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NEW YORK WOMEN IN COMMUNICATIONS

January 23, 2008

UPCOMING EVENTS

- I **Cocktails & Conversations: 5 Great Gigs & the Women Who Have Them**
 Tuesday, Feb. 5, 6 to 8 p.m.
 Fashion Group International, 8 West 40th Street (between 5th and 6th Avenues), 7th Floor. [Register!](#)

- I **Student Career Roundtables**
 Wednesday, Feb. 27, 6 to 9 p.m.
 Time & Life Building, 50th and Sixth Avenue, 2nd Floor.
 (Registration not yet open.)

- I **Matrix Awards Luncheon**
 Monday, April 7, 2008
 Waldorf-Astoria Hotel, 50th Street and Park Avenue. General reception, 11:30 a.m.; program, noon.
[Register!](#)

5 GREAT GIGS & THE WOMEN WHO HAVE THEM

		
Tracey Harrington Anderson, Executive Editor, Glam.com	Deborah Needleman, Editor-in-chief, Domino magazine	Danyel Smith, Editor-in-chief, Vibe magazine
		
Cherise Davis Fisher, Editor-in-chief, Plume Books	Anna Holmes, Managing Editor, Jezebel.com	Moderator: Susan Schulz, Editor-in-chief, CosmoGIRL!

SPOTLIGHT ON DOROTHY CRENSHAW



She is the president and co-founder of Stanton Crenshaw Communications, a mid-size public relations in New York City with such clients as Bain Capital, Sharp and Office Depot, and co-chair of New York Women in Communications' Public Relations Committee, which recently released the [Election Survey](#).

About the Presidential poll "With this election, the relationship between one's gender and perceptions of communication, leadership style and media treatment of candidates is something that is not only relevant to our members but also to our brand.

"At first, I was disappointed that the results didn't show a huge discrepancy between men and women and how they will vote. But on closer examination, Linda (Levi, my co-chair), Kristine (Welker, president of NYWICI) and I noticed patterns. Then the New Hampshire primary happened! What astounded me was how well our survey predicted some of the events and the media coverage. It showed that women tend to be more sensitive to media scrutiny of a female candidate and to criticism by her male opponents. It was exciting watching the coverage leading up to New Hampshire, including the debate and Sen. Clinton's "teary" moment in the diner, while realizing that the response of bloggers, columnists and even voters seemed to dovetail with our findings. Partisanship aside, I am fascinated by the interplay among all the issues touched by the election and the way the media cover it."

Reasons for joining NYWICI "I became involved to expand my network as a business owner and because I'd met interesting women at functions like Matrix. My philosophy about professional organizations is that it's a waste of time unless you're active. So I became a committee member and later co-chair of Programs with Cathy Carlozzi. Cathy was very influential in my decision to stick with NYWICI, in that she is enormously impressive, both as a person and a business professional (she's also a political junkie like me). I saw how much she gave to NYWICI and how her business benefited from the network she created. Now, a few years later, I've won both new clients and staff members through

my own NYWICI network, and in my business, the two are equally important."

My best NYWICI experiences"include when a prospective client called me because two NYWICI members recommended Stanton Crenshaw for a job. More than any business benefit, I value the organization for the friendships. One case in point: Several years ago, I appeared on a NYWICI panel with member and branding consultant Lori Kapner about marketing and media clutter. At a lunch later, we hit it off and realized that we had lots in common: We had both left senior positions at large firms to become entrepreneurs and had built successful businesses of our own. Lori was in the process of adopting a child and, by serendipity, so was I. Today, despite crazy schedules, we're still close, our husbands are friendly and our daughters are playmates."

Off the clock "As the parent of a four-year-old, I don't relax a lot. Probably my best downtime is on weekends at our beach house in eastern Long Island. I'm a big fiction reader, too. My first job was in PR at Simon & Schuster, and I've never lost the fiction habit. My other great passion is fitness. I try to work out regularly: It's the best stress chaser, and it gives me the energy to run around after my daughter."

— As told to Michelle Lodge

To join the PR Committee or any committee, contact Emily Brochstein at 212-297-2133.

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More perks for your membership: Savings are available for treatments at local spas, continuing education classes at New York University's [Center for Publishing](#) and three Broadway shows: *A Bronx Tale*, *The Farnsworth Invention* and *Xanadu*.

The ideal NYWICI day? Start out with a facial and massage, catch a matinee (go ahead, take the afternoon off) and sharpen a skill or tackle a new discipline. For details, log on to nywici.org.

Ask the career coach JEN ZOBEL BEIBER

After working in television news reporting and documentaries, Jen Zobel Bieber switched to career coaching, which she finds infinitely more satisfying. About clients referred through NYWICI, she admits to having a visceral connection with them: "They don't have to explain why they're working 14 hours with no lunch break. I get it, I've been there." Jen holds a degree in psychology from Columbia University and a coaching certification from New York University. Her work has been featured in *The New York Times* and the *Financial Times* and on the *Today* show. Among her clients, Jen particularly loves the NYWICI women: "They're the most interesting and passionate people." We agree!



[Jen Zobel Bieber](#)

Q. You have said that people have two main fears — of the unknown and of failure. How do you help your risk-averse clients take the leap?

A. By encouraging them to move forward on actions, just before they admit to being ready: For everyone, actual readiness is usually there before emotional readiness. In taking risks, they're opening themselves up to, perhaps, making a mistake, but also to embracing the opportunity. Naturally, my clients do make mistakes, but I show them the upside. They learn so much that it minimizes the impact of any missteps. They finish saying: "I made a mistake, but I'm still in the game." And that, as the announcer on the popular commercial says, is priceless.

— As told to Deirdre Wyeth

Need guidance in the work arena? One of the many benefits of being a NYWICI member is that you're entitled to one free session with a [coach who can help you jump-start your career or business](#). To highlight NYWICI's roster of coaches, the newsletter will run a Q&A each month with a different coach. For details, log on to: <http://www.nywici.org/coaching/coaching.meetthecoaches.html>. To suggest a question, [email us](#).

Read all about her!
AN EVENING WITH MARIA BARTIROMO

Catch up on our [event with Maria Bartiromo](#), as reported by member Rachel Buttner. Plus, find photos from this popular December event at New York University's Wasserman Center taken by Maryanne Russell Photography.

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 blogs, send your story idea to: info@dwyeth.net, subject line: NYWICI Blog.

Michelle Lodge, Editor, NYWICI Now

Nancy L. Hoffman, Copy Editor, NYWICI Now

Patricia O'Connell and Deirdre Wyeth, Co-Chairs, Communications Committee

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