail.com), is a New York-based journalist whose work has appeared in many

national publications.

Network Like an Extrovert

No doubt about it, networking is essential to career advancement. If you're shy, here are tips to help you fake it to make the necessary contacts:

- I Become an expert—think of networking as what you and your expertise can do for others, not the other way around, and speak up with authority.
- I Use the buddy system—have a pal introduce you to strangers to break the ice.
- I Come in through the back door—become a volunteer at an event; then later offer suggestions for improving the next gathering.

Bridgett Gayle (b.c.gayle@att.net) is a writer/editor/author of several contemporary short stories.

TONIGHT! COCKTAILS & CONVERSATIONS: SPEED NETWORKING

Ah, networking. To some, it's as easy as breathing. To others, it's a reason to become a recluse. But to succeed in business, and in life, you need to connect with others in a memorable way — even if you've got only 15 seconds.

Kick off the fall by learning how to make a lasting first impression from Laura Allen, co-founder of 15secondpitch.com.

Bring your enthusiasm and conversational skills, and get ready to connect with leaders from the magazine, newspaper, broadcasting, interactive and marketing sectors who will attend.

Tuesday, September 18, 6:00 - 8:00 pm

Time & Life Building, 1271 Avenue of the Americas, 8th Floor (enter at 50th Street)

Go to <http://www.nywici.org/calendar/calendar.html> to register.

Summertime, and the Reading is Easy

By Deirdre Wyeth



Members eager for good-read advice and sizzling book talk on a white-hot August night found it in spades at the NYWICI event **Summertime, and the Reading Is Easy**. There, at the new headquarters of the *New York Times* across from the Port Authority, New York Public Library's (NYPL) Miriam Tuliao (shown left, in pantsuit) suggested a rosy future for books and reading and said that these days libraries are again one of the most coveted meeting places, thanks to their Internet services.

NYWICI Board member Pat Baird (pictured far left) encouraged Miriam, the coordinator of the Office of Adult and Information Services for the Branch Libraries, to

discuss the library's latest formats and technology, such as the capability of searching and reserving books, CDs and DVDs online by clicking on to its easily navigable Website (www.nypl.org) and individual branches' Wi-Fi services, free to patrons.



Through her work, Miriam 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. Miriam also offered a list of must-read titles. They are:

1. Judy Fong Bates. *Midnight at the Dragon Café*. (Counterpoint)
2. Jonathan Safran Foer. *Extremely Loud & Incredibly Close*. (Houghton)
3. Mary Gaitskill. *Veronica*. (Pantheon)
4. Amitav Ghosh. *The Hungry Tide*. (Houghton)
5. Haruki Murakami. *Kafka on the Shore*. Tr. by Philip Gabriel. (Knopf)
6. Svetlana Alexievich. *Voices from Chernobyl*. Tr. by Keith Gessen. (Dalkey Archive)

For a list of books recommended by NYWICI members who attended the event, see the slideshow of titles on the [NYWICI homepage](#). The following page carries current and past years' Notable Books lists:
<http://www.ala.org/ala/rusa/rusaprotocols/rusanotable/thelists/notablebooks.htm>
 Additionally, the URL below provides recommendations from the NYPL's staff:
<http://www.nypl.org/branch/books/>.



So appropriate for the summer, attendees came away with a beach pail full of goodies: the books *On Becoming Fearless* by Arianna Huffington, and *Fat, Lonely and Broke No More!* by Victoria Moran, a tube of lipstick and an inflatable beach ball.

For more photos of this NYWICI event and others, check out photos by [Maryanne Russell Photography Inc.](#)

UPCOMING EVENTS

Student Affairs Event with Jancee Dunn

Tuesday, September 25, 6:00 - 8:00 PM

Jancee Dunn, Rolling Stone writer, author of *But Enough About Me* and former MTV vee-jay, will share escapades from her career covering celebrities.

Location: Planet Hollywood, 1450 Broadway at 45th Street

Go to <http://www.nywici.org/calendar/calendar.html> to register.

Embracing Your Dream Career: Designing the Strategy to Getting There

Thursday, October 11, 6:00 - 8:00 PM

Join life coach and television packaging agent Jim Arnoff and find out how to land the work you've always wanted.

Go to <http://www.nywici.org/calendar/calendar.html> to register.

2007 Student Career Conference

Saturday, October 20, 8:30 AM - 4:30PM

Don't miss this once-a-year career-building opportunity to meet and network with professionals and luminaries in the communications industries.

Registration details for this event are forthcoming. [Click here](#) to read highlights from last year's conference.

NEW in NYWICI NOW

In this monthly column, **Spotlight On**, NYWICI NOW will feature a board member. The first time out, who better to introduce than NYWICI's president, Kristine Welker. Below, she articulates her vision for the organization.

Spotlight On: Kristine Welker



Who she is President of New York Women in Communications; founding publisher and vice president of *CosmoGIRL!*, now the Number 1-selling teen magazine on the newsstands. Hearst publishes the magazine, which was launched in 1999 and whose readers primarily are females between the ages of 16 and 24.

Accomplishments to date At *CosmoGIRL!*, Kristine initiated the annual Born to Lead awards, an event that recognizes young people and their accomplishments; the Kiss of Approval awards, which highlights the best in beauty, fashion and entertainment; the first-ever *CosmoGIRL! Born to Lead Design Search*, a joint project with the Fashion Institute of Technology in New York City.

Between 1988 and 1999, Kristine held various advertising positions at *Ladies' Home Journal*.

Prior to working in publishing, she was at Wells Rich Greene Advertising.

What's great about NYWICI "Success stories like that of Tammy Tibbetts," says Kristine. "Tammy, a NYWICI scholarship recipient for two consecutive years (2005 and 2006), now works full-time at Hearst, as the web editor for MisQuinceMag.com and MyPromStyle.com and an editorial assistant for Hearst Digital Media—a job she secured through NYWICI networking. "

What Tammy has to say "The NYWICI connection has come full circle. While in college, I interviewed Kristine for NYWICI Next, the student newsletter. Months later, Kristine invited me to a luncheon, where featured speaker Cathie Black [president of Hearst Magazines and a Matrix winner] talked about Hearst Digital Media, the division I ended up working for. It's also incredible to have been a NYWICI scholarship winner and now see the NYWICI board members gathering here for monthly meetings with Kristine. Without NYWICI support, I might not have gotten so far so fast in my career. "

Stay Tuned for an Improved NYWICI Member Directory

Access to the NYWICI Member Directory is one of the top benefits of being a member of New York Women in Communications. Using it, you find women with whom to network and form alliances that help your business grow. Of course, others can find you, too.

And it's getting better, with an enhanced version (the launch date is yet to be announced) set to debut. The updated directory will allow you to display more information about yourself, including your photo, and will feature a better search functionality and more categories. (Be assured though, that NYWICI will still maintain its rules against mass-marketing to members.)

Once the new directory is up and running, NYWICI will email and ask you to log into the directory, to make sure that your login works, and to update your listing.

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

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