



09.19.08

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UPCOMING EVENTS



Thursday, 09.25 **Behind the Scenes at *Good Morning America***
 For students and young professionals, sponsored by the New York Women in Communications Foundation. 6:30 to 9:30 a.m. *Good Morning America* studio entrance, Broadway/44th. **Sold out**, but you can join the wait-list by clicking: [Register!](#)

Tuesday, 10.07 **Disconnecting in a Hyper-Connected World**
 Program addresses balancing work and personal lives. Moderator: Gail Blanke, president, Lifedesigns, LLC. Panelists: Jen Chung, executive editor, *Gothamist*; Amy Introcaso-Davis, EVP programming and development, Oxygen; Lisa Mogensen, CFO, www.Forbes.com; Janine Sarna-Jones, certified professional organizer, Organize Me, Inc. 6 to 8 p.m. DoubleTree Guest Suites Times Square, 1568 Broadway/47th. [Register!](#)

Saturday, 11.15 **Communications Career Conference**
 With speakers Debbye Turner Bell, *Yikes! I'm a Grown Up*, contributor to CBS News's *The Early Show*, and Kate White, editor-in-chief of *Cosmopolitan*. Students receive a career-building opportunity to meet and network in break-out sessions with over 40 panelists from major companies. 8:30 a.m. to 4:30 p.m. Grand Hyatt New York, 109 East 42d, Lexington Avenue at Grand Central Terminal. [Register!](#)

Monday, 11.24 **Annual Gratitude Breakfast**
 Featuring Kathleen Turner and Gloria Feldt, collaborators on the book *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!](#)

The Question

This month we kick off a new regular feature, in which we'll ask you to weigh in on a current topic affecting women in the media. Our inaugural question focuses on one woman dominating the headlines today: Gov. Sarah Palin.

Do you think the media's coverage of Palin has been fair?

1. Yes, totally fair
2. No, it's not being critical enough
3. No, it's being too critical

[Vote in our poll at \[nywici.org\]\(http://nywici.org\)](#)



CHILL OUT NOW!

NYWICI members get discounts at top spas. [Learn more](#)

Ask the **COACH**

Belinda Plutz



Spotlight On **NANCY RABSTEJNEK NICHOLS**

Who she is President of NYWICI for 2008-2009 and senior vice president, external affairs, at Weber Shandwick, a global public relations firm. Previously, Nancy was a board member of the NYWICI Foundation, which awards college scholarships to women studying communications, for five years and then its president for one year.



Belinda Plutz believes that

Some of the best "Along the way, I've met so many gifted young women who applied for scholarships. I've also had the privilege of working with pros on this project like members Joan Cear and Linda Krebs and lead NYWICI staff Maria Ungaro and Emily Brochstein."

NYWICI this year "As president of NYWICI, my plan is to focus on you, the members. How can we better serve your membership needs, make it easier for you to network within the organization and, in general, achieve your personal goals for membership in NYWICI? I want to be sure we offer programs of interest to women in all stages of their careers-from entry-level jobs through the most senior positions and beyond. We are about to launch a Past Presidents Council to tap a talent pool whose expertise will help guide us as we undertake new initiatives."

Professional life "My career path has taken me from my first post-college job as education assistant in the management development department of Equitable Life to my current position. Throughout my career, I've also met and worked with such well-known people as former First Lady Barbara Bush, ex-President Ronald Reagan, NYC Mayors Edward Koch and Michael Bloomberg, media personalities like Ernie Anastas and international stars like Tony Randall and Kevin Kline, plus many others-and later developed friendships with many of them."

Getting her start "Days after I graduated from college, my best friend's mother called to say, 'I was looking through *The New York Times* and found the perfect job for you. It calls for brains, no skills.' That classified ad was my entry to the post I landed at Equitable at age 21."

On the high beam "From when I was 4 years old, until I graduated college, I was a competing gymnast in a private New York/New Jersey-based organization. During that time, I won medals in competitions on the apparatus, including the rings, parallel bars, high beam and horse, as well as in track and field. Not quite the Olympics but, nevertheless, it was very challenging, and fun."

R&R "I love to spend time with my grown daughters, Stephanie and Kimberly, and our 7-year-old black Lab, Lilly Rose. We call her the circus dog because she's in constant motion. You can also find me with friends at Carnegie Hall when the New York Pops perform, at Broadway shows and Lincoln Center, chilling in Maine or doing volunteer work for a variety of organizations."

Guiding principle "All my life I've been an advocate for volunteering-- something I've involved my girls in since they were in nursery school. My philosophy in life is that we have all been given very special gifts and we are meant to share them." --As told to *Michelle Lodge*

Join Our Facebook Group

The social-networking Website Facebook isn't just for college students anymore-media professionals are increasingly turning to it to find clients and sources. NYWICI has a group on Facebook, where you can make connections with other members, as well as get notices of upcoming events and view event photos. Log into your [Facebook.com](https://www.facebook.com) account and look for the NYWICI group. (Facebook accounts are free.)

My Brilliant Career Blog

NYWICI has launched a new blog, My Brilliant Career, for members to reflect on their career transitions-both good and bad-and share their thoughts. In the [latest post](#), Nancy Hoffmann describes what's new in workplace networking: the "jelly." She hosted Manhattan's first!

We're looking for members to share their career stories in this blog. Please contact Patricia Maloney (patriciamaloney2@aol.com), if you are interested in contributing.

people, not companies, hire people. That's why as a full-time coach and mentor since 1989, she has counseled her clients to widen their nets to welcome new contacts and nurture existing ones who will help them land the best jobs around.

As a principal of her firm, Career Mentors, Inc., Belinda also teaches career and on-the-job strategies as well as practical, proven and highly tailored goal-setting, job-hunting, interviewing and negotiating techniques to enhance confidence and satisfaction for professionals in all communications fields.

Q Times are tough in our business and in others. Advertising is down, the cost of paper is up, thousands have been laid off and magazines have even folded. How do your clients get new jobs now?

A It takes strategic planning, perseverance and a whole lot of patience (one rule of thumb is to count on as much as one month of looking for every \$10,000 of salary you've been earning).

As a job seeker, you need to have all your "tools" in shape: a flawless resume, printed personal business cards, Internet access and a personal email address for correspondence at home, not at work.

Surprisingly, some seemingly smart, employed people I've worked with have thought it was okay to put their corporate email addresses on their resumes and to conduct telephone interviews with prospective employers from their company-paid cell phones. If working, do not execute a job search from your employer's office and equipment.

From the Desk Of... Blog

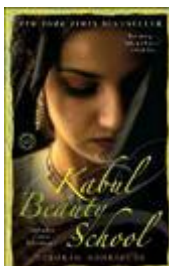
Gail Griffin, NYWICI's co-VP of Integrated Marketing and Communications, blogs about the work and family "juggle," the topic of our Oct. 7 panel discussion. Get tips on Web resources for working mothers from Gail (<http://www.nywici.org/blog.html>).

For all the blogs, feel free to stop by and leave a comment. We'd love to hear from you.

Summer-Into-Fall Reads

Didn't get around to all the summer reading you thought you would? Here are a few top book picks from Miriam Tuliao, of the New York Public Library, to carry you into fall:

Island of Lost Girls, by Jennifer McMahon; **The Outlander**, by Gil Adamson; **Kabul Beauty School: An American Woman Goes Behind the Veil**, by Deborah Rodriguez.



Check out the rest on our **From the Desk Of...** blog (scroll to the second entry).

What was the best book you read this summer? Email us and we'll include your picks in next month's newsletter, or add a comment to Miriam's blog entry.

And finally...

* **HEAR IT HERE FIRST** www.earlyword.com, a books Website edited by former editor-in-chief of *Publishers Weekly*, Nora Rawlinson

* **HELP WANTED!** For job listings, check out these sites, many of which require membership or registration. Except for **New York Women in Communications** (www.nywici.org), NYWICI Now is offering this information as a resource only, not as an endorsement. Good luck with your search.

- Advertising Age: www.adage.com
- American Institute of Graphic Artists: www.aiga.org
- American Society of Journalists and Authors: www.asja.org
- American Society of Magazine Editors/MPA: www.jobs.magazine.org/
- American Society of Picture Professionals: www.aspp.com
- Bookjobs: www.bookjobs.com
- Craigslist: www.craigslist.com
- Editor & Publisher: www.editorandpublisher.com
- Editorial Freelancers Association: www.the-efa.org
- Green Jobs: www.sustainablebusiness.com
- Journalism Jobs: www.journalismjobs.com
- Int'l Association of Business Communicators: www.IABC.com
- MediaBistro: www.mediabistro.com
- National Investor Relations Institute: www.NIRI.org
- New York Public Library: www.nypl.org
- New York Women in Film & Television: www.nywift.org
- PaidContent.org: www.paidcontent.org
- PR News Job Center: www.PRNewsonline.com
- PRWeek: www.prweek.com
- Public Relations Society of America: www.PRSA.org
- Public Service: www.civicventures.com
- Publishers Weekly*: www.PublishersWeekly.com
- TVjobs: www.tvjobs.com
- Webgrrls International: www.webgrrls.com

Know also that the interviewing process slows down in shaky times. Clients report that it now takes three or more "touches" to reach someone these days, even people they know and like. Employees often are so busy getting work done that filling the vacant position sometimes moves way down their priority list, and, at times, jobs get "frozen."

Don't give up or lose your cool. Instead, ask your prospective employer when to contact him or her again and generally how often.

Finally, be empathetic about their situation and express it, because doing so can be useful at demonstrating your ability to see things from another's perspective -- a critical teamwork and negotiation skill.

-- As told to Alissa Pinck

Member Benefit: Belinda Plutz and other coaches offer NYWICI members one free counseling session. [Learn more.](#)



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 imc@nywici.org

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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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