



11.03

[ATTEND A CAREER-BOOSTING CONFERENCE](#) | [GIVE WITH GUSTO!](#) | [WELCOME, NYWICI'S A-ROD](#)

NEXT UP

Wednesday, 11.04, 10 a.m. to 2 p.m.

Women for Hire's Career Expo

Free resume critiquing, career-boosting seminars and more

- | Raleigh Mayer (How to Develop A Powerful Interview Presence)
- | Connie Thanasoulis (Running A Compelling Marketing and Social Media Campaign and How to Negotiate and Close the Offer)
- | Catherine Schueller (Does Your Wardrobe Work for You?)

Sheraton New York Hotel & Towers, 811 7th Avenue at 53rd Street

[Free! Learn more](#)



Saturday, 11.07, registration 8:45 a.m., all-day event

2009 Student Communications Career Conference

Join keynote speaker Mara Schiavocampo, left, digital correspondent, NBC Nightly News With Brian Williams, and more than 50 professionals for career advice and networking. The conference features 9 panels covering all areas of communications. Represented are AOL, Associated Press, Dow Jones, Essence, Fox News, Good Morning America, Hearst, The Knot, NY1 and The New York Times. (See the [Spotlight On Mara](#), below.)

Grand Hyatt New York, Park Avenue at Grand Central Terminal, 42nd Street

[Register Now](#) | [Watch video highlights of last year's conference](#)

SAVE THESE DATES

November NYWICI Night Out!

Monday, 11.16, 6 to 8 p.m.

Come make new friends and build your network. No agendas or speakers, the evening is a chance for members, their friends and guests to network and socialize.

City Winery, 155 Varick Street (between Spring and Vandam streets)

[Learn more and register](#)

NYWICI PULSE



Starting in January, the German fashion magazine Brigitte will no longer use professional models in its pages, but real women. What do you think?

* **Bad idea:** Fashion magazines are aspirational, and we all want to wear a size 2

* **Smart idea:** That synchs up with the growing demographic of women who are size 10 or larger

* **Yay!**

Vote on nywici.org

Past Polls

Results of the Shriver Report Poll

To last month's question about whether the gender battle in the workplaces is over:

- | 13% Yes, I feel like an equal
- | 50% No, we're underpaid and underpromoted



Tuesday, 12.01, 6 p.m.

Cocktails & Conversations: Decoding Digital

How to embrace the change and successfully navigate new media, featuring: Erin Byrne, above left, chief digital strategist, Burson-Marsteller; Erin Matts, below left, chief digital officer, OMD; and Kristine Welker, vice president, sales & marketing, Hearst Magazines Digital Media.

AOL, 770 Broadway at East 9th Street

[Register Now](#)



Monday, 04.19.10

Matrix Awards

Waldorf-Astoria Hotel

Brian Williams, anchor and managing editor, NBC Nightly News, will emcee this year's award luncheon.

Waldorf-Astoria Hotel, 50th Street and Park Avenue

[Register Now](#)

--Edited by Antonia Predovan

I 37% Not quite, we've got a ways to go

--Deirdre Wyet

9 NEED-TO-KNOWS

LOVE Mondays. Every Monday is now deemed Matrix Monday. At the week's start, you can find out new insider-only information relating to Matrix honorees, presenters, the emcee and more. Table Sponsors, register by Dec. 31, 2009 to take advantage of a 10% discount on all packages. [Click here](#) for the details!

TUNE IN to NYWICI's [YouTube](#) channel to catch up on events, and get social with us on [Facebook](#) and [LinkedIn](#)

SAVE money - and your smile - through NYWICI's partnership with American Dental. Read the [details here](#).

APPLY for a NYWICI Foundation scholarship. Applications are now posted. [Learn more](#).

SHARE your wisdom with a young communicator by becoming a [NYWICI mentor](#).

JOIN a NYWICI committee, meet your peers and help make great things happen. [Choose](#) from Integrated Marketing & Communications, Membership, Programming, Sponsorship, Student Affairs and Matrix Awards.

DONATE to the NYWICI Foundation with every Amazon.com purchase: 4% goes to NYWICI whenever you [use this link](#)



Spotlight On

MARA SCHIAVOCAMPO

She is a digital correspondent on NBC Nightly News With Brian Williams and the keynote speaker at [NYWICI Foundation's 2009 Student Communications Career Conference](#) on Saturday. Mara started out at an entry-level producing job at CBS and from there moved on to reporting at mtvU, MTV's college network. She eventually worked as a freelance journalist to focus on international stories. That work led her to NBC.

And why digital? "Necessity! I wanted to travel as a freelancer, but couldn't afford any help, so I had to do everything myself."

What gets Mara up in the morning? "Wild horses! I absolutely hate mornings. Seriously, though, the stories are what motivate me. When I'm working on something that really interests me, I can't wait to get to work."

Unforgettable assignment "I did a story on urban poverty in Jakarta, Indonesia, and profiled a family that lived in a landfill. Some of the homes were essentially holes carved into mountainous garbage heaps. I remember a 1-year-old boy there with an eye infection. It didn't look like anything serious, but I thought to myself, what happens to an infection like that when you live inside a trash heap? Will it ever get better? How much worse will it get? What kind of life lies ahead for him? I can still see him standing there surrounded by all of that trash. It was heartbreaking."

NYWICI connection "A member of NBC's PR team, Lauren Skowronski, asked if I'd be interested in speaking at the student conference. The thought of giving a speech was very unnerving. But after Lauren promised to provide the Xanax, I agreed."

City streets "Once when I was walking down a street in Harlem, I saw a little girl - clearly a new bike rider - fall off her bike and land on the pavement. Another passerby stopped and, without missing a beat, said, 'Get back on. Do it again.' It was one of those it-takes-

a-village moments."

After 5 "Nothing makes me happier than sitting on my couch with my husband, Tommie, surrounded by my animals (two dogs and a cat, all rescue mutts), flipping through catalogs. Throw in a blanket, and I'm in heaven."

Advice to journalists "Show initiative: Start a professional blog or a website, do video pieces on your own, anything. It doesn't matter if your audience is small (or nonexistent). The fact that you took the initiative will mean a lot to potential employers and set you apart from the pack."

Someone's gotta do it "This year I did a story for the Today Show on makeup at Fashion Week. I went to shows, spent time backstage and even scored a front-row seat. I was like, 'This is work?'"

--As told to [Michelle Lodge](#)

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

SEE and HEAR classical pianist Rosa Antonelli perform at 3 p.m., 11.22 at Lincoln Triangle Barnes & Noble. A portion of the proceeds from the sale of her CD "Esperanza" goes to the Foundation. [Click here](#) for details.

--Carmen Pichardo-Gonzalez

EXCLUSIVE NYWICI CREDIT CARD LAUNCH TO BENEFIT THE FOUNDATION

Joan Cear, president of the Foundation, announces a way for New York Women in Communications members and friends to support the Foundation's educational efforts and scholarship program-by signing up for and using [a no-fee NYWICI Foundation credit card](#) that gifts the Foundation.



- I \$50 goes to the Foundation the first time you use the card. Holiday shopping is perfect timing.
- I The bank will make ongoing contributions of 0.3% based on your retail purchases.

Here are highlights of cardholder benefits:

- I No annual fee
- I Your choice of card designs in classic NYWICI colors that feature the Foundation logo
- I Introductory annual percentage rate (APR) of 0% for the first six months and 11.15% thereafter
- I Earn up to 15 points per dollar at select merchants to be redeemed for travel vouchers, merchandise, event tickets and even account credits

You can help students - future industry stars and members - at no cost to you!

[Apply now - it's simple.](#)

Joan says she is planning to give her annual donation to the Foundation using her card and to use it for holiday shopping. Foundation board member Jeanne Byington will use it to buy business supplies for her business. Nancie Steinberg will track restaurant expenses and other members plan to charge, cable TV or E-ZPass bills to the new card.

--Jeanne-Marie Byington

Job of the Month

Title Director, Digital Outreach & Advocacy, New York City

Company Walmart Stores, Inc

Level Mid-career (director level)

Description She/he is responsible to advance and lead the development, implementation and growth of Walmart's Internet-based advocacy and outreach program She/he reports to the senior director of corporate affairs, advocacy & outreach, and works closely with cross-functional teams, particularly the senior director of web and technology, and external suppliers to conceptualize and launch offerings that support advocacy objectives.

Requirements Competitive candidates will have at least 10 years of overall experience and significant demonstrated success using current and future generation viral marketing through Twitter, YouTube, etc.

To apply Contact Sharon McCone, senior management recruiter for Walmart Stores Inc at Sharon.McCone@walmart.com or (202) 213-2197.

--Rachel Buttne

Correx

In last month's Spotlight On Joanne Sephine, Joanne was erroneously referred to as co-chair of the Sponsorship Committee. She is the committee's vice president.

Welcome Back, Alexis Rodriguez!

(And, yes, she responds to A-Rod, the nickname she shares with the Yankees slugger.)

Alexis is the executive director of global communications for Bobbi Brown Cosmetics, responsible for overseeing public relations in North America on behalf of Bobbi Brown, the person and brand.

She re-joined NYWICI in April 2009.

And that's because "It's the only network of female communications professionals in New York. I find it empowering to be part of a group that connects me to so many other women I relate to professionally. This organization is full of women who inspire me to reach my greatest potential."

--R.B.

And Finally...



[Abortion Tell-All: Irene Vilar](#)

[Carl Jung's Red Book: Dialogues at the Rubin](#)



[CNN's Soledad O'Brien on Latinos in America](#)

[Forget the Happy Face: Barbara Ehrenreich](#)

[Dress for Success, Sonia Sotomayor!](#)

[Giving Beast](#)

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](#)

[Ladies, Remember These 30 Senators!](#)

[Macy's Thanksgiving Day Parade Debuts New Route](#)

[No Pumps on Campus, Young Men](#)



[Watch Joan Baez: How Sweet the Sound](#)

--Edited by Alison Stockley

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

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.

Copyright 2009, New York Women in Communications. All rights reserved. | [Contact us](#) for more information
[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to websitecommittee@nywici.org by websitecommittee@nywici.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

New York Women in Communications | 355 Lexington Ave, 15th Floor | New York | NY | 10017