

RENEW MEMBERSHIP TILL MIDNIGHT FOR \$80 | TONIGHT'S EVENT | SEE NYWICI.ORG REDO



## NEXT UP

### \*TONIGHT\*

**Tuesday, 09.08, 6 to 8 p.m.**  
**Fashion Statement**

Moderated by Style Editor, NBC's Today Show, **Bobbie Thomas**, top left. On the panel are Glamour's Executive Fashion Editor-at-Large **Suze Yalof Schwartz**, branding expert **Nancy Berger**, left, founder of the Grace Group, celebrity makeup artist **Eve Pearl** and **Amy Odell**, editor of New York's The Cut fashion blog, on how dressing for success makes you a better communicator. Sony Wonder Technology Lab High Definition Theater, 550 Madison Avenue at 56th Street.

**SOLD OUT!**



**Wednesday, 09.16, 6 to 8 p.m.**  
**A Celebration of Passion**

Cocktails, 6 p.m.; program, 7 p.m. With Argentine pianist **Rosa Antonelli**, left, hosted by **Pamela Fiori**, editor-in-chief, Town & Country. Benefit for NYWICI scholarship program; Steinway Hall, 109 West 57th between 6th and 7th avenues.

**Register!**

**Saturday, 11.07**  
**Communications Career Conference**

More than 40 communications professionals will share their insider's view of careers. Grand Hyatt New York, Park Avenue at Grand Central Terminal.

**Learn more and see video highlights of last year's conference!**

**SAVE THE DATE for upcoming events**

## NYWICI PULSE



**Janet Napolitano**, above, the secretary of the Department of Homeland Security, has commissioned a review of the color-coded terror-alert system to determine its fate. What do you suggest?

- \* Scrap it
- \* Keep it as is
- \* Improve it

Vote on [nywici.org](http://nywici.org)

### Past Polls

**Voicing Health-Care Concerns** To the question on [www.nywici.org](http://www.nywici.org), How do you feel about the health-care debate?, here's how you responded:

- \*86% I want a public option
- \*8% I'm fine with things as they are
- \*5% I think the insurance companies should figure out a solution

**Bugged by Bullies?** In the June issue, NYWICI Now asked you to respond to the question: Have you ever been bullied or seen another woman being bullied in the workplace by a woman, man, both or neither? The breakdown was as follows:

- \*38% Both

**Tuesday, 12.01**  
**All-Digital Panel.** How to Embrace  
the Change and Successfully Navigate  
New Media  
[Learn more](#)

**Monday, 04.19.2010**  
**Matrix Awards**  
Waldorf-Astoria Hotel, 50th Street and  
Park Avenue  
[Learn more](#)

--Edited by Michele Hush



## Spotlight On

### GAIL GRIFFIN KENDRA BRACKEN- FERGUSON

You've heard of the IMC Committee, right? If not, here's a glimpse of this all-important NYWICI group with three co-VPs--Gail Griffin, left, Kendra Bracken-Ferguson, right, and Dorothy Crenshaw. Below, Gail and Kendra tell you about the IMC, a bit about themselves and how NYWICI fits into their lives. And Dorothy? NYWICI Now profiled her in the [January 2008 edition](#).

**So what the heck is the IMC?** "IMC stands for Integrated Marketing and Communications," explains Gail. "We oversee editorial, public relations and branding efforts for NYWICI, such as this monthly online newsletter, NYWICI Now, the print newsletter CONNECT and nywici.org. We're marketers, journalists, public-relations mavens, digital experts, web developers, creative types and more--and most of our committee members are many of those things simultaneously. This year our editorial goals include developing a stable of bloggers from among our members, to keep our redesigned website fresher, more topical and useful, and to continue to drive excellent media coverage for our events and the organization. We also want to keep enhancing our social media channels and to improve online networking for members.

"As for the corporate-sounding name...once you get used to it, it trips easily off the tongue!"

**In Kendra's day job, she is** "the director of digital media for Polo Ralph Lauren, where I 'play' in social

\*32% Woman  
\*23% Neither  
\*6% Man

--Carmen Pichardo-Gonzalez

## 8 NEED-TO-KNOWS

**ACT TODAY** to renew your NYWICI membership at the special [\\$80 rate](#). The offer expires at midnight.

**SCORE** a NYWICI discount to More's [Reinvention Convention](#) in October with the code MORFRND.

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

**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.

**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](#).

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

**NETWORK** with colleagues and peers when Tuesday meet-ups at Citicorp Center resume September 15, 10 to 11:30 a.m. East 53rd Street between Lexington and Third avenues.

**HOBNOB** with major authors at this month's [Writer's Digest Conference](#)--and save with a NYWICI discount.

--M.H.

## 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

media, driving the digital communications strategy and launching social media campaigns across all brands. After hours, I'm an undercover blogger, switching between posting pictures of meals I've made, luxury bicycles and bike road trips."

**And Gail?** "I run the website for Barron's, the financial magazine published by Dow Jones since the 1920s that is a must-read for serious investors."

"I'm responsible for the site's business and product strategy, which charges for much of its content. It's a great job, because there's so much variety, both in terms of what I focus on and who I work with--everyone from journalists to web developers."

**Why Gail joined NYWICI** "I was recruited by Deirdre Wyeth, who was just finishing a term as VP of Communications. With the merging of the Communications and PR/Marketing committees, which became IMC, and the coming redesign of the website, Deirdre was looking for someone with a journalistic background, digital expertise and experience working with PR and marketing."

"At the time I was seven months pregnant with my second child and extremely busy. But I really wanted to help support other women in the industry--and Deirdre is so wonderful--that I couldn't say no. Now, of course, I'm hooked."

**Kendra has a similar story** "I found NYWICI through a Google search and joined to connect with other women in the communications industry. After a few months, Beth-Ellen Keyes scooped me up, so to speak, and asked me to be a host at the Matrix Awards. After that, I was a convert. Then, Linda Levi, a former VP of IMC, recruited and mentored me. The rest is history!"

**Gail's favorite NYWICI moment** "was typing www.nywici.org into my web browser a few weeks ago and seeing our brand-new, redesigned site finally live after a year of work!"

**Kendra remembers** "Matrix, this year and last, when I was part of the group that made it happen. I love the excitement, the teamwork and, of course, the event."

**Downtime for Gail** "Outside of work and NYWICI, my main focus is my kids: Benjamin, 4, and Mara, 1, and let's not forget about our dog, Cooper, a 7-year-old border collie/German shepherd mix."

**Kendra's words to live by** "It's a quote I read that seems relevant to NYWICI, especially now that women are switching careers and trying out fresh opportunities. 'Though no one can go back and make a brand-new start, anyone can start from now and make a brand-new ending.' "

**When the IMC plays** "We met up at MoMA in the spring for a very, very, very long lunch, and then art viewing," adds Gail. "In June, we pigged out at Katz's, the old

contributing, shoot us an email at [websitecommittee@nywici.org](mailto:websitecommittee@nywici.org)

## JOB OF THE MONTH

**Title** Director of Communications

**Company** The Early Years Institute

**Level** Mid Career

**Description** Long Island early-childhood organization seeks senior professional to develop strategic communications for the organization and its programs and manage all internal and external communications activities, including media, public-awareness campaigns and outreach, messaging, marketing, website technology and donor campaigns. Reporting directly to the CEO, this person is responsible for executing plans internally and with outside PR and web-development firms.

**Requirements** College grad, 10 years experience in communications/fundraising and use of web-based marketing technologies.

**To apply** Contact Peggy Falconer, director of operations, [pfalconer@earlyyearsinst.org](mailto:pfalconer@earlyyearsinst.org) or 516.304.5480

--Rachel Buttner

school deli on the Lower East Side. Some of us then soldiered on to an ancient bra store on Orchard Street: It has a communal dressing room and salesclerks who yell your cup size throughout the store. We were so uplifted by the experience, we're planning to head back in December. I can't wait!"

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

## How I Won a NYWICI Scholarship!

By Emily Freisher



I believe in setting goals. This year I achieved a big one: winning a NYWICI scholarship.

Now I'm focused on a longer-range plan, to be editor-in-chief of Seventeen some day, but more on that later. Here are the steps I took to securing the scholarship.

Two years ago I became aware of NYWICI when I received an invitation to the annual NYWICI Career Conference from fellow Temple University student Sammy Davis. It came at an opportune time, as I had just declared a major in magazine journalism and was soaking up all I could about communications. Then Tammy Tibbetts called and recounted her experience shadowing someone at The New York Times, a direct result of the conference, she said. I was sold.

The conference turned out to be eye-opening, and it motivated me to expand my horizons: I had one-on-ones that day with seasoned and successful professionals, including Lindsey Pollack, a Gen Y career expert, and Amy Helms, a human-resources rep at Hearst. Right away, I joined the Student Affairs Committee and went to as many events as possible. I even applied for the 2008 scholarship, which, unfortunately, I did not receive.

Rather than being discouraged, though, I was committed to making it the next time around. I continued writing for the school paper Temple News and scoured the Internet for freelance gigs. My search was successful. I spent the rest of the year interning at the fashion magazine Philadelphia Style. Then, the next year, while studying abroad in London, I landed an internship in the press office of a clothing company. Even though I was out of the country, I stayed focused on my goal: I requested letters of recommendation from my professors, coordinated all the moving parts with my parents and managed to deliver my completed application on time.

By late February, I moved to the next phase after I had a phone interview with Catherine Carlozzi, chair of the Foundation Board's scholarship committee. Next was a face-to-face meeting with eight NYWICI members, all at

the top of their fields, who asked about my experience and interests. The session was intense, but I loved every moment of it, because I was discussing my aspirations with women who cared.

It worked! A week later, I found out that I'd won. I nearly broke down in tears as it had been a year and a half in the making and was something I wanted so badly.

In April, at the Matrix Awards luncheon, I got closer to my bigger goal, I believe. I met Seventeen Editor-in-Chief Ann Shoket, pictured, above right, in polka dots, with me.

Emboldened by my recent success, I'd like to offer advice: Believe in yourself and go for whatever that "it" is for you. I did, and my dream came true.

-- As told to Alissa Pinck

## The Redesigned NYWICI Website Has Landed

Visit [www.nywici.org](http://www.nywici.org) now, and you'll find an all-new site that makes it much easier to find what you're looking for. Below, highlights:

- See the full calendar of upcoming events and register.
- Look for and post jobs and internships.
- Access our members-only directory to locate other members by name, area of expertise or organization.
- Read blogs by members, as well as interviews with our members and other high-profile women in communications.
- Watch video and view photos from our events.
- Read news about our members and post your own.
- Get info about member benefits.



--Gail Griffin



## 5 Questions for Jennifer Steinman

Director-producer-editor Jennifer Steinman, left, never considered herself a writer until she penned a screenplay. Motherland is Jennifer's documentary that chronicles the journey of six American mothers who, after their own children died, travel to South Africa to care for HIV/AIDS orphans. Contributor Kirsten Dolle questions Jennifer on how she uses digital platforms to tell the story and make her filmmaking mark [in this interview](#).

## Welcome, Anne Edgar!

**She is** Anne Edgar, right, principal and owner of Anne Edgar Associates, a media-relations firm specializing in museums, visual arts and cultural nonprofits.



"I've publicized more exhibitions than I can remember over the last 20 years: of Impressionist and Inuit art, princely collections, Korean textiles, antique jewelry, paintings by Norman Rockwell, the world's only hand-written Bible, cartoons from the Beetle Bailey comic strip and more."

**Member since** August 2009

**Why did you join NYWICI?** "My friend Michelle Lodge has been hounding me for years to sign up. Then she took me to the fashion event with Candace Bushnell at Diane von Furstenberg's this year. Recently, Michelle nudged again, and here I am!"

--R.B.

## And Finally...



[Barbara Ehrenreich writes about U.S. poverty](#)



[Diane in charge](#)

[Folk Art Museum: September 11 Tribute Quilt](#)

On Cronkite

--[About his wife, Betsy](#)

--[Public memorial service, September 9](#)

[Most trusted boy in America](#)

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[Women soldiers fighting and fitting in](#)

**NYWICI in the news**

[NYWICI Prez Denise Warren: Bulldog reporter](#)

[Ladies Who Laugh: The New York Times](#)

[Events: NBCNewYork.com](#)

[New York Social Diary](#)

*--Edited by Kristen Dolle*

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**Patricia Maloney**, Content Director  
**Kendra Bracken, Dorothy Crenshaw and Gail Griffin**, Co-Vice Presidents,  
Integrated Marketing and 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.

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