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dear Fellow Members,

In celebrating the 2008 Matrix Awards and the women we honor for their accomplishments, we welcome yet again the opportunity to acknowledge *women who change the world*. It is always a privilege to recognize the impressive achievements of outstanding women in the communications industry.

With great pleasure, we congratulate this year's Matrix winners for all they have done in their fields: *Advertising*—Susan Gianinno of Publicis USA; *Arts & Entertainment*—Anna Deavere Smith, actress, playwright, teacher and author; *Broadcasting*—Robin Roberts of ABC News; *Magazines*—Ruth Reichl of Gourmet Magazine; *Newspapers*—Linda Greenhouse of the *New York Times*; *Public Relations*—Joannie C. Danielides of Danielides Communications; *Television*—Anne Sweeney of Disney Media Networks and Disney-ABC Television Group; and *Special Lifetime Achievement*—Diane von Furstenberg of Diane von Furstenberg. Each honoree carries forward the tradition we began in 1970 of saluting leaders and innovators who look ahead and beyond.

As we approach our 80th anniversary next year, New York Women in Communications continues to “take the lead.” Today, that means focusing on the rapidly changing communications industry and the importance of providing

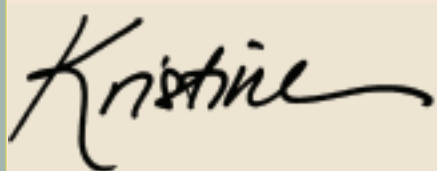
our members with leading-edge resources and information as new directions merge with traditional ones.

In that spirit, we have dedicated this issue of *CONNECT* to the challenges and opportunities of communicating in a new age. In the cover story, Julie Ackerman Kaeli looks at today's communications landscape in relation to newspapers, citizen journalism, blogs, online advertising and starting a business. Suzanne Cohen interviews digital space pioneer and 2005 Matrix winner Wenda Harris Millard of Martha Stewart Living Omnimedia. Bridgett Gayle reports on non-traditional jobs available today, and Patricia Maloney discusses the digital media world with young professionals. The one constant underlying all the changes they highlight is that the basic skills of good, clear communication never become obsolete.

Speaking of women and change, I am proud to announce that I have taken on a new role at Hearst Magazines, as vice president, sales and marketing for our Digital Media properties. During my eight years at CosmoGIRL! I have had the opportunity to not just launch a magazine, but build an innovative digital brand platform that connects and communicates at every touch point in our consumer's life. I'm excited to focus now on our fast-growing digital properties!

New York Women in Communications grows stronger each year through the personal, hands-on involvement of our members. Whether we gather in the Grand Ballroom of the Waldorf=Astoria for Matrix, network at Cocktails & Conversations or gain insights at a student conference, “taking the lead” is the recurring theme.

Very best regards,



Kristine Welker
President, New York Women in Communications
Vice President, Sales and Marketing
Hearst Magazines Digital Media



COMMUNICATING IN A NEW AGE

By Julie Ackerman Kaeli

The landscape of the communications industry has changed dramatically in the last 10 years as the Internet and technology have created a new age of communicating. Some in the communications industry jumped on the bandwagon immediately while others have been slow to catch on. This article highlights some of the key changes taking place in the communications industry.



OVERVIEW

The Internet and technology have given us the capability to access people, news and information 24 hours a day via computer, cell phone or PDA. “The Internet has allowed us so many advantages, not the least of which is speed, along with ease and the ability to research almost any topic at the touch of our fingertips,” says **Deb Shriver**, former New York Women in Communications president and vice president and chief communications officer for The Hearst Corporation.

In the beginning, the Internet was a place to retrieve information or to send email. Then the Internet evolved into Web 2.0, which incorporates an interactive component that allows video, social networking and blogs to exist. On the horizon is Web 3.0, which transforms the Web into a comprehensive and sophisticated database allowing for data manipulation. So how has all of this changed the way we communicate?

NEWSPAPERS GO DIGITAL

Newspapers have been forced to revise their business models to include an online presence with interactive components. This helps them remain competitive in a market that is attracting readers to the Internet and to other alternative online news sources such as Yahoo News, Google News and the Drudge Report.

Major newspapers now have websites where readers can get real-time news and view a story with video. Readers can customize their news online and receive e-mails about specific news items, breaking news or features. The *Washington Post* is known for its innovative website, which has video, Q&A links on the home page and live chats with its staff members and newsmakers.

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Continued from Page 3

I watched a webcast of a panel discussion on the changing landscape of journalism held at Columbia University's Graduate School of Journalism in November 2007. Panelist **Michael Rogers**, futurist-in-residence for the *New York Times*, said that in 2007 big media embraced more of new media and made some major changes. He added that the *Times* now has blogs and allows readers to comment on stories.

That same month, The Pulitzer Prize Board recognized this trend and stated in a press release that "newspapers may now submit a full array of online material—such as databases, interactive graphics, and streaming video—in nearly all of its journalism categories."



Previous page:
Deb Shriver
Top: Betsy Morgan
Bottom: Dorothy
Crenshaw

The Newspaper Association of America (NAA) released new data in late October last year stating that the audience for newspaper websites had reached record levels. More than 59 million people (37.3 per cent of all active Internet users) visited newspaper websites on average during the second quarter of 2007, representing a 7.7 per cent increase over the same period a year earlier, according to custom analysis provided by Nielsen/NetRatings for NAA.

CITIZEN JOURNALISM

According to Wikipedia, citizen journalism is the act of citizens "playing an active role in the process of collecting, reporting, analyzing and disseminating news and information."

In 2001, ThemeParkInsider.com was the first online publication to receive an

Online Journalism Award from the Columbia Graduate School of Journalism and the Online News Association. The prize was awarded for an article reported and written by citizen journalists about injury accidents at theme parks.

MSNBC.com has a "FirstPerson" section on its site where citizens can submit video, photos or personal reports. AssociatedContent.com is a site that allows anyone to publish a story in any format. In late December last year, NYTimes.com began running "citizen" videos about the U.S. presidential primary elections.



THE BLOG

Bloggers have become a force in online media and there is no better example than The Huffington Post. Originally conceived as a blogger's home for politics, the Post has quickly evolved into more areas: aggregating news, original

reporting and video. Former New York Women in Communications president **Betsy Morgan** left her position as general manager at CBSNews.com to become the Post's CEO. This move made headlines. "The Huffington Post is a pioneer in the business of Web reporting," says Morgan. "There are so many sources to get news and the Post is in a sweet spot where we link out to the best of traditional news and marry it with original work." Currently, 2,000 bloggers blog at will on the Post.

THE BLOG FACTOR

By early 2006, 12 million bloggers existed in the United States, and 34 percent of them consider blogging a form of journalism. 57 percent of bloggers included links to original sources on occasion, and 56 percent of bloggers check their facts "sometimes" or "often." (Pew Internet & American Life Project, July 2006)

Nielsen/NetRatings, a global leader in Internet media and market research, announced in mid-January 2007 that Web traffic to the blog pages of the top 10 online newspapers grew 210 percent year over year in December. —J.A.K.

Dorothy Crenshaw, a New York Women in Communications board member and president of Stanton Crenshaw Communications, a public relations firm, has found blogs useful for evaluating client products. “We tour the blogs to find the ones where we can test out a product for our client,” she says. For example, the firm had a client product geared towards moms, so they searched out blogs written by mothers and invited them to review the product. “This is a new method we are using and will continue to use when needed,” she says.



TARGETING THE ONLINE AUDIENCE

There is a new and growing audience online, and reaching it has created a new world—online advertising. The Ad Council has been a pioneer in this area through its Interactive Services department, which was formed upon hiring **Barbara Shimaitis** as senior vice president in 2003. “The Ad Council recognized early on that we needed to leverage new media and the latest technologies by expanding our online focus so we could communicate our messages to our target audiences most effectively,” she says.

Shimaitis comments that the advertising industry and its audience have become far more fragmented. “The key is to be where the target audience is and to follow their media consumption patterns,” she says, adding that new technologies and more media outlets have made it easier to reach those target audiences as well as a broader audience overall.

Currently, all Ad Council ad campaigns have an interactive component, and many of them incorporate social networking, mobile messaging, user-generated content, podcasting and other digital media strategies. Public Service Announcements (PSAs) are distributed to over 250 sites and networks including AOL, MSN, Yahoo, iVillage, and NYTimes.com. In addition, all Ad Council PSAs are posted on videosharing sites such as YouTube, which have yielded more than a half million views. “We will also be launching our own ‘Ad Council Channel’ on YouTube soon,” adds Shimaitis. “We are continuing to identify new and different ways to reach our audiences and create a dialogue on our issues with user-generated content—so our messages will have the greatest impact.” Shimaitis believes that the proliferation of new media outlets has provided more ways to deliver messages to wider audiences. “Digital media and technologies, along with Web 2.0, are transforming the way we communicate social messages and engage our audiences, ultimately creating positive change,” she says. Audiences can interact with the ads, which has enhanced their effectiveness and the ability to measure campaign success.



STARTING A BUSINESS

The technology that has transformed the workplace also makes it easier to start a business, which provides some flexibility for working mothers like **Leila Zogby**, a New York Women in Communications member and president of Leila Zogby Business Writer, Inc. Zogby has worked from

home since 1984, and new media have revolutionized her way of doing business. “I now do research online rather than at the library, which was more time consuming,” she says. “The Internet and technology enable me to have clients beyond New York without having to travel.”

Top: Barbara Shimaitis
Bottom: Leila Zogby

Non-Traditional Jobs

IN COMMUNICATIONS TODAY

By Bridgett Gayle

Back in the early- to mid-1990s, all my college professors would give the same warning: Do not use the Internet to do your research. It was an understandable warning. The Internet was this unsophisticated and unwieldy thing. Like most young people being told what not to do, I checked out the Internet.

The Internet was like a dark alley, scary, mysterious and yet inviting. Pictures were poor in quality, content was minimal. I logged off disappointed and returned to my professor-approved books. By 2007, political pundits were announcing their presidential candidacies on YouTube. Oh, how the times have changed! Every savvy college student now has an Internet connection—it would be unscholarly not to.

As of Sept. 30, 2007, 1.25 billion people used the Internet, according to Internet World Stats. The Internet has transformed the basic computer into a one-stop-shop for multimedia and has become the springboard for emerging technologies.

During interviews, three New York Women in Communications members discussed emerging technology trends and how these trends will affect the future of communications and the job market.

HYBRID JOBS

Currently, employers are snatching up *hybrids*—candidates with both artistic and technical skills. According to *Crain's New York Business*, “Hybrids Taking over the Workforce” (Nov. 18, 2007), hybrids are “critical to developing the kinds of projects that are keeping [New York City] at the forefront of the online advertising boom.”

One particular ad agency states that “there are no [job] categories for some of the new things we’re doing now.” With more companies desiring a digital multiplatform, these emerging hybrid jobs are hinged to whatever developing technology will make that multiplatform produce an exciting interactive experience.

With nearly 10 years of television and online communications experience, **Aimee Campbell**, director of MarbleVision, the media ministry of Marble Collegiate Church, earned an MBA in media management. Her coursework examined traditional and emerging media platforms. Campbell felt she needed a “holistic understanding of mass communication, as well as of the business models driving each medium.” She manages Marble’s television and radio broadcasts as well as its online videos and print publications.

On-demand content, user/consumer-produced content, and multiplatform distribution have completely changed the communications industry in the last decade, according to Campbell.

MEDIA TRENDS

Former business journalist **Shoba Purushothaman** agrees with Campbell’s assessment. She says that user-produced content has shifted the “power from content owners and creators to content consumers.”

Purushothaman is president, CEO and co-founder of TheNewsMarket.com, which provides free broadcast-standard video and multimedia content via digital technologies. “To thrive as a journalist you need to be proficient in multimedia skills,” says Purushothaman. She, like Campbell, has hybridized her skills.

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After living and working in Europe, Asia and the United States, Purushothaman wanted to use online video to create a global experience. “It was exciting to think that we had spotted a market opportunity that could transform the [communications] industry,” she says. TheNewsMarket website was developed in 2000, offering multimedia content from providers to journalists.

But online video is just the tip of the emerging technologies iceberg. **Geraldine Wilson**, vice president of Yahoo! Europe, predicts that the mobile platform (the nascent software for portable devices using wireless broadband) will dominate in the next 10 years, making personal digital assistants (PDAs), media players and smartphones the point of entry to online content. Will having nimble texting fingers become a hot job skill? Can all this ever-evolving technology truly sustain a creative working environment? Time will tell.

CONVERGING ON CONVERGENCE

Purushothaman sees emerging technology bringing people together, creating a small world after all. Member **Ann Fry** doesn’t hold that romantic notion. As a psychotherapist for more than 30 years, Fry started her own business 15 years ago, specializing in corporate stress management and team building. She combines her therapist’s knowledge, management experience and sense of humor to create her workplace culture coaching programs. Technology, she firmly believes, breeds stress in the workplace.

“Everything is so technology-focused, so digital,” says Fry, “that humans almost feel pushed out of the world. There’s also the shift to having such a Web presence and having to constantly update that information and do more to beat the competition. It’s created a rat race of people who are constantly *doing*—working long hours, always seeking new and innovative ways to promote their needs.”

Fry’s concern is the concern of businesses worldwide. Multiplatform businesses are spending billions of dollars on convergence—the task of unifying technologies seamlessly without stressing out the workforce and the bottom line.

For Campbell, it’s convergence that will be that next big thing to change the communications industry: “When people start getting all their television programming through the Internet, the industry will change forever.”

HOW TO HYBRIDIZE

So how can a traditionalist go about hybridizing her skills? Stay on top of trends. Media Industry Newsletter (minonline.com) tracks media trends while Veronis Suhler Stevenson (vss.com) tracks what communications businesses are investing in. The “VSS Communications Industry Forecast” offers a comprehensive look at all media, consumer, traditional and alternative trends.

Eventually, having technical skills will become a job requirement. But it will also level the playing field, making solid personal communication skills a prized commodity yet again.



Top: Aimee Campbell
Middle: Shoba Purushothaman
Bottom: Ann Fry

WENDA HARRIS MILLARD

on The Gifts of Technology

By Suzanne I. Cohen

Wenda Harris Millard (President, Media, Martha Stewart Living Omni-media) began her career at age nine as the publisher, circulation director, editor and sole staff writer of the *Archer Lane Scoop*. She's expanded her scope since then, but the self-proclaimed "media junkie" has stayed true to her entrepreneurial roots. A seasoned leader with over 25 years experience in traditional and emerging media, she has served in executive roles at Yahoo!, DoubleClick, Ziff Davis and elsewhere. In 2005 she won a Matrix Award in recognition of her pioneering role in digital communications.

CONNECT: How has the digital world changed the way we live and work?

WENDA HARRIS MILLARD: The digital world has changed the way we access information in our personal and professional lives. How often do you use the physical Yellow Pages or look in the newspaper to find a movie listing? The newspaper shows some of what's playing where—and only sometimes when—but online you can see a trailer, cast and crew bios and reviews all in the same location. The online world has changed the way we do almost everything from an information- and entertainment-seeking standpoint.

Where do you see the communications field going in the next few years?

The media world—the communications world—has changed more in the last five years than it has in the last 50, and it will change as much again in the next five. Technological advance seems to happen every minute, and you never know whether it will come from an established company like Microsoft or from the dreams of a couple of young guys in a garage. Change is the name of the game—and anyone in the business of communications will be able to get closer to the holy grail of one-to-one marketing or communicating.

Our ability to deliver the right message to the right person at the right time, on the right device, will be greatly enhanced as sophisticated technologies enable us to produce consumer insights that allow us to communicate more effectively.

You have described yourself as an entrepreneur. How has this approach helped shape your career?

I've always believed that "sampling" different kinds of companies—publicly held, privately held, small/medium/large, edgy/traditional, etc.—was a great way to understand your potential best fit. During my first decade in the business, I learned that I thrive in environments where I'm rewarded for taking risks and where experimenting and trying new approaches to solving business problems is encouraged. I like the freedom of not having to conform to the tried and true, of having the opportunity to invent new ways of looking at things and doing business. In 1996, when I "leaped into cyberspace," as the press put it, most media business colleagues thought I was nuts. Why would I give up the comfortable and the known to take a flyer on a medium that hadn't really existed before? I was the publisher of *Family Circle*, the world's largest-selling women's magazine. I joined



DoubleClick before it was born. Why do something so risky? asked my friends. Why not? I replied. So, 12 years ago I became a digital revolution leader, the fourteenth DoubleClick employee. Then I moved to the rescue team at Yahoo!, where I stayed six years, serving as chief sales officer and taking Yahoo! from \$720 million to \$6.5 billion in revenue. We turned the company around, proved the power of digital marketing and never looked back.

My work at Martha Stewart Living Omnimedia will be another chapter in my entrepreneurial life. It's a unique opportunity to put together all my media experience—magazines, digital, add some TV and radio—and holistically examine the environment. I can be an entrepreneur inside companies large and small—it's the spirit and the attitude that matter, not always the size.

What characteristics do you consider most important to newcomers and seasoned players in the field?

The number one requirement for success and joy in your career is pursuing your passion. Loving your work helps you excel, inspires others around you—up, down and sideways—and encourages you to want to continually improve. Curiosity is also a leading indicator. The more curious, the more likely you are to educate yourself about every aspect of your profession. You're apt to challenge conventional wisdom, and before you realize it, you've become a thought leader.

A love of leadership, sharing what you know and mentoring are signs of success, driven, of course, by passion. It's hugely gratifying to be able to bring others along professionally; a willingness and a genuine interest in doing so are other indicators that you've achieved real success.

Technology has given the consumer a megaphone...

Who are your role models? How have they influenced you?

Many people—well-known and not—have influenced me professionally. Their influence derives from characteristics they share: their intelligence and the passion they exhibit for their work. But even more than that, I've been influenced by the way they use their intelligence and behave in the workplace. I admire people who take their work very seriously, but not themselves ... people who use humor to diffuse tension and create an environment where employees can focus on the quality of their work and not on politics. I'm influenced by people who acknowledge that ambitious professionals in demanding jobs (such as running a public company) may not find balance practical or easy to achieve—but still have a clear sense of priority and make the right decisions. I've always admired people who exhibit their humanity.

What does "social media" mean to you?

Technology has given the consumer a megaphone—she can now express herself to friends, strangers, small groups and the masses whenever she wants and on almost any device. In other words, consumers are not just message recipients anymore; the commercial dialogue is two-way, as is the personal. Communication today is all about "interactivity." Social media employ technology-given gifts that enable consumers to converse one-to-one or one-to-many and to exchange ideas and opinions either locally or globally.

THE Digital DOMAIN

By Patricia Maloney

yOUNG PROFESSIONALS are finding that digital media are beginning to dominate the communications industry.

When New York Women in Communications member **Tammy Tibbetts**, 22, graduated from the College of New Jersey last May with a degree in journalism, she was determined to avoid working in digital media. “I was all into print and



trained to think of digital as piggybacking onto the print side,” says Tibbetts, who is a Web editor with Hearst Magazines Digital Media. “I laugh about that now.”

Tibbetts has found that digital media are hardly print’s stepsisters. She moved to Hearst’s digital unit after an internship in its magazine division with *Ladies Home Journal* and now works on two teen Internet startups that have spawned print counterparts: *Mis Quince* (www.misquincemag.com), a site for Latina girls planning their “Sweet 15” parties, and *My Prom Style* (www.mypromstyle.com).

Like Tibbetts, member **Kimberly Last**, 22, didn’t target a job in digital media. “I was open-minded,” says Last, who graduated last spring from Washington College in Maryland with degrees in political science and American studies and is a sales and marketing assistant at Forbes.com.

“But out of about 10 interviews, only one was in print media.” Last found her job through a connection she made at LinkedIn.com, an online professional network.

Tibbetts and Last have joined digital media just as they are truly transforming communications. According to New York University journalism professor **Adam Penenberg**, advertising is one of the main factors in digital’s movement to the forefront of media. “If you follow the money, it’s migrating online in a big way,” says Penenberg, whose book on the shifting media landscape will be published by the University of Michigan Press.



By 2011, Internet advertising is projected to become the largest ad segment, according to the “VSS Communications Industry Forecast 2007–2011” from Veronis Suhler Stevenson, a private equity firm that invests in communications companies.

Digital skills have become a necessity for magazine professionals starting out, according to **Rebecca Fox**, the managing editor of mediabistro.com, one of the first stops online for communications professionals searching for a new job or looking to stay current on the industry. Fox, who edits the site’s “How to Pitch” series advising freelancers how to land bylines in print and online publications, says that editors at national magazines have reported increased online budgets for 2008 and now consider online skills to be essential. “Clearly, this is an area where magazine companies

are investing,” she adds.

Digital media are beginning to expand broadcast opportunities, too.

Christine Lagorio, 26, the section producer of the “Evening News” on CBSNews.com and editor of Katie Couric’s daily blog, didn’t intend to launch a career in digital media. In fact, she “sort of shrugged off” opportunities to take any digital media classes beyond one required class at the University of Wisconsin in Madison, where she earned degrees in English, journalism and history.



Lagorio’s goal was to become an investigative print reporter. After graduating in 2003 and completing an internship at *Congressional Quarterly* in Washington, D.C., she moved to New York City to do part-time research for investigative reporter Wayne Barrett at the *Village Voice*. At the time, Barrett was writing the book *Grand Illusion: The Untold Story of Rudy Giuliani and 9/11* (HarperCollins 2006) with Dan Collins, a senior producer at CBSNews.com.

Lagorio was also working part-time on The Smoking Gun website, and it was there that she discovered that she had underestimated digital media. “It is fun seeing how many hits your story gets online,” she says. “With newspapers, you never know who’s reading it.” Shortly after the 2004 election, Barrett and Collins encouraged her to apply for a position at CBSNews.com.

Julie Hartenstein, deputy director of career services at the Columbia University School of Journalism and a former ABC News producer and broadcast professor at the school, points out that multimedia broadcast jobs exist today that didn’t exist a year ago. Alumni who began traditional careers in network television have been sent overseas to be one-person “mobile journalists,”



shooting, writing text, producing podcasts and uploading stories to the Web. “We have one woman in India, another in Africa,” says Hartenstein. “In the past, they would have needed a camera crew.”

At public radio station WFUV from Fordham University, **Sarah Wardrop**, 28, the station’s music interview producer, credits the Web with expanding the station’s audience. “You don’t have to tune in at 8:15 a.m. to hear a show.”

Wardrop, who graduated from Northeastern University in Boston in 2002 with a degree in “music industry,” combining music theory and business classes, came to WFUV in 2006 after she applied for the position through a posting

on triplearadio.com. Wardrop’s responsibilities include producing short-format podcasts from interviews and also hosting the station’s new weekend “FUV 24/7” programming, which is available online or through HD Radio.

Though Wardrop took plenty of digital production classes during college, podcast production—which she handles from editing footage and writing scripts to uploading the final MP3 file to the Web—was something she learned later. “Napster was just starting when I was in college.”

All communications professionals will be called upon to adapt to emerging technologies as easily as Wardrop did, according to Hartenstein. “You need a multimedia mindset,” she says. “You can’t think of yourself as working for newspaper or radio or television anymore.”

“
You need a multimedia mindset—you can’t think of yourself as working for newspaper or radio or television anymore.”



Top, left: Tammy Tibbetts; Bottom, left: Kimberly Last
Top, right: Christine Lagorio; Bottom, right: Sarah Wardrop

CLIMATE CHANGE: THE INVESTMENT OPPORTUNITIES

By Loraine Miller

Global warming is everywhere. Carbon footprint, renewable energy, ethanol, solar cells, carbon trading—new terms and new industries are suddenly controversial topics of discussion. But which ideas truly represent the growth industries of the future? Which companies are taking the lead in turning global environmental challenges into business opportunities? Right now, there is no silver bullet, but there are implications for a wide array of businesses, and savvy investors are keeping a close watch.



So, what is key for investors to know? The predominant policy stance today is toward curbing greenhouse gas (GHG) emissions, in particular, carbon. Fully half of global carbon emissions result from the burning of fossil fuels for electricity generation and transportation, and world electricity demand is set to double in the next 20 years. It makes sense that investors should focus on these industries.

In power generation, wind and solar power hold great promise, but they are not yet capable of replacing fossil fuels. Almost 50% of total world electricity generation uses coal. That's a lot of power to replace, when coupled with technical limitations—wind generates electricity only when the wind is blowing, for instance. Wind accounts for 1% of electricity generation, and an expected quadrupling within ten years would still supply just 4%. To deal with our energy problems, we need to study all alternatives.

COAL Plentiful and cheap; the United States has 190 years of coal reserves. But coal is a major pollutant, so great effort is going into developing clean coal technologies. Coal gasification, an emerging technology which captures carbon before combustion, provides the largest emissions reduction. Investors look for companies at the forefront of clean coal technologies, as well as peripheral industries like pipeline infrastructure to transport captured carbon.

NUCLEAR Nuclear plants are completely carbon free. Nuclear is not well developed in the United States, and the majority of our nuclear plants are 30 to 40 years old, but it's a different story overseas. For instance, 70% of France's power is nuclear, and the pace of new plant building in China and India is remarkable. Advances in technology are making nuclear energy cheaper and safer, and although it cannot be called "green" (due to radioactive waste), prominent environmentalists are endorsing nuclear power. Investors with moderate risk tolerance can invest in utilities with strong nuclear assets. Higher-risk investors love uranium, whose price continues to soar.

WIND Has moved mainstream, not in the United States, but certainly in Europe, which accounts for 65% of the world's installed wind power capacity. Global wind energy capacity is forecast to grow quickly, the cost profile has been falling steadily, and government subsidies are modest. Manufacturers of wind turbines and wind power generators have clearly positive demand fundamentals, but be aware that this is a very hot market, with many stocks overvalued at current prices.

World
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SOLAR Remains relatively small. The world's largest solar power plant is a 40 megawatt project, while the world's largest wind power plant is almost 20 times the size at 780 megawatts. There are solar power companies and solar equipment companies, but investors must be aware that the global solar industry depends almost entirely on government subsidies. Large-scale solar generation is likely to remain an insignificant part of total generation capacity for years to come.

NEW INDUSTRIES *Climate consultants* offer services that promote energy efficiency. *Carbon trading* involves GHG emissions offsets being traded by those facing regulation and those wanting to be carbon neutral. *Carbon sequestration* companies capture, purify and store carbon underground instead of letting it be released into the atmosphere.

The second key industry for investors to consider is transportation, which is almost totally dependent on fossil fuels. Two interesting avenues for investment are alternative fuels and alternative automakers.

ALTERNATIVE FUELS Biofuels (e.g., ethanol) are liquid fuels that are derived from biomass, which can be used to power transportation. A broad array of industries have exposure to global ethanol demand, from seed and fertilizer manufacturers, to farm equipment makers, to growers of corn, sugar cane and vegetable oil, as well as companies directly involved in biofuel production.

AUTO MAKERS While auto manufacturers are exploring numerous new technologies, hybrid autos are the current frontrunner. Hybrids combine a fuel-based engine with an electric motor and batteries, and have half the carbon emissions of conventional automobiles. The hybrid car market is small but doubling every year, and Toyota is widely recognized as strategically positioned for the future.

In sum, climate change should be a real consideration in your investment portfolio. Investment vehicles include individual company stocks, "global warming" themed mutual funds and exchange-traded funds. All have been putting up superior performance.

Be aware that there are specific risks in these sectors. These are emerging technologies, developing so quickly it can be hard to predict who the winners will be. Many of the companies are small, or based overseas, which means they carry more investment risk. Discuss with your advisor whether these investments are appropriate for you.

Loraine Miller is an independent registered investment advisor and writes frequently on personal finance.

TO READ MORE

Environmental Protection Agency
www.epa.gov/climatechange

Energy Information Administration
www.eia.doe.gov

U.S. Department of Energy
www.fossil.energy.gov

GLOSSARY

Biomass Plant and animal matter that can be used as fuel. Thus the term *biofuel*.

Greenhouse Gases Components of the atmosphere that contribute to the natural warming of the earth. Global warming is believed to be the result of an enhanced greenhouse effect due to increased concentrations of greenhouse gases caused by man.

Carbon Footprint A measure of the amount of greenhouse gases produced by an individual or organization, in units of carbon dioxide

Carbon Neutral A zero carbon footprint

Carbon Offsetting The act of reducing an equal amount of carbon somewhere else to mitigate your own carbon footprint. A well-known example is the purchase of carbon offsets to compensate for the emissions caused by personal air travel.

Power Grid The power distribution system, connecting power plants to your home. If you heat your home with solar panels, you are *off-grid*.

People Are Talking...

Timely, topical events fill our calendar

By Patricia O'Connell

Throughout the year, New York Women in Communications events offer the professional enrichment that comes from sharing skills and expertise. These photos illustrate some recent activities designed for members from all areas of communications and at all stages of their careers—from students and entry-level professionals to women at mid-career and those with senior standing. Programs include events with featured speakers, panel discussions, small, informal sessions and career conferences. For information about upcoming events, please check our website: www.nywici.org.



Cocktails & Conversations (C&C)—5 Great Gigs and the Women Who Have Them

Monthly C&C get-togethers have the tagline “Real Talk. Real Solutions. Every Step of Your Career.” This past February, five successful young communicators discussed how they started, lessons learned, and secrets for getting and keeping the job of your dreams.

An Evening with Wall Street Insider Maria Bartiromo

Enrollment for this session with the host and managing editor of *The Wall Street Journal* with Maria Bartiromo, anchor of *CNBC's Closing Bell* and columnist for *BusinessWeek* and *Reader's Digest*, was so overwhelming that the December 2007 event had to be moved to a larger venue at NYU's Wasserman Center.



Gratitude Breakfast This popular annual event is an opportunity to say “thank you” for something good that has happened in your personal or professional life. The breakfast benefits our Foundation, with money earmarked for scholarships and tuition help for communications students and women in transition.

Meet Two Media Mavens: An Intimate One-on-One with Cathie Black and Gayle King Editor-at-large Gayle King (left), of *O, The Oprah Magazine*, interviewed Cathie Black, president of Hearst Magazines, about her dynamic career and new motivational book, *Basic Black: The Essential Guide for Getting Ahead at Work (and in Life)*.





Summertime and the Reading is Easy During an interview at the New York Times Conference Center, board member Pat Baird (left) and Miriam Tuliao, coordinator of the Office of Adult and Information Services for Branch Libraries, discussed the state of reading and the latest formats and technology offered by The New York Public Library. Highlights included links for book lovers and recommended readings.

Student Career Conference Always well attended, this recurring event offers interactive career exploration with peers and experienced professionals from a wide range of communication fields.



Mind Over Matter: The Art of Strategic Networking Among the important areas covered: clarifying your message and objectives, managing and developing networking relationships, and projecting confidence.

IN THE NEWS

NEW ADVISORY BOARD

New York Women in Communications has established a new Advisory Board to draw upon the knowledge and influence of select industry leaders from diverse communications disciplines and backgrounds. The new board will provide guidance and strategic counsel to our leadership as we work to help women at every career level succeed in the workplace and seek to extend our reach to the next generation of leaders.

Advisory Board members include:

Cathie Black, *President, Hearst Magazines*

Ann Blinkhorn, *Consultant, Spencer Stuart*

Beth Comstock, *President, Integrated Media, NBC Universal*

Marianne Diorio, *SVP, Global Communications, Estee Lauder*

Merijael Duran, *Co-Anchor, Univision 41 News at Dawn, Univision Channel 41*

Michelle Ebanks, *President, Essence Communications Inc.*

Arianna Huffington, *Co-Founder and Editor-in-Chief, The Huffington Post*

Iman, *Foundation and CEO, IMAN Cosmetics*

Kim Kadlec, *Chief Media Officer, Johnson & Johnson*

Lisa Ling, *Correspondent*

Katherine Oliver, *Commissioner, New York City Mayor's Office of Film, Theatre and Broadcasting*

Janet Robinson, *President and CEO, The New York Times Company*

Laurel Touby, *Founder, CEO and Cyberhostess, mediabistro.com*

Kate White, *Editor-in-Chief, Cosmopolitan*

Mary Alice Williams

Andrea Wong, *President and CEO, Lifetime Networks*

CONTINUING EDUCATION BENEFIT

Members of New York Women in Communications are eligible this year for a special 15% discount on all continuing education publishing courses taken in any one semester at the Center for Publishing, New York University School of Continuing and Professional Studies (SCPS). Courses are offered during summer and fall. For information, visit www.scps.nyu.edu/publishing and click on continuing education. To register, speak to an Education Advisor at 212-998-7171, Monday-Friday, 9 a.m.-5 p.m. To learn about other membership benefits, please log on to www.nywici.org. —P. O'C

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