



02.06.2009

[TAKE OUR POLL ON EQUAL PAY](#) | [ACE YOUR NEXT JOB INTERVIEW](#) | [MENTOR A MEMBER](#)

NEXT UP

Tuesdays in February, 10 to 11:30 a.m., Coffee, Conversations and Connections. Networking in lobby of the Citicorp building, Lexington between 53rd and 54th; look for the New York Women's Media Council sign. Free, no registration needed.

Tuesday, 02.10, 11:30am to 12:30pm. Behind the Scenes at WABC-TV Studios, 7 Lincoln Square (entrance at Columbus Avenue and 67th Street). [Register!](#)

Thursday, 02.19, noon to 1 p.m. Meet coach Terry R. Yoffe (featured in Interview Prep, below), The Art of Communication - "The Foundation of Effective Influencing", Kellen Company, 355 Lexington Avenue. Free; for members only. [Register!](#)



Thursday, 02.26, 6 to 8 p.m. New Year, New You, special guest Candace Bushnell, left, author of *Sex and the City*, and an evening of champagne, chocolates and hors d'oeuvres. Diane von Furstenberg Studio, 440 West 14th St., between Washington and 10th Avenue. *Members - Bring a friend gratis.* [Register!](#)

Tuesday, 03.03, 6 to 8 p.m. Lost in Translation: The Secret to Communicating Across Cultures and Generations Successfully. Featuring Bisila Bokoko-Echols (profiled in Spotlight On, below), executive director of the Spain-U.S. Chamber of Commerce, and Lorenca Consuelo Rosal, managing director, Burson-Marsteller. Burson-Marsteller, 230 Park Avenue South (at 19th Street). [Register!](#)

THE BIG EVENT! Monday, 04.27, Matrix Luncheon, hosted by *Seventeen*, Waldorf-Astoria, 50th Street and Park Avenue. [Register!](#)



NYWICI Pulse

Will you ask for a salary review as a result of the Lilly Ledbetter Fair Pay Act, signed into law on Jan. 29 by President Obama?

Go to nywici.org to vote on one of these options:

- Yes, I'm underpaid
- No, I'm well-compensated already
- No, I'm underpaid, but don't want to rock the boat

Last month's NYWICI Pulse

Caroline Kennedy's abrupt pullout from her bid for Hillary Clinton's Senate seat left some surprised and sent rumors flying.

But for most New Yorkers, who didn't want her to be their junior

Tuesday, 05.05, Crisis Communications, Master Series. Details forthcoming. [Register!](#)



Spotlight On **BISILA BOKOKO-ECHOLS**

She is the executive director of the Spain-U.S. Chamber of Commerce in New York City, a bilateral private U.S. nonprofit organization with a \$1.7 million budget and a staff of 14 dedicated to fostering trade, investment and institutional relations between Spain and the United States.

Loves her work because "It brings the opportunity to be at the top of my game at all times, to meet fabulous human beings from all backgrounds and to keep learning constantly about business, culture, different industries, laws, policies, human psychology and more."

About NYWICI "Amazing! I've had the chance to attend wonderful events, meet great people and offer and get help."

Sweet locales "New York is the city that has provided me with my happiest moments. I also love Spain and Africa."

Along her path "Prior to joining the Spain-U.S. Chamber of Commerce, I was with IVEX NYC, a Spanish agency dedicated to developing trade and investment opportunities between the Spanish region of Valencia and the United States. While there, I played a key role in securing Valencia as the host city for the 32nd Annual America's Cup, besting Cascais, Portugal, Marseilles, France, and Naples, Italy. After finishing my law degree in 1998, I worked for a firm specializing in civil litigation, corporate services, international law, social and employment law."

Three faces of globalism "Technically, it's the tendency of businesses, technologies or philosophies to spread throughout the world or the process of making this happen. Practically, it's a phenomenon possible of an open mindset. Personally, I am a clear example of globalism: I'm of African origin, Spanish-born and now an American citizen."

senator anyway, it was a blip on the political landscape.

Among NYWICI members who took our poll regarding Kennedy's quest, 48% were in her camp, while a bare majority, 52%, weren't.

--Carmen Pichardo-Gonzalez

INTERVIEW PREP



Terry R. Yoffe

Practicing powerful communication and teaching her clients to do the same is what energizes Terry R. Yoffe, a 20-year veteran of business and personal coaching and a former head of a sales and marketing consulting firm.

And as any NYWICI member knows, getting your message out is paramount, whether you continue doing what you've been doing professionally or find yourself unexpectedly on a job hunt. Here, Terry and newsletter contributors lay out how to ace an interview with

"I grew up in Valencia, Spain. My family comes from Equatorial Guinea in West Africa. They moved to Spain in the seventies, and my brothers and I were born in Spain."

In Bubi, how do you say . . . ? "I speak the African dialect Bubi, Spanish, English and French."

Heard often from new contacts "Why haven't I met you before?"

Words to live by "We cannot put off living until we are ready. Life is a series of collisions with the future; it is not the sum of what we have been, but what we yearn to be."

--As told to Michelle Lodge

To hear more about Bisila and meet her, attend the Cross-Cultural and Cross-Generational event listed above in Next Up.

verbal and nonverbal communication.

"NYWICI women have the advantage in the interview arena: They are articulate and superb writers and communicators--all of which makes them shine. Whether it's your first job interview or your first in five years, the adage you never get a second chance to make a first impression applies. So make sure your initial impression is a positive, lasting one.

New Feature: How I Did It

Have you ever scaled a mountain, so to speak? Started a business? Found creative ways to avert layoffs at your company or solved a prickly business problem against all odds?

If so, we'd like to hear about your achievement, so that we may publish the story in NYWICI Now. To submit a piece, sum up your experience in two succinct paragraphs and e-mail it, along with your headshot, to EBrochstein@kellencompany.com, with "online newsletter, NYWICI Now," in the subject line.

"Research the company, the industry and the interviewer both online, in print and through your contacts inside and outside of NYWICI. For example, has the CEO written an autobiography or an op-ed piece? Then read them and be sure to comment on key points about it and the company in a way that shows you've done your homework. These days with [Facebook](#), [LinkedIn](#) and [Classmates.com](#), it's easy to walk into virtually any meeting with some knowledge of everyone you may have contact with.

Welcome, Kristen Dolle!

She is a copywriter for the advertising agency Wunderman.

Member since March 2008



Why NYWICI? "I joined to take further my career and to maintain and expand a network of absolutely incredible women. That's one reason I serve on two committees-- Programming and Integrated Marketing and Communications."

--R.B.

Get involved! To join a committee, go to www.nywici.org.

"Work your NYWICI contacts by accessing the member directory, on nywici.org. If you're interviewing at a

Show Your Generosity: Become a Mentor



Would you be willing to give one hour a week to change your own life and someone else's? What if you didn't even have to leave your desk to do it?

That's the concept behind NYWICI's new e-mail-based mentoring program. And you can help, because we're looking for a few good women to get the new program off the ground.

* As mentors, NYWICI members who are experienced communicators will be able to share what they've learned and make the path a little smoother for a talented young woman; it's a way to create a legacy, and it's also an opportunity to learn from a new generation's perspective.

* As mentees, student and young professional members will gain access to the advice, perspective and support of an accomplished woman executive.

Enrollment kicks off on Valentine's Day and extends through March 14. So act now to get involved! Click here for details: [NYWICI Foundation Mentorship Program](#).

--Michele Hush

JOBS OF THE MONTH

I. Title Web Writer and Executive Assistant to the CEO

Company [Womenworking.com](http://womenworking.com)

Level Mid-career

Description Responsible for managing interns and producing content for the website and our monthly newsletter; some administrative responsibilities assisting the CEO.

Requirements Must have good computer, writing, and people skills. Knowledge of Microsoft Office and Excel. Html a plus but not required. Looking for someone with a strong interest in women's issues. Creativity and new ideas are encouraged.

To apply Send resume, references, one writing sample (preferably a profile), and a thoughtful cover letter to

helene@womenworking.com. Please send in Word documents.

Contact Helene Lerner, CEO

Creative Expansions, Inc.

helene@womenworking.com.

member's company or in her industry, contact her beforehand and ask if she's free for an informational chat. Most members are more than willing to help. But if you sense any resistance from a member, thank her and move on immediately."

Also, be sure to:

* **Rehearse** answers to common interview and some potentially uncomfortable questions with your coach, a friend or in front of the mirror.

* **Take your own list** of questions.

* **Dress simply** in a dark suit to convey (remember, it's communicating) your professionalism. Of course, you can enhance your look and show some of your personality by wearing a distinct piece of jewelry or other accessory.

* **Arrive early** (don't forget about the security check-in) and turn off your cell phone or BlackBerry as you enter the building.

* **Bring extra copies** of your resume, along with examples of your work (i.e. portfolio, clip reel, writing samples), and a list of three business

II. Title Mobile/Emerging Technologies Editor, WSJ.com
Company Dow Jones & Co.

Level Mid-career

Description WSJ.com is looking for an editor to take the lead in bringing The Wall Street Journal to mobile devices. Will lead the effort to provide news and information in the mobile environment-- including traditional cell phones, iPhones, BlackBerrys and Treos. An entrepreneurial spirit is needed to deal with third parties and manage projects.

Requirements Technology savvy and a deep interest in the changing mobile landscape; strong news judgment and editing skills needed for production tasks. The position also will involve development of email newsletters and podcasting.

Contact Justin Hanke (609.520.4909)

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

--Rachel Buttner

And finally...

Why use Twitter? For journalists--and anyone who needs to reach a group of readers or customers. The webcast, from Columbia J-school New Media Program, details how Twitter was used to cover the Mumbai attacks and to protest the Motrin Mom campaign. columbianm.blogspot.com/2009/01/webcast-twitter-for-journalists.html.

Cool website www.lostremote.com

In the news

At Davos, Media (and a Fix) on Their Minds

<http://dealbook.blogs.nytimes.com/2009/01/29/it-is-better-than-being/>

Girl Power at School, but Not at the Office

www.nytimes.com/2008/08/31/jobs/31pre.html?_r=1&scp=1&sq=young%20professional%20workplace%20sexism&st=cse

Martha Stewart, Ann Moore Honored

http://adage.com/mediaworks/article?article_id=134201

Oprah Chooses Christina Norman to Run OWN

<http://postcards.blogs.fortune.cnn.com/2009/01/29/oprah-chooses-a-ceo-for-own/>

Web-Only Publications Make Cut for Pulitzer Entry

references (include their company name, title, phone number and e-mail address) whom you've asked about giving a reference for this particular job.

* **Send** a thank you note by snail- or e-mail no later than a few days later (some say within 24 hours) to all whom you met with that day. The note is also an opportunity to reiterate your strengths and interest in the job or clear up any misconceptions that may have occurred during the interview.

* **Follow up** once a week by e-mail or phone to find out where they are in the process of filling the spot.

--Alissa Pinck

Meet Terry during a free members-only Meet the Coach session, 02.19; details, above, in Next Up.

Also, check out nywici.org to read more about Terry and NYWICI's other 12 coaches. As part of your membership benefits, you receive one free coaching session with one of the coaches.

www.editorandpublisher.com/eandp/news/article_display.jsp?vnu_content_id=1003936215

Documentaries by women

The Greatest Silence: Rape in the Congo

<http://www.thegreatestsilence.org/>, by Lisa F. Jackson. The work inspired a U.N. Security Council resolution, opened a U.S. Senate hearing, won a Special Jury Prize at the 2008 Sundance Film Festival, and has been screened in the British House of Commons, the International Criminal Court and the U.S. Department of State. Originally broadcast in the U.S. on HBO in April, it has been seen by audiences in more than 50 countries.

The Hugo Chavez Show



<http://www.pbs.org/wgbh/pages/frontline/hugochavez/>, by award-winning filmmaker Ofra Bikel, left. The work, available in English and Spanish, aired on PBS's Frontline; translator, Alejandra Parra.

Catch Up On Past Events

To see Lauren Gould's coverage of **How to Thrive in a Tough Economy** and **wrap-ups of other events**, log on to nywici.org.

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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