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NEW YORK WOMEN IN COMMUNICATIONS

04.01.08

Matrix Awards Luncheon - Monday!

April 7, 2008. General reception, 11:15 a.m.; program, noon
Waldorf=Astoria Hotel, 50th Street and Park Avenue

MC: **Padma Lakshmi**
Host of *Top Chef*



Padma Lakshmi

This year's honorees and presenters are:

Honoree: **Joannie C. Danielides**, president and founder, Danielides Communications, Inc.
Presenter: **Donna Hanover**, co-host, *WOR Morning Show*



Susan Gianinno

Honoree: **Susan Gianinno**, chairman and CEO, Publicis USA
Presenter: **Maurice Levy**, chairman and CEO, Publicis Groupe

Honoree: **Linda Greenhouse**, Supreme Court correspondent, *The New York Times*
Presenter: **Arthur Sulzberger, Jr.**, chairman, The New York Times Company, and publisher, *The New York Times*



Anna Deavere Smith

Honoree: **Ruth Reichl**, editor-in-chief, *Gourmet*
Presenter: **Wolfgang Puck**, chef/restaurateur, Wolfgang Puck Worldwide

Honoree: **Robin Roberts**, news anchor, ABC News
Presenter: **Diane Sawyer**, co-anchor, *Primetime/Good Morning America*



Robin Roberts

Honoree: **Anna Deavere Smith**, actress, playwright, teacher and author
Presenter: **Bill Irwin**, actor

Honoree: **Anne Sweeney**, co-chair, Disney Media Networks and President, Disney ABC Television Group
Presenter: **Bob Woodruff**, anchor, ABC News

Honoree: **Diane von Furstenberg**, CEO and designer, Diane von Furstenberg
Presenter: **Christiane Amanpour**, chief international correspondent, CNN

[Register Now!](#)



Diane



Joannie C.



Linda



Anne Sweeney



Ruth Reichl

von Furstenberg

Danielides

Greenhouse

The Matrix Top 10

For faithful Matrix-goers, those who have never attended and everyone in between, read below for the best reasons to show up this year at the annual awards luncheon.



10: In a sea of pastel-colored power suits, peppered with red numbers and the requisite black ensembles, you'll see some unforgettable outfits. One was worn by CNN chief international correspondent and 2005 Matrix winner (and 2008 presenter) **Christiane Amanpour**, who sported, under a chic chocolate-brown pantsuit, a T-shirt emblazoned with the word SEXY.

9: For years, eats have included the Waldorf's infamous chicken salad and yogurt parfait. Rumor has it that most servings go untouched. The fresh rolls and creamy butter are favorites, though. No dieting on Matrix Monday!

8: In the goody bag, count on finding the useful and the frivolous—a padded laptop pouch, sweets, Matrix winner **Linda Fairstein's** novels, glossy magazines, discount coupons, lipstick, an umbrella and a silver key fob shaped like a handbag.

7: Last year, 17 fledgling communicators received scholarships ranging from \$2,500 to \$10,000 each and totaling \$100,000 overall. In the Foundation's 8-year history, \$636,000 has gone to 124 young women. This year more than \$100,000 will be awarded to another 22 winners.

6: You have the chance to rub shoulders with glitterati of the stature of **Oprah, Rupert Murdoch, Diane Sawyer, Bill Clinton, Martha Stewart, Toni Morrison, Meryl Streep** and on and on and on.

5: Member **Helen Hlahol**, of Reuters, said her best laugh at the 2007 Matrix event came when Matrix winner **Arianna Huffington**, founder of the Huffington Post, recounted leaving England for the United States to put an ocean between her and an ex-beau.

4: You are part of the critical mass, with some 1,400 in attendance.

3: You can celebrate at this blowout party in a ballroom overflowing with smart, successful, funny, cool women—and a few good men.

2: Connections you make on this day could help you land a job, find new clients or even sell a book, as did Matrix winner **Nina DiSesa**. When Nina talked about her idea from the stage during the 2005 Matrix luncheon, a literary agent in the audience was all ears and action. The result: [Seducing the Boy's Club: Uncensored Tactics From a Woman at the Top](#) (Random).

1: You hear heartfelt speeches like the one of 2005 Matrix winner **Marjorie Scardino**, CEO of Pearson PLC, who said, "Be generous. This is the most important rule I have. Time and again, when I've had a hard decision, this simple principle served me well: 'err on the side of generosity' — give a person a chance; choose the generous interpretation. Choose trust over mistrust."

Debuting at this year's awards:

Matrix Monday 2.0!

MATRIX AWARDS goes Digital with Text Check-in and Twittering!

The **MATRIX AWARDS** will offer two types of check-in: in-person or text-message registration.

Using text check-in couldn't be easier!

STEP 1:

Register for the **MATRIX AWARDS** on NYWICI's website: <http://nywici.org/matrix.awards.html>

Be sure to include your cell phone or Blackberry number. (NYWICI won't give away your number or send any unauthorized texts.)

STEP 2:

On Matrix Monday, text the word "Matrix" to 41411 from your cell phone or blackberry. You'll receive an immediate text reply with your table assignment.

STEP 3:

By-pass the long lines at registration and enjoy the event!

And

TWITTER on MATRIX MONDAY!

Get behind-the-scenes updates and commentary via text message or e-mail by joining the Matrix_08 Twitter Group!

Visit: <https://twitter.com/signup> to join.

Search and select "Matrix_08." Throughout Matrix Monday you'll receive live coverage of this year's event. Updates can be added to your webpage, MySpace or Facebook pages.

Matrix Auction Redux!

The New York Women in Communications Foundation has partnered with [Charity Buzz](#) to host its online auction to raise scholarship money for young women pursuing communications careers. It will take launch at the 2008 Matrix Awards on Monday and run through May 23.



Some of this year's items include:

- | Two tickets to a taping of ABC's *The View*
- | Two tickets to a taping of *The Ellen DeGeneres Show* with a meet and greet
- | Internship for a day at *CosmoGIRL!* magazine
- | Two Isaac Mizrahi fashion show tickets in New York City this September
- | Four VIP Tickets to the NBC Summer Concert Series and a Tour of NBC's *Today* show
- | Audience tickets to a ABC's *Good Morning America* with Robin Roberts and Diane Sawyer;
Two VIP tickets to a GMA concert
- | Private set visit for two to ABC's *Desperate Housewives*
- | Behind the Scenes rehearsal for two at the New York Pops Christmas Concert at Carnegie Hall
- | Lunch for four with *Gourmet* magazine Editor-in-Chief **Ruth Reichl** in the Condé Nast café – plus a tour of the *Gourmet* test kitchen and photo studio

If you would like to donate an equally compelling experience, contact Cheryl Thompson at 203.226.8306 or cthompson@charitybuzz.com.

New Insurance Benefits for Members

Does the very word *insurance* make your eyes glaze over? You no doubt have fire insurance to protect your belongings. What about protecting your savings?

Do you know for sure whether you're sufficiently covered by disability insurance? How will you pay the rent, maintenance or mortgage if you're severely injured or become ill for a stretch of time?

Most home care recipients are women and 72 percent of nursing home residents are—you guessed it—women. What do you know about long term care insurance?

The membership committee doesn't want to bore—or scare—you. But we recommend you take notice of upcoming insurance informational seminars, even if you work at a corporation. Check your mail and e-mail boxes for dates and times. Snacks will be served.

Another bonus: New York Women in Communications members are eligible for premium discounts. If you didn't get the March letter or e-mail, contact [Emily Brochstein](#).

More Great Events:

April C+C: Digital Dialogue

Speaker: Deborah Fine, President of iVillage Properties. Interviewer: WNBC Anchor Perri Peltz
Tuesday, April 15th. [Register!](#)

Internal Communications: Uncovering the ROI

Launch of the Masters Series, geared to senior professionals
Tuesday, May 6. [Register](#)

Now on the Website

Rachel Buttner covers the Programs Committee's March event, [Inside the Matrix Inner Circle](#). The lively evening featured Matrix winners **Myrna Blyth**, now the chair of the President's Commission on White House Fellowships and the former long-time editor of *Ladies' Home Journal*, **Nina DiSesa**, chairman, McCann Erickson New York; **Pamela Fiori**, editor-in-chief, *Town and Country*; **Patrice Tanaka**, co-chair, chief creative officer and Whatcanbe ambassador, CRT/tanaka; and **Terrie Williams**, president, Terrie Williams Agency, a public relations. [Catch up with them here](#).

And, finally

I The mighty pen

Myrna Blyth and Chriss Winston's [How to Raise an American: 1776 Fun and Easy Tools, Tips, and Activities to Help Your Child Love This Country](#) (Crown)

Nina DiSesa's [Seducing the Boy's Club: Uncensored Tactics From a Woman at the Top](#) (Random)

Terrie Williams's [Black Pain: It Just Looks Like We're Not Hurting](#) (Simon & Schuster)

I Womenomics

Avivah Wittenberg-Cox and Alison Maitland's [Why Women Mean Business: Understanding the Emergence of Our Next Economic Revolution](#) (Jossey-Bass)

I Politics

Morra Aarons: [blogher.com](#); Joanne Bamberger: [punditmom1.blogspot.com/](#); Stacy Beam: [cafepolitico.us](#); Gloria Feldt: [gloriafeldt.com](#); Garance Franke-Ruta: [thegarance.com](#); Jane Hamsher: [firedoglake.com](#); Patricia Murphy: [citizenjanepolitics.com](#); Katha Pollitt: [thenation.com](#)

I Schnoz action

On Feb. 28, CNET Live held the first-ever iPhone nose-dialing challenge

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

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

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