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06.02

[SPOTLIGHT ON NEW PREZ DENISE WARREN](#) | [WIN A YEAR'S MEMBERSHIP](#) | [HOT TOWN SUMMER IN NYC](#)

NEXT UP



TONIGHT

Tuesday, 06.02, 6 to 8 p.m.

Cocktails & Conversation:

Relax, Recharge, Relate

Featuring speaker Jennifer Weiner, left, author of *In Her Shoes*, and *Good in Bed*. Saks Fifth Avenue, Fifth Avenue between 50th and 49th streets.

Register!

Tuesdays throughout the Summer

10 to 11:30 a.m.

Coffee, Conversations and Connections

Following its tremendous success from February through May, New York Women's Media Council is expanding this program through the summer months! At the Citicorp Building, Lexington between 53rd and 54th streets; look for the NYWMC sign. **Free; no registration needed**

Thursday, 06.04, 7 to 9 p.m.

Get Linked into Networking: Connecting on the Web

The Mayor's Office of Film, Theatre and Broadcasting, in conjunction with New York Women in Film and Television and New York Women's Media Council, presents this digital panel discussion at the Apple Store Soho, 103 Prince Street, between Mercer and Greene streets.

Free; no registration needed, but seating is on first-come, first-served basis

Monday, 06.08, 6 to 8 p.m.

NYWICI PULSE

The subject of bullies reared its ugly head in an article published recently in the [New York Times](#): this time, women bullying other women in the workplace. Thinking about your own professional experience, have you ever been bullied or seen another women being bullied by :

- * a woman
- * a man
- * both
- * neither

Click this link to read activist and member [Gloria Feldt's blog](#) about the coverage of bullies.

Discuss the topic on our [LinkedIn](#) group.

[Vote on nywici.org.](#)

Last month's poll
In the May issue, the poll

Foundation Mentorship Training Seminar

If you've signed up to be a mentor or mentee and have received an email saying a match has been made, you will have an opportunity to meet your partner and learn more about the program at our Foundation Mentorship Training Seminar. NYU School of Continuing Professional Studies, 11 West 42nd Street, 4th Floor, Gural Conference Room. **By Invitation Only - RSVP Required**

**Tuesday, 06.30, 6 to 9 p.m.
Night of the Coaches**

Join us for a series of small-group roundtable discussions with the NYWICI career coaches. Tap into our coaches' wisdom and experience to learn tips for managing your career and workplace in a difficult economy, finding new networking opportunities, navigating the world of digital media, and more. NYU's The Kimmel Center, 60 Washington Square South at West 4th Street. **Registration coming soon**

**Wednesday, 07.22, 6 to 9 p.m.
Ladies Who Laugh
30 Rockefeller Center
Details coming soon**

dealt with your preferences: print, digital or both. Here are the results:

- * 45% I read both
- * 31% Both, I'll pay for original
- * 6% I read print only
- * 6% Print is dead

--Carmen Pichardo-Gonzalez

6 NEED-TO-KNOWS

BOOKMARK the new easier-to-navigate, information-rich NYWICI.org website, launching this month; experiment with the enhanced interactivity and keep coming back for news, photos, job listings and much more.

MEET the new members of [NYWICI's Board of Directors](#).

SHARE your tips for thriving in the recession on [NYWICI's 80 Tips blog](#)--and avail yourself of the chance to win a year's free membership. [Get more information and enter online](#).

ANSWER our latest [NYWICI Pulse poll](#) on office bullying and learn the results of last



**Spotlight On:
DENISE WARREN**

She is president of NYWICI for 2009-10.

Goals for NYWICI this year "Two things: focusing on our digital media and maintaining membership value, especially in these difficult times."

What's impressive about NYWICI "The diversity of membership. Most organizations I belong to deal with one area, whether it's the Internet side of things, the print side or the advertising side. New York Women in Communications is about

women in ALL fields of communications. NYWICI feels a bit more holistic to me than many of the other trade organizations: It offers the opportunity to learn from and hear from women in all parts of the industry. That's a strength we can play to."

In Denise's day job, she is senior vice president and chief advertising officer for The New York Times and general manager of the NYTimes.com.

About her job

The good "It's the opportunity to meet with customers on a regular basis--to hear from them directly, what their challenges are, what their opportunities are, how we can partner with them and solve problems. It's very stimulating.

"As general manger of the website, I love thinking through problems strategically. One of the issues my group and I are dealing with now is, 'Is there a potential pay model for the NYTimes.com?'"

The bad "Too many meetings!"

The ugly "I do my fair share of setting up more meetings than anyone."

Journalism in the digital age "From the perspective of The New York Times, for example, if you explore our website, you will see the incredible storytelling evolution. All the tools of digital media have made this happen. I think most readers see The New York Times as a text-based storyteller, but online has given us a whole new opportunity to bring our stories to life in unusual and creative ways."

Indispensable "BlackBerry. How would I live without it? I wonder."

Managing it all "I believe in having a balance between work and family."

School days "My mother told me I needed to finish college with a profession--either a doctor, lawyer or accountant. I can't stand the sight of blood, so that was off the table, and I didn't want to go to law school. I chose accounting and became a certified public accountant."

month's poll tackling print vs. digital media.

RENEW your annual NYWICI membership for \$80 (if you usually pay \$150 a year) between now and Labor Day. This is a one-time offer to honor NYWICI's 80th anniversary. For details, log on at [NYWICI Renewals](#).

ENJOY your summer! This newsletter, NYWICI Now, will be on hiatus till Labor Day. Look for the next issue in early September.

--Michelle Hush

JOB OF THE MONTH

Title Online Associate Producer, Content Productio

Company Time Warner, Turner Broadcasting

Level Entry/early career

Description Carry out various editorial assignment including processing wire copy for CNN/Money.com, basic reporting and writing, routine coverage of breaking news, and occasional feature stories. Create interactive elements for stories, do research and fact checking.

Denise kicks off her shoes by "spending time with my family, my kids, Alex, 14, and Rachel, 12, and reading novels and memoirs. And I just started yoga again, after a while away. It's nice to think about something that's serene, like yoga. Just talking about it now, I'm getting VERY serene!"

Miracle moment "Nothing compares to holding your newborn in your hands for the first time."

About Denise, people say "what you see is what you get."

-- As told to Michelle Lodge

Requirements Excellent research, interviewing and writing skills and ability to remain calm in a fast-paced breaking news environment. Some knowledge of financial markets and a keen interest in investing and business news. Enthusiasm for journalistic work. Good communications skills, excellent command of English. At least a B.A./B.S. degree.

To apply Visit www.timewarner.com/career Requisition # 112561BR

How Working in 5 Languages Taught Me the Language of New Media

by Tekla Szymanski, founder and editor, Where Old Media and New Media Meet



--Rachel Buttner

It is accurate to call me a polyglot, but, just as President Obama has said about himself, I sometimes refer to myself as a mutt. I was born in Italy, raised in West Berlin and spent one of my kindergarten years in Paris. When I moved to Israel at 18, I was already fluent in Italian, German and French, and then I learned two more tongues--Hebrew and English. Because of my language skills, I was a natural for foreign-desk jobs, first as a reporter for the Israeli Army Radio and then as an editor, writer and op-ed columnist for two financial dailies.

After moving to New York in 1995, I enjoyed a four-year stint as managing editor of the bi-weekly German-Jewish newspaper Aufbau [which means reconstruction in English]. Next, I was an editor at World Press Review, a monthly nonprofit magazine, where I was in charge of Western Europe and the Middle East: As part of my job, I listened to and read news stories in five languages and translated them, bringing an outsider's perspective to American readers.

It was in 1998 that I ventured into new media: I built a website to showcase my portfolio and connect people like me who were just adapting to the then-fledgling world of the Web. Today, my site, www.tekla-szymanski.com, features articles in German,

English and Hebrew, headlines from around the globe and a forum that encourages dialogue about intercultural and interfaith ideas.

Nowadays, I'm also forging a fresh, amalgamated career through my latest venture, Where Old Media and New Media Meet. Through it, I offer editorial services and publish a monthly e-zine, <http://eepurl.com/3U5>, that helps print journalists adapt to the Web: how to prepare copy for the Web, how to conceptualize, build and manage a website and how to use social media as a professional tool. Did you know that eyeball studies have shown that on the Web users mainly skim the first and third paragraphs before deciding whether to continue reading? Because of that you had better not bury your sales pitch or an important fact of your story in the second paragraph! And what do you think is the very first element of your webpage that users see? And for all you Web editors out there: How many bullet points does it take to interrupt the flow of your story? And do you edit with skimmers, scanners or readers in mind?

That said, I bridge cultural, linguistic and visual gaps between old and new media--but I don't erase them. I believe that for both to succeed, they must cooperate--and recognize the strengths of the other. Old media with its narrative, thoroughly researched approach to news, its investigative and journalistic tradition on the one hand; and new media with its interactivity, immediacy, ease of customization and never-ending cross-referencing and linking abilities on the other. However, only together, old media and new will provide the bigger, more accurate and reliable picture.

For me, technology and new media are simply two more languages to master, just as I did with the Hebrew alphabet, the multiple exceptions to English-grammar rules and the tongue-twisting pronunciations of French. At the end of the day, I now realize with seven languages under my belt, it's about communications--whether I'm speaking Hebrew, writing in German or linking the old media with new media in a way that makes sense to all.

In the beginning I thought I'd simply transfer my print copy to the Web, using the same layouts and writing forms. Now I know that people read differently online. I know what is technically possible on the Web, why headlines on the Web are usually literal and boring, why spacing doesn't really matter, what

Drupal (a content-management system) does, that while hand-coding PHO (a scripting language designed for the Web) a semicolon is your best friend or worst enemy, and why you should use sticky forms (which saves data so that you don't have to retype your name and address, for instance, into a form), and get used to captchas (an acronym that stands for completely automated public turing test to tell computers and humans apart). But I also learned that content is still key, no matter how you present it, and that in Web design, as in print layout, less is still more.

Even with seven languages now under my belt, at the end, it's all about communications--whether I'm speaking Hebrew, writing in German or linking old media with new media. As long as it makes sense to all.

Above photo of Tekla taken by © Barbara Herrenkind

--Alissa Pinck

Congratulations to Stellar Members!

Each year at the annual meeting of New York Women in Communications, the organization recognizes the [accomplishments of outstanding members](#).



This year's Distinguished Service Award went to business writer **Catherine Carlozzi**. This award recognizes and celebrates service and devotion to New York Women in Communications--qualities Cathy personifies. A long-time NYWICI member and member of multiple committees through the years, Cathy has served on the NYWICI Board since 1999 and has been a member of the Foundation Board since 2005. In 1999, she was honored with NYWICI's Liz Hoover Award.



Public relations and marketing consultant **Jeanne-Marie Byington** is this year's winner of the Liz Hoover Award, established in 1993 to honor an individual's extraordinary contributions to New York Women in Communications. Service is a consistent theme in Jeanne's life (see her blog, [The Importance of Earnest](#)

[Service](#)). She has brought that spirit to NYWICI as a past Board member and a contributor to the Matrix Awards Luncheon committee and nominating committee.



Amy Conaboy has received this year's Young Communicator Award, which recognizes a young professional member who serves as a role model, inspires and performs with excellence. Although Amy just completed her M.B.A. in marketing (Zicklin School of Business at CUNY Baruch), she has already amassed an

impressive professional track record. As manager of luxury-goods marketer NYC Peach, Amy generated press coverage in Vogue, Cosmopolitan and the Wall Street Journal and forged partnerships with Sony, Nine West and Canon. Amy has also served as a special events intern at the NYC Department of Parks and Recreation and continues her work there as a volunteer.

--M.H.



Welcome, Jennifer Gislason!

She is a communication consultant in the New York office of Hewitt Associates, a global human-resources consulting and outsourcing firm.

Member since December 2008

Why Jennifer joined "Terrific career development events, interesting guest speakers, tremendous networking opportunities, helpful resources that help me stay on top of current communication trends and happenings in the New York marketplace. I could go on and on!"

--Rachel Buttner

Review member benefits at nywici.org.

And finally...

4th of July -- Happy Birthday, America!

[Backlash: Women Bullying Women at Work](#)

[Call "Jill" the Plumber](#)

[Cool Website](#)

[Help for Businesswomen Who Travel](#)

[Meet Michelle Jaconi](#), the New Executive Producer of CNN's State of the Union with John King

[Men's support Key to Creating Gender Diversity in the Workplace](#)

[Start a Book Club This Summer](#)



A documentary by Jennifer Steinman; [Motherland](#)
Six women turn personal tragedies into triumph. Recipient of numerous awards, including Best Documentary from the California Independent Film Festival.

Attention, Culture Vultures: NYC Gives Back to You

[Mann about Town: Free \(or almost\) Museums](#)

[Harlem Week, now in its 35th year](#)

[Lincoln Center Out of Doors](#)

[Mann About Town: great listings](#)

[Museum Mile Festival, Tuesday, June 9](#)

[New York Philharmonic Concerts in the Park](#)

[Shakespeare in the Park](#)

[SummerStage](#)

NYWICI in the News

A month after the Matrix Awards and the coverage keeps on coming! To date, the event has been covered in more than 300

outlets, generating over 125 million impressions. Below, some new placements for Matrix and NYWICI.

Print/Online:

[NBCNewYork.com](#) - April 28, 2009 (Monthly Impressions 925,000)

[New York Social Diary](#) - May 4, 2009 (Monthly Impressions: 650,000)

[OdwyerPR.com](#) - May 4, 2009 (Monthly Impressions: 68,654)

New York Observer - May 4, 2009 (Circulation: 50,415)

Crain's New York Business - May 4, 2009 (circulation: 60,840)

AdWeek - May 4, 2009 (circulation: 15,069)

Jack O'Dwyer's Newsletter - May 6, 2009 (Circulation: 30,000)

[Public Relations Strategist](#) - May 11, 2009 (Monthly Impressions: 16,285)

[Huffington Post](#) - May 11, 2009 (Monthly Impressions: 4,277,656)

Marketing to Women - May 15, 2009 (Circulation: N/A)

Public Relations Strategist - May 20, 2009 (Circulation: 20,198)

--Edited by January Green

*Michelle Lodge, Editor, NYWICI Now | Patricia Maloney, Content Director, NYWICI Now
Gloria Buono Daly, Managing Editor, NYWICI Now
Kendra Bracken, Dorothy Crenshaw and Gail Griffin, Co-Vice Presidents,
Integrated Marketing and Communications Committee*

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