



11.20.08

[HILLARY'S NEXT MOVE](#) | [SPOTLIGHT ON GLORIA FELDT](#) | [MORE WOMEN IN 2012](#) | [GO GREEN](#)

NEXT UP



THIS MONDAY 11.24, **Gratitude Breakfast**
Featuring writer, activist Gloria Feldt, (left, and read about her below in **Spotlight On**), and actress Kathleen Turner, (right), collaborators on **Send Yourself Roses: Thoughts on My Life, Love, and Leading Roles**. Breakfast, 8 a.m., program, 8:30 a.m. Cipriani, 23rd Street, 200 5th Ave.

[Register!](#)

Tuesday, 12.02, **It's Not Easy Being Green: The Explosion and Future of Green Media**, 6 to 8 p.m., Hearst Building, SW corner of 57th and 8th Ave.
Panelists: Linda Descano, president and COO,

Women & Co./Citi; Sarah Eaton, SVP, public relations, Sundance Channel; Gail Heimann, vice-chairman, Weber Shandwick Worldwide; Brian C. Howard, editor, The Daily Green; Fred Shank, director, public relations/public affairs, Whole Foods Market.

[Register!](#)

Friday, 12.12, **Meet the Coach**, career advice with executive coach Ann Fry. Details forthcoming.

Tuesday, 01.06, **Thriving in a Tough Economy**, 6 to 8 p.m., Times Square Doubletree, SE corner of 47th and Broadway. Details forthcoming.

[Register!](#)

Tuesday, 03.03, **Cross-Cultural, Cross-Age Communication**. Details forthcoming.

THE BIG EVENT Monday, 04.27, **Matrix Luncheon** Waldorf-Astoria, 50th St. and Park Ave.

Spotlight On



GLORIA FELDT

She is an activist and author of three books, including **Send Yourself Roses**, working on the fourth, which is about women's relationship with power. Founder and Chief Pontificating Officer of www.GloriaFeldt.com and its

NYWICI Pulse



While the Obama transition team considers whether former President Bill Clinton's business and philanthropic endeavors are a liability to his wife, Sen. Hillary Clinton, should she become Secretary of State, we've been conducting a poll of our own about Sen. Clinton's future.

Since this poll was posted on www.nywici.org on 11.12, 58 members responded by press time. Nearly half (46 percent) agree with Obama: Sen. Clinton should accept a Cabinet-level position, while 13 percent and 12 percent respectively favor her going for the Supreme Court or the Presidency; 15 percent thought she should remain a U.S. Senator.

If you haven't taken the poll yet, weigh in at www.nywici.org.

What is Sen. Hillary Clinton's best next step?

- * Remain U.S. Senator
- * Accept a Cabinet-level post
- * Go for the next Supreme Court opening
- * Run for the Presidency

Heartfeldt Politics blog. Media commentator and keynote speaker on women's lives, health, politics, leadership and media, with expertise from the frontlines. Former president, Planned Parenthood Federation of America. NYWICI member for five years. (Feldt will be a featured speaker at the Gratitude Breakfast, on Monday, see Next Up, above.)

Her amazing life (in short form) "I wasn't one of the first feminists, but I was an early adopter. I came of age in small Texas towns in the 1950s, when women weren't encouraged to have careers outside the home. I got married and had my three children by age 20. About that time, the birth control pill arrived and made it possible for women like me to think more planfully about our lives. During the 12 years it took me to finish college, while taking care of my children, I taught Head Start, became involved in civil rights organizations and local politics."

Aha! moment "At some point, I realized we women have civil rights, too, the most fundamental of which is to be able to make our own decisions about childbearing. So when Planned Parenthood in West Texas asked me to be its executive director in 1974, it was the perfect melding of my personal experience and values and an opportunity to learn leadership and management skills. I thought I'd do it for three years and return to my first love, teaching."

Work & love "Four years later, after a divorce and with my children in or nearly college age, I became CEO of the Arizona [Planned Parenthood] organization, which I grew into one of the country's largest, and, serendipitously, met the love of my life, a search committee member who claims to have gotten vibrations from my resume."

Zigzagging "Eighteen years whizzed by. I was about to resign and take time off to write when the national organization tapped me to become president and CEO during a particularly difficult time for the movement. I thought I'd go to New York and fix everything within a couple of years, then hightail it back to Arizona."

Running laps "Nine years and many adventures later, I'd fallen in love with New York and realized that in a social justice movement, the work is never finished. It's like a relay race where you do your lap and pass it on."

Taking a breather "What's that? Well, I do work out every day and enjoy 'walking meetings' with friends. This year my husband and I bought a condo in Scottsdale to spend more time with our numerous collective children and grandchildren who live there."

Enter Kathleen Turner "She blames me, and I blame my book agent for suggesting it [the book]. But it turned out to be lots of fun and, for me, like a year's worth of free psychotherapy, as I lived and wrote about Kathleen's challenges and triumphs. I liked Kathleen when we started and, by the time we finished, I loved her and had even more respect for her acting, her commitment to service and her indomitable spirit--not to mention her weird sense of humor!"

KT says "The book was Gloria's fault. I will confess it's more exposure than I ever planned on giving about myself. But I have found that the better actress I have become, the worse liar I am...I think one reason this book is special is not just because of what I say but because you [Gloria] and I working together on it is a reflection of the way women work together."

--As told to Michelle Lodge

The Spin Room Speaks

again

Job of the Month

Title Director of Development and Communications

Where Episcopal Social Services (ESS), NYC

Level Senior

Description She/he reports to the executive director, supervises a staff and drives all fundraising (about \$1.2 million annually), communications and public relations.

Requirements Strategic thinker with organizational and direct fundraising experience. Knowledge of the Episcopal denomination not required. To learn more about ESS, visit www.essnyc.org.

Contact Jill Sarah Moscovitz at jmoscovitz@drqny.com

For more job listings, go to www.nywici.org.

--Rachel Buttner

Don't Worry: You Will Land a Job

by Patricia Maloney

When Kate White, editor-in-chief of Cosmopolitan magazine, stepped to the podium at the New York Women in Communications Foundation Annual Career Conference on Saturday, November 15, she immediately eased the fears of the nearly 400 students and young professionals, most

The election is over, but now the real work begins

By Kristen Dolle

Seemingly the impossible happened on November 4 when Barack Obama won the presidency. But leading up to that day, Americans and observers the world over watched an especially unusual collection of characters--controversial, talented, driven and even amusing, at times--either vying for the most coveted jobs or connected in some way.

A scant nine days after the election, NYWICI assembled panelists from politics and the media at the New York Times building to hash it all out and make predictions about the future before some 100 members and others. Moderating the panel was Carol Jenkins, president of the Women's Media Center and an Emmy-winning journalist. The others were: Geraldine Ferraro, former U.S. Representative and the first female Vice-Presidential nominee from a major party (1984); Arianna Huffington, co-founder and editor-in-chief, the Huffington Post; Lesley Jane Seymour, editor-in-chief, More magazine; and Marie C. Wilson, president, the White House Project. Read on to find out more about the lively discussion that ensued.

Geraldine Ferraro's view "We have to deal with sexism in this country. Women in the media are afraid to speak up about this and men deny it, so we must pay attention to sexism by the media and the public when a woman runs for office. There should be independent studies done by people who can objectively look at and report on what occurs so it can be changed."



Marie C. Wilson, Lesley Jane Seymour, Arianna Huffington, Geraldine Ferraro, and Carol Jenkins (l - r).

The lightning rod that is Sarah Palin When peppered with questions about putting Palin on an upcoming More cover, Lesley Jane explained the reasoning behind her decision. "I'm interested in the conversation about any woman over 40 breaking ground. I don't agree with her, but dare we close our eyes and pretend she doesn't exist? The worst thing you can do in any society is suppress the discussion of things that you have to talk about because they're unpleasant. You have to air them to get them out."

Coverage of Hillary Clinton: unfair or realistic? "We definitely need to remember when the media is more negative to a certain candidate," said Arianna, "but we also must realize that if a campaign is not going well, the coverage is going to be more negative and thus will be perceived as more negative. Towards the end of the Clinton campaign, there was infighting, people getting fired and leaks coming out,

facing uncertain job prospects, who packed the ballroom at the Grand Hyatt. "It is cyclical. It will get better. You will get a job."



But with publishers in the midst of layoffs from their stable of print writers, Kate, (above), went on to admit, "What will happen in media, frankly, I don't know." She advised aspiring print journalists to become "cross-trainers," and gain some digital experience.

During her luncheon address, Kate outlined ways in which the audience--largely female with a handful of men--could set themselves apart in the job market. The editor, known for her tantalizing cover lines, told them to keep this motto in mind: "Go big or go home."

You need to ask yourself, have you pushed it as far as you can? Written a knock-their-socks-off cover letter? One of Kate's favorite cover letters came from a woman who described how she used to stay up late, reading Cosmo under the covers with a flashlight. Kate emphasized that you should always mail a great thank-you note, rather than sending one by e-mail. Finally, have you shown your passion? Kate said she was once hired for a job because at the end of the interview, she said simply, "I would love to have this job."

The day-long conference kicked off at 8:30 with breakfast and an address by Debbye Turner Bell, CBS News' The Early Show staff

so the coverage was not positive."

A question of depth "We need more people in the media with cultural competence--people who really understand history and different issues," said Marie. "During the election, Palin was allowed to continually step into the worst part of American history by getting people revved up around race. The press should have said much more about this and should have disqualified her for life."

On Campbell Brown "She's challenging the journalist conceit, that the job of a journalist is to present both sides of the story to be fair and just," said Arianna. "The most important job of a journalist is actually to ferret out the truth; your job is not done if you simply allow both parties to express their point of view and you say nothing. We waste an enormous amount of time doing this in the media."

Closings & openings "We have to make sure that we're vigilant and work hard so gender and race are no longer issues in our lives and in politics," said Carol. Commented NYWICI member Diane Strussie, "This conversation was a long time coming and needs to be discussed further. I hope this isn't the end."

For more of Kristen's coverage of this event and the ability to add your comments to the conversation, log on to www.nywici.org. To read the report Bias, Punditry, and the Press: Where Do We Go From Here?, prepared jointly by the Women's Media Center, the White House Project and the Maynard Institute and written by Deborah Siegel, Ph.D., click [here](#).

correspondent. Organized by the Student Affairs Committee, the conference presented 10 different panels with 40 professionals who addressed all areas of communications, from advertising to magazines to digital media.

For more tips from Kate and conference coverage, go to nywici.org. You'll also find Debbye Turner Bell's equally inspiring career advice, succinctly summed up as, "Lighten up. Toughen up. Speak up." Check back this weekend when the site's Student Blog: Next presents coverage from the students' points of view.

Welcome, Kristen Kidder!



This month we showcase Kristen Kidder (center of picture), as an inaugural piece on new members, which we'll run regularly.

Current job Communications specialist at New York-Presbyterian Hospital, where she's now involved in the hospital's \$1 billion capital campaign, To Realize Medicine's Promise.

Member since February 2008

Joined because Colleague Linda Levi, co-vice-president of the Integrated Marketing and Communications Committee, recommended NYWICI. Kristen is now working with Linda on the Matrix Journal.

To find out about more other new members and membership in general, log on to www.nywici.org.

Should U Blog?

We'd like you to contribute to our Website. To submit ideas, email content director [Patricia Maloney](mailto:Patricia.Maloney).

How're We Doin'?

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 e-mail at websitcommittee@nywici.org

And finally...

Warm up for our December 2nd event, **It's Not Easy Being Green: The Explosion and Future of Green Media** (see more information in **Next Up**, above), by checking out the green sites, below, from our panelists and others.

The Daily Green: <http://www.thedailygreen.com/>

The Green Guide: <http://www.thegreenguide.com/>

Green Inc., a New York Times blog:

<http://greeninc.blogs.nytimes.com/author/kate-galbraith/>

Planet Green: <http://planetgreen.discovery.com/>

Plenty: <http://www.plentymag.com>

TreeHugger: <http://www.treehugger.com>

New from members



My Vetwork, a social network for military veterans, co-launched by Susan Bird, (left): myvetwork.com. To read a press account, click here: http://www.usatoday.com/news/health/2008-11-10-myvetwork-veterans_N.htm

The Importance of Earnest Service, a blog from Jeanne-Marie Byington: blog.jmbyington.com

--Compiled by Gail Griffin

Michelle Lodge, *Editor, NYWICI Now* | Patricia Maloney, *Content Director*
Dorothy Crenshaw, Gail Griffin and Linda Levi, *Co-Vice Presidents,*
Integrated Marketing and Communications Committee

New York Women in Communications, Inc. empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.

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