



10.31.08

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UPCOMING EVENTS



The Spin Room: Gender, Politics and Media in the 2008 Election

(and what's ahead for 2012)
Thursday, 11.13, 7:30 to 9 a.m.

Panelists include Arianna Huffington (left), CEO of the Huffington Post; Geraldine Ferraro, former U.S. Representative and Vice Presidential nominee; Marie Wilson, President, The White House Project. Moderated by Carol Jenkins, President, The Women's Media Center. The New York Times, 8th Ave. between 40th and 41st.

[Register!](#)



Communications Career Conference

Saturday, 11.15, 8:30 a.m. to 4 p.m.

With speakers Debbye Turner Bell (left), Yikes! I'm a Grown Up, contributor to CBS News's The Early Show, and Kate White, editor-in-chief of Cosmopolitan.

Students receive the chance to network in breakout sessions with over 40 panelists from major companies. Grand Hyatt New York, 109 East 42nd, Lexington Ave. at Grand Central Terminal. [Register!](#)



Annual Gratitude Breakfast

Monday, 11.24, starting at 8 a.m.

With actress Kathleen Turner and writer, activist Gloria Feldt, collaborators on the book *Send Yourself Roses: Thoughts on My Life, Love, and Leading Roles*.

Cipriani 23rd Street, 200 5th Ave. [Register!](#)



Spotlight On

NYWICI Pulse

In the September issue, we introduced a new feature: a question about a topical item -- in this instance, whether the media's coverage of Republican vice presidential candidate Sarah Palin has been balanced.

Of the 232 respondents at press time, 43% voted that it hasn't been critical enough, while just over one-third, 34%, thought it has been totally fair. Only 19% believe that the coverage has been too critical.

Moving forward to this month's question, we ask you:

How well has the Federal Government communicated to the public how it's addressing the financial crisis?

- Very well
- So-so
- Poorly

We want to hear from you, so be sure to voice your opinion by taking our poll and also suggest future questions by writing to EBrochstein@kellencompany.com with NYWICI Pulse in the subject line.

You can monitor the voting on nywici.org and read our results summary in the next issue.

-- Alissa Pinck

Job of the Month

To keep you in the loop on



LINDA KREBS

Who she is Linda is an account supervisor, G.S. Schwartz & Co. Inc.; co-VP Student Affairs, New York Women in Communications, and New York Women in Communications Foundation Liaison; VP Membership, Public Relations Society of America's New York Chapter (PRSA-NY).

Memorable from the start "During my freshman year, I came home to New York City to volunteer at the annual Matrix Awards. Seated at the dais on-stage, in front of a jam-packed Waldorf-Astoria ballroom, were Barbara Walters, Diane Sawyer, Walter Cronkite, Paula Zahn and Helen Thomas. Former President Bill Clinton was the 'surprise guest.' While I had no idea exactly how I, a college student, had managed to find herself in such incredible company, I knew that NYWICI was a group I needed to belong to. Each spring, I get to relive my first NYWICI experience through the eyes of the scholarship winners. And year-round, I find the sisterhood most rewarding in sharing in these young women's successes as they make their way to the top."

Proud accomplishments "They were winning a PRSA-NY 2008 Big Apple Award for the Intercollegiate Studies Institute's (ISI) 'Failing Our Students, Failing America' campaign and launching the Rubik's Revolution, the first electronic Rubik's Cube from Techno Source, which was named 2008 'Game of the Year' by the Toy Industry Association (TIA)."

Favorite fall activity Running in Central Park.

R&R Spending time with my boyfriend, family and friends, dining at Mr. Chow, bargain shopping in SoHo and midtown, catching up with the newsweeklies and the Times and the novels of James Patterson.

Guilty pleasure Watching Gossip Girl.

Did you know? "At my first PR job, I wasn't old enough to take my clients out for drinks. I was only 20."

--As told to Michelle Lodge

5 Questions for White House Project Head

This year's election has focused on women's ability to lead like never before. As election night approaches, Marie C. Wilson, president of The White House Project, a nonprofit organization dedicated to advancing women's leadership, sits down to talk with NYWICI's Kristen Dolle about Hillary Clinton's tough campaign, the double standard that Clinton and Sarah Palin have faced, and more. To read it, [visit the website](#).

Slow Down, and Unplug



by Carmen Pichardo-Gonzalez

To get her mom's attention one weekend, Gail Blanke's daughter pointed to herself. It was then that Gail realized, business and being "connected" were infringing on her personal life.

employment opportunities, we are launching the feature Job of the Month. Check out the offering below, and for more listings, log on to www.nywici.org.

Title Development

Communications Coordinator
Level Entry

Description At NYU Langone Medical Center, we thrive on philanthropic support. You will build and maintain positive relations with donors, craft communications materials and manage mailings, write letters, develop speeches for executive staff and trustees and coordinate mailing lists.

Requirements Bachelor's degree, two years professional writing experience, computer skills.

Compensation Competitive

Apply E-mail cover letter (with salary requirements) and resume to

Nelly.Duchatellier@nyumc.org or fax to 212-404-3888. Or apply online at www.nyumc.org. EOE

--Rachel Buttner

Ask the COACH





She promptly turned off her computer and relaxed with her child. (Carmen Pichardo-Gonzalez, pictured left in foreground)

That situation and other similar ones were those that moderator Gail and the five panelists tackled Oct. 7 during the event How to Disconnect in a Hyper-Connected World. Gail, president of Lifedesigns LLC and a columnist for

Real Simple, led the discussion among panelists, which included Jen Chung, executive editor, Gothamist.com; Marcia Cole, founder and editorial director, AMBERmag.com, and co-chair of NYWICI's Membership Committee; Amy Introcaso-Davis, SVP of original programming, development, Oxygen Media; Janine Sarna-Jones, certified professional organizer, founder and president of Organize Me, Inc; and Laurel Touby, founder and SVP of Mediabistro.com.

It's extremely important that you take "you" time, emphasized Laurel and Marcia. Laurel stressed that you must always put yourself first--whether it's exercising or being with friends--even if it means you have to schedule them in. "That first hour in the morning is for me, whether I use it for praying or meditating," said Marcia. "There is only so much you can do in a day."

Amy mentioned that her husband is a great help and support, due to his job's flexibility, which allows him to spend more time with the kids than she can. Amy noted that since she is the boss at work, she has greater control over her own schedule than those who report to her. But, she said, having a supervisor who is understanding about family issues is key to being happy at work. If that's not the case, then it's best to move on, she added.

The night concluded with a list of time-managing tips suggested by the panelists. Among them were not responding to e-mails right away, setting and maintaining boundaries with colleagues at work and in your personal life and scheduling meetings with friends.

To read more about the event, visit the [website](#).

Behind the Scenes: Good Morning America

When 6:30 a.m., Thursday, 09.25

What Some 50 college students and young professionals hobnobbed with Diane Sawyer, Robin Roberts, Chris Cuomo and Sam Champion and other staff members on the set of ABC's Good Morning America (GMA) in Times Square. The Student Affairs Committee-sponsored event offered priority standing room during a live show, an exclusive backstage tour through the green and control rooms and other special areas of GMA and the chance to see a live performance by the alternative-rock group Plain White T's.

Earliest birds To secure a good spot inside the studio, friends Stephanie Mattera and Irina Skaya (pictured below, holding sign) woke up at 4 a.m. They arrived right after 6 and were first in line. By the 6:30 show-up time, the other eager participants were there--some looking very sleepy and clutching coffee cups.

One member's perspective "I want to see how everything is put together, so I can go off and do it myself and be successful at it, and meet new people," said Caitlyn Smith, a new NYWICI member and a freshman at Pennsylvania State University. "I'm



Christine Cookman has been quoted in numerous publications and on TV about coaching professionals at every step of their careers. She holds dual certifications in Personal and Executive/Organizational Coaching from New York University and previously served as the sole female executive and partner at a technology firm.

Q If downsizing or being fired is part of your history, or in the cards, what's the best way to leave and to position yourself for a new job?

A What's most important is to part as amicably as possible and leave your projects in order for the next person. Remember, the moment you're out the door, your boss and colleagues become a part of your network. So treat them well and avoid making any critical statements about them or the company.

Draft an e-mail to announce your departure and provide your contact information and get your colleagues' personal contact data, too. And spread the word to virtually everyone that you would appreciate any leads.

Find out about: accrued vacation time, outplacement assistance, health-insurance benefits (COBRA), retirement plans (401k, pension), any outstanding compensation owed and ask for letters of recommendation. If your company offers a severance package, consult with an employment attorney for advice and to help you make the most prudent choices as each option has different ramifications regarding taxes, unemployment benefits and health insurance coverage.

Nowadays, there's no shame in being let go. In fact, if you made it through several rounds of layoffs, were part of the transition team or simply a casualty of a reorganization/merger, it can also demonstrate resilience, which is an

only 18, but I know networking is key to being successful in this kind of career." She added: "It was amazing. I get to tell my friends, 'Sorry I missed class. I was with Chris Cuomo, Robin Roberts, Diane Sawyer and Sam Champion this morning.' This event was a dream come true."



Advice from Robin "Never take no for an answer. There are a lot of people who want to help you. Don't do it alone." She stressed the importance of defining your own style of reporting, not copycatting as anchors do, so [that] you can define your own style of reporting. "I didn't grow up wanting to be the next 'fill in the blank,' " she said. "I took the best of what I learned from different people and applied those things to my strengths."

Chris's tips "Gain experience outside the media business first," he recommended. "Focus on communicating: When you break it down, we are all communicators. It doesn't matter if you're interviewing the president of the United States or a band." Chris had taken his own career advice: He was a lawyer before becoming a broadcaster.

Takeaways Emily Gertler, GMA associate segment producer, stressed using your time wisely during college. "It's hard to get into the industry, and you have to take opportunities as they come. But you need to be smart about what is an opportunity and what is a waste of your time." Emily's colleague Quiana Burns, who produces Robin's segments, said, "It's not only about your skills, but who you know." Quiana said that if you're too advanced to be an intern, take heart. As a working professional, you can attend social events and network with the right people.

Converted "Now I'm thinking of going into broadcast journalism," said attendee Zanade Mann. "I'm a writer, but it sounds like it all goes hand in hand. I can use my skills and switch into television."

--Lauren Gould

To read more about the event, visit the [website](#).

And finally...

Remember to vote on November 4. Below, websites to help you make informed decisions:

Alaska State Legislature, w3.legis.state.ak.us
Barack Obama, www.barackobama.com
Commission on Presidential Debates, www.debates.org
Congressional Quarterly, www.congressionalquarterly.com
Congressional Record, www.congressionalrecord.com
Connecticut Elections, www.ct.gov/sots/site/
Debates 2008, www.gwu.edu/~action/2008/chmdebs08.html
GenerationEngage, www.generationengage.org
Get Out the Vote!, www.getoutthevote.org
Hack the Debate//Current, www.current.com
Democratic National Committee, www.democrats.org
John McCain, www.johnmccain.com
League of Women Voters, www.lwv.org
Living Room Candidate, www.livingroomcandidate.org
My Debates, www.mydebates.org
New Jersey Division of Elections, www.state.nj.us/state/elections/
New York State Board of Elections, www.elections.state.ny.us
Open Debates, www.opendebates.org

in-demand trait in the workplace.

If you're about to be fired for poor performance or due to a personality clash, be proactive. Think through whether you want to resign. Giving notice means that you may not have to deal with the stigma and explanations of a firing. However, it may impact your eligibility to collect unemployment and, if warranted, pursue legal action.

--As told to Alissa Pinck



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, please send us an email at:

websitecommittee@nywici.org

Pennsylvania Department of State, www.votespa.com/
Play Presidential Whack-a-Pol, pcl.stanford.edu/campaigns/2008/whack/
Politifact, www.politifact.com
Republican National Committee, www.rnc.org
Rock the Vote, www.rockthevote.org
Roll Call, www.rollcall.com

Feed Your Left Brain

Very Short List (www.veryshortlist.com), an online newsletter that sends out one brain-tickling item each weekday, has branched out. Now you can subscribe to VSL: Web and VSL: Science. VSL: Science will give you, for example, 60 seconds of hurricane images shot from outer space or what football coaches get wrong about 4th downs.

*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 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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