



04.08

[SPOTLIGHT ON MEREDITH VIEIRA](#) | [HIRE A NYWICI MEMBER](#) | [BIZ ADVICE AT THE NYPL](#)



NEXT UP

TUESDAYS IN APRIL

10 to 11:30 a.m., Coffee, Conversations and Connections: Networking at the Citicorp Building, Lexington between 53rd and 54th streets. Enter at 53rd Street between Lexington and Third avenues, head to the atrium, and look for the New York Women's Media Council sign. **Free. No registration needed.**



Thursday, April 16, noon to 2 p.m., Business and Career Resources. Members-only event, at the New York Public Library's Science Industry and Business Library (SIBL), 188 Madison Avenue at 34th Street (see *All About Jobs*, below). **Free - but please register!**



THE BIG EVENT! Monday, April 27, Matrix Luncheon, with emcee Meredith Vieira (see *Spotlight On*, below), co-anchor of NBC's Today Show. Among the Matrix winners are: **Campbell Brown, left top, CNN anchor, No Bias, No Bull; **Dany Levy**, left middle, founder and editorial director, DailyCandy.com; **Linda Wells**, left bottom, editor-in-chief, Allure; hosted by Seventeen. Waldorf-Astoria, Park Avenue at 50th Street. **Register!****

Tuesday, May 5, 6 to 8 p.m., Deal With It: Communicating in a Crisis. Join us as we discuss how to navigate a company out of a crippling scenario. Panelists include: Erin Byrne, chief digital strategist, Burson-Marsteller, New York; Cindy Leggett-Flynn, partner, Brunswick Group LLC; Davia Temin, president, Temin & Company. Burson-Marsteller, 230 Park Avenue South, entrance on 19th Street. **Register!**

NYWICI PULSE



THE ROYAL HUG

First Lady Michelle Obama reportedly breached centuries-old protocol last week when she wrapped her arm around Queen Elizabeth, above. The situation begs the question:

Does Her Royal Highness need a hug?

- * Yes
 - * No
 - * Yes, but only from the First Lady or Prince Phillip
- [Vote on nywici.org.](#)

Last month's poll

The well-being of military and working families is a top priority of the First Lady. But we wanted to know what else you would like her to use the bully pulpit for. Your answers:

- * 41% advocate for effective, affordable education for all
- * 30% pay equity for women
- * 9% healthy lunches for public school children
- * 8% initiatives dealing with bias, such as gender and race
- * 3% programs addressing sex



Spotlight On

MEREDITH VIEIRA

She is co-anchor of NBC's Today Show, host of Who Wants to Be a Millionaire and emcee of the [2009 Matrix Awards](#) luncheon (see details above in *Next Up*).

Back Story Seven-time Emmy winner, whose previous stints include moderator on The View, chief correspondent for Turning Point and correspondent for the TV newsmagazines West 57th and 60 Minutes.

A *vieira* is "The word means scallop in Portuguese, which makes sense because my ancestors were from a fishing culture, from the Azores."

Biggest break "It came during my senior year at Tufts University (Jackson College). I was the narrator for an exercise in a noncredit broadcasting course. The GM of CBS's all-news radio station WEEI came to critique our work. Listening to our report, the GM asked, 'Whose voice was that?' I was sure I'd screwed up. But he told me I had a future and hired me as an intern."

Her littlest break was "My baby toe on my right foot. I was in platform shoes and I twisted it in a way."

When that break happened, she was working? "Yes, I was a hooker. Michelle, you little devil, you knew."

Mistaken identity "When I was hired in the late '70s at New York's Channel 2, I found out later that something sneaky had happened in connection with my hiring. At the time, there was a quota system in place and I had been listed as an Hispanic. If anyone had asked me to speak Spanish, I would have been in trouble."

Most memorable interview "While at West 57th in the early '80s, I met a six-year-old boy who charmed me with his manners (he opened the door for me and asked me my astrological sign) and whose story haunted me. This beautiful blond boy who lived

crimes

If you voted for education, you were right on target. As a product of Chicago schools, who later graduated from Princeton and Harvard, Mrs. Obama has benefited from a solid education.

In February at a meeting of the Department of Education, the First Lady said: "I wouldn't be here if it weren't for the public schools that nurtured me and helped me along. And I am committed, as well as my husband, to ensuring that more kids like us and kids around this country, regardless of their race, their income, their status, the property values in their neighborhood, get access to an outstanding education."

--Carmen Pichardo-Gonzalez

80 WAYS TO TRIUMPH IN THESE TIMES

To celebrate New York Women in Communications' 80th anniversary, we're asking you to send your best tips by April 18 for coming out ahead during these dodgy days. Our goal is to come up with 80 stellar tips, which will be compiled into a career guide for you.

Please submit your suggestions by filling out a form available at any event or through the following website: <http://nywici1.blogspot.com>

Among the categories are: thriving in your life and at your job; saving money; networking; managing workload; developing freelance work; self-promotion; job-search resources; switching careers; going back to school and tips

on the south-side of Chicago had a saying, 'I don't look for trouble, trouble comes to me,' and, sadly, he was right.

"His mother was strung out on drugs, his father had left the family. He was basically an adult at so young an age. His favorite food was fish sticks. He often talked to and about himself in the third person and when he was upset, he'd say to himself, 'Down, down, down, poor Anthony.'"

"When I was finishing up the assignment in Chicago, I told him to call me collect if he ever wanted to talk. And he did, daily, for a while. It got so everyone at CBS recognized his voice. As it turned out, I learned a lot from him about resilience and dealing with challenges. He had a spirit that matched his adversity."

Offbeat "I'm just a silly experience waiting to happen. And it's on video, it's there forever! Today, Martha Stewart was on the show explaining how to ice a cake. She told me to touch the cake, so I placed my full hand on it. 'Not that much!' she admonished me on live TV."

Primed for a life in broadcasting/news? "I never would have thought that I'd end up in this field. I wanted to be an actress, but I didn't want to wait tables! In fact, I didn't have the talent for it.

"But when I think back, there were some things: As a little girl, one brother and I had a newspaper, for which we created a fictional character who was always running for president. So in each issue, we ran an interview with this presidential hopeful. And my father's father, Antonio Vieira, had been a journalist in New Bedford, Massachusetts. Plus, in college, I was a Renaissance person: I got my feet wet in all areas. I love to know a little about a lot, and apparently I do. That's a good trait for a journalist."

Favorite joke "Knock. Knock. Who's there? Dwayne. Dwayne who? Dwayne the tub, I'm ddowning. It's dumb, but I think I repeat it just to annoy my husband."

Her hardest act to follow is "my mom, Mary Elsie. She was a phenomenal mother. She always listened, she was fun (she let me hang my legs out the station wagon window, back when that was allowed), she was strict without your knowing she was strict, and she always gave me a sense that there's even more to aspire

for students.

--Allison Van Houten

HOW I DID WELL BY DOING GOOD



*Carmen Pichardo-Gonzalez
Assistant Manager, New Jersey
Citizen Action Tax Center*

I've always believed in helping others. During tax season this year and last, I had the chance to do just that and got so much more back in return.

I volunteered as a tax preparer for the New Jersey Citizen Action Tax Center, while being a stay-at-home mom with my toddler and five-year-old. Filing tax returns is a skill I taught myself after participating in a certificate program for nonprofit management at Rutgers University in Newark. The tax center offers free tax preparation to families, single moms, married couples, college students and undocumented individuals earning less than \$42,000 annually. I also assist with community outreach and promote the services to the Hispanic community.

Since I was born and raised in the Dominican Republic, my language skills made me a natural to give back to the Spanish-speaking community in and around Newark, not far from where I live with my husband and girls. The job has enabled me to connect with families who are struggling

to. One of my best memories was playing jacks with my mom on the linoleum floor in the kitchen. She never let me win, which I liked. Although, really, she could have let me win once in a while!"

...and apple pie "My mom was a great cook. She made Boston baked beans every Saturday. And on my birthday, my favorite meal--London broil with peas and mashed potatoes and chocolate cake with vanilla icing. But her best dish was apple pie, Mary Elsie's apple pie."

If Meredith weren't on TV, she would "do something with kids. I did pediatric clowning--working as a clown doctor--a few years ago for the Big Apple Circus. I loved bringing joy to the kids and their families."

No secrets "My problem is I don't keep enough secrets. I pretty much tell everything. I'm looking to shut my mouth."

Mantra "I heard one I liked on my recent trip to Ireland. The doors in Dublin are painted different colors. A woman I met there said that her mother used to say, 'When times are tough, paint the door.' That's my new motto."

Her proudest moment is "Getting through this interview!"

--As told to Michelle Lodge

1, 2, 3. Biz Advice for Free

Struggling to write a good business plan? Need financing for your start-up? Wishing you had better sources for that article you're writing? Then don't miss the special seminar on Thursday, April 16 (noon to 2 p.m.) for members only at the New York Public Library's Science Industry and Business Library (SIBL). Librarian Madeleine Cohen will show you how to solve those problems and a whole lot more--for free. Some examples:

Q. Can SIBL help me find a new job?

A. Yes. At SIBL, you can learn how to research careers and employers, explore job databases and access a wide variety of job search resources--and, in many cases, from your home computer.

financially in these touch-and-go times, in which every penny counts, especially for those who are vulnerable to scams because of their age, disability or language limitations.

One of the true challenges--and the part of the job I enjoy the most--is determining a client's filing status. I start out by interviewing each client: Some who are legally married assume they are divorced just because they have been separated for many years, while others who live together mistakenly think they are married because they have raised a family together. Another situation that comes up often is of young adults who have run away from home and want to file their own returns, even though their parents are claiming them as dependents.

I also love meeting the clients, with lives so different from my own. Among them are a family of four surviving on a \$20,000 income, an individual scraping by on a \$12,000 taxable pension and another client eking by with three part-time jobs.

One client I'll never forget is a man in his early 40s who had just been released from prison after completing a 20-year sentence. This courageous man was rebuilding his life by working part-time in a grocery store and filing a tax return for the first time. He seemed nervous and kept apologizing to me, even though he wasn't doing anything wrong. In fact, he was now trying to do everything right.

Being involved in this program is an about-face from my previous career, as a news writer producer at NBC Universal/Telemundo's newsroom and as a production

Q. How can SIBL help me start a new business or expand one?

A. At SIBL's Small Business Resource Center, representatives from SCORE (a national nonprofit group that works with the Small Business Administration) are on-site and ready to provide free in-depth counseling and training for small business owners and start-ups. The center also offers access to industry and company databases, information on financing sources, a basic start-up manual, an array of seminars, videos and podcasts, and even rooms for private business meetings. And SIBL offers some rooms at no charge.

Q. Can the library help me become a Certified Minority- or Woman-Owned Business?

A. Once again the answer is yes. The Small Business Resource Center offers everything from applications to expert advice on how to obtain New York State certification, which can help minority- and women-owned businesses gain access to low-cost capital, exposure to potential clients and guidance on opportunities with state and federal agencies.

The New York Public Library's SIBL and Small Business Resource Center are located at 188 Madison Avenue at 34th Street. The April seminar is a members-only benefit created by the Membership Committee.

--Michele Hush

Welcome Back, Gloria Buono Daly!

She is a print and online marketing consultant, specializing in all aspects of campaign management, SEM (search engine marketing) and SEO (search engine optimization), including SEO blogging. Her clients include worldpress.org, annharringtonjewelry.com, and princeproperties.com. She also designs banner ads for websites, writes copy and analysis.

Member from 1992 to 1993, rejoined in January. "I was working 12- to 14-hour days on Long Island at Windows Magazine and didn't have much time for anything else."



coordinator for Univision Radio in which I met the hottest Latin stars.

My experience at the tax center is really closer to some of the other projects I've done that involve advancing the Latino community. For instance, I did public relations for a fundraiser concert called Latin American Women Against Domestic Violence in New York: I promoted the visit of the Dominican Republic's president at the Hunts Point's Food Distribution Center in the Bronx, and for MTV Networks, I translated the script for an educational piece called Young Latinos Going to College.

Working as a tax preparer for this nonprofit agency has taught me many things that will serve me in my next chosen career-- TV producer. It's honed my interviewing skills and my ability to decipher the truth with objectivity and compassion; it's presented me daily with new stories that offer complicated situations that I must reduce to paper, a narrative, so to speak.

But at the end of this assignment, which wraps up on tax day, April 15, I'll finish with something special that neither money nor education nor career successes can buy: I'll be proud of the fact and know that I've done well by doing good.

--As told to Alissa Pinck

To submit your story, send an email with NYWICI Now in the subject line to apinck@gmail.com.

HIRE A NYWICI MEMBER

Even in today's economy, many

Why she rejoined "Through LinkedIn.com, I eventually made contact with NYWICI Executive Director Maria Ungaro, who suggested I rejoin the organization, especially the programming committee. Since I became a member again, one great thing has happened. I partnered with a woman at the Tuesdays in February networking event at the Citicorp Building and we collaborated on a song: I wrote the lyrics, my collaborator, Amy Baer, composed the music. In early March, we submitted the demo recording (music with piano and cello with Amy's beautiful voice) for registration of our copyright to the Library of Congress."

--Rachel Buttner

Review member benefits at nywici.org.

"Women Are . . . Running the World."

Mary Wells, an advertising legend and online mogul, knows women's strengths. In an interview with NYWICI's Kristen Dolle, Mary talks about everything from women's new roles in business to the thrill of traveling the world. Don't miss out on the dynamic delight that is Mary Wells--[read the full interview now](#).

And finally...

April 15, pay up!
www.irs.gov

In case you missed these stories and sites
[The New York Times: Who Will Champion Abortion Rights?](#)

Feed Your Neighbors: [Westside Campaign Against Hunger](#)

[The Economist: Let Michelle Be Michelle](#)

In New York City: [1 Million Trees!](#)

[The Economist: New BFFs? Magazines and Technology](#)

[Online Drafting Pencil Museum](#)

[Time: The Oracle That Is Arianna](#)

companies are still thriving and hiring. If yours is one of them, start your recruitment search with New York Women in Communications.

NYWICI's nearly 1,200 members include writers, artists, corporate communicators, press experts, sales leaders, marketers, coaches, illustrators, photographers, multimedia masters and more. They offer every level of experience from beginner to senior management and work in fields including book, newspaper and magazine publishing, advertising, new media, public relations, graphic design, film, radio and television. And they are serious about their careers--after all, they're members of NYWICI.

Members can post open positions in NYWICI's jobs bulletin for free, while non-members pay just \$50 per position. For details or to place an ad, visit the Jobs Bulletin at NYWICI.org.

--Michele Hush

JOB OF THE MONTH

Title Senior Manager, Public Relations for Time, Fortune, Money and CNNMoney.com
Company Time Inc.

Level Senior

Description Assist with communications and PR for the Time, Fortune, Money and CNNMoney.com brands
Requirements Extremely organized/efficient, multi-tasker, strong communications/writing skills

To apply Send cover Visit www.timewarner.com/corp/career
Requisition #111582BR

For more job listings, go to nywici.org.

Twitter : 4 More Things

--Rachel Buttner

[World's First Twitter Opera](#)

[Not the Panacea](#)

[Tools](#)

[Water Me!](#)

Documentaries by women



Begging Naked, Karen Gehres' work about the life of a female stripper as Times Square is being transformed from porn center to a theme-park venue. Karen, left, www.beggingnaked.com



Vito After, about the post-9/11 life of a NYPD detective, brother-in-law of filmmaker, Maria Pusateri, left, www.vitoafter.com

Matrix '09 in the news

The NYWICI Integrated Marketing and Communications Committee continues to generate buzz for Matrix. To date, the event has been covered in more than 233 outlets, yielding some 70 million media impressions. Below, recent highlights.

[USA Today](#)

[Playbill](#)

[Jack O'Dwyer's Newsletter](#)

*Michelle Lodge, Editor, NYWICI Now | Patricia Maloney, Content Director
Dorothy Crenshaw, Gail Griffin and Linda Levi, Co-Vice Presidents,
Integrated Marketing and Communications Committee
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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