



12.01

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## NEXT UP

**\*\*TONIGHT - SOLD OUT!\*\***

Tuesday, 12.01, 6 p.m.

**Cocktails & Conversations: Decoding Digital**

How to embrace the change and successfully navigate new media, featuring Erin Byrne, left, chief digital strategist, Burson-Marsteller; Erin Matts, profiled below in Spotlight On, chief digital officer, OMD; Kristine Welker, vice president, sales & marketing, Hearst Magazines Digital Media; Dina Kaplan, chief operations officer, blip.tv; and moderator Dorian Benkoil, co-founder and senior vice president, Teeming Media. AOL, 770 Broadway at 9th Street (entrance on 9th)

Monday, 12.14, 6:30 to 8:30 p.m.

**NYWICI/NYWIFT Holiday Night Out**

Enjoy conversation and friendship with smart, successful women; guests welcome. Free; registration required. Cash bar. Whaler Bar, Jolly Hotel, 22 East 38th Street (between Park and Madison Avenues)

[Register Now](#)

Monday, 04.19.10

**Matrix Awards**

Brian Williams, anchor and managing editor, NBC Nightly News, will emcee this year's award luncheon, with honorees who include Gayle King, editor-at-large, O, The Oprah Magazine and *Barefoot Contessa's* Ina Garten, left.

Waldorf Astoria Hotel, 50th Street and Park Avenue

[Register Now](#)



--Edited by Antonia Predovan

## NYWICI PULSE



During the first hours of the Fort Hood violence, texts sent by people on base proved later to be wildly inaccurate.

The question: When you hear the term citizen journalist, which do you think?

- \* It's the wave of the future
- \* Amateur. I prefer news from an experienced professional
- \* I got laid off from the newsroom and now someone is doing my job for free

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

The Everywoman Cover Girl Poll

To last month's question about the German magazine Brigitte using real women as models for its January issue, here's how you voted:

- I 4% **Bad idea:** Fashion magazines are aspirational, and we all want to wear a size 2
- I 48% **Smart idea:** That syncs up with the growing

## Spotlight On

### ERIN MATTS



She is the chief digital officer of OMD, a digital core of the agency, with more than 200 employees, focusing on digital intelligence, strategy, search and cross-platform

partnerships.

**Went digital when** "Like a lot of my colleagues, I joined a start-up in the early '00s (it seemed like a good idea at the time). I was part of a group who learned to do everything while there. Want something faxed? Do it yourself. Need to find the cheapest corporate tax software? Look it up. Window shade fell down? Guess who's repairing it. It was a job for curious people who enjoyed learning about all aspects of the ad business by getting knee-deep into it -- sink or swim."

**Plusses of digital** "If you understand the accountability the digital world yields, you elevate your analytics. Whoever can manage and use the data effectively has the most strategic advantage over any competitor."

**And for a woman** "Professionally, you can certainly get by without digital skills, but you'll be doing just that: getting by."

**Digital at rest** "I've picked up knitting. There's something so satisfying about taking a misshapen ball of yarn and making it into something . . . and not just any old something, but a useful object like a hat or scarf. I've also discovered a micro social network for knitters and crocheters -- [Ravelry](#). It's awesome."

**Why the name Erin?** "It was a last-minute choice by Dad who didn't agree with the name Heather, and it's a nod to my quarter-Irish heritage."

**Latest guilty pleasure** "I just became a member of Costco. I have a household of two, yet I still manage to spend an exorbitant amount EVERY WEEK. Who doesn't buy their dishwashing soap by the kilo?"

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

demographic of women who are size 10 or larger  
I 48% Yay!

--Deirdre Wyet

## 8 NEED-TO-KNOWS

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

**BESTOW** the gift of career development -- a voucher to a NYWICI event or a NYWICI membership. [Find out more](#).

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

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

**ADORE** Mondays, now Matri Mondays. 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](#).

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



**no-fee NYWICI Credit Card**, and the NYWICI Foundation gets \$50. Buy more, and a percentage of your purchase

## How I Did It: Started a nonprofit while in high school

By Elizabeth Stoltz



Three years ago, I learned about Plumpy'nut, a high-energy peanut-based paste that can reverse malnutrition in just two to four weeks and is used in places where chronic hunger reaches crisis proportions. I was disheartened to learn about the tragic effects of childhood malnutrition. And I was stunned that such an easy solution existed, yet was not widely known. I knew I wanted to be part of the solution.

After spending a week researching ways to raise money and awareness for Plumpy'nut, I decided on a 5K-walk fundraiser in my hometown of York, Pa. I emailed nonprofits that were using Plumpy'nut in their therapeutic feeding programs. After receiving an enthusiastic response from Concern Worldwide US, I designated that organization the recipient of the funds raised by the first Walk for Plumpy'nut.

I soon realized that staging a walk was not a one-woman job. I recruited peers and adults, and we worked together to raise \$5,000, enough to impact the lives of more than 350 children in Ethiopia, the country for which we had earmarked the funds.

Inspired by the walk's success, I recognized the potential to make the walk even bigger. As a result, I founded Food for Thought, a charitable 501(c)(3) organization, in March 2008. With the help of a lawyer who worked pro bono, I set up the nonprofit.

Food for Thought was on a roll. It raised \$7,000 at the second Walk for Plumpy'nut in October 2008, then hosted a book drive for the York Literary Council, in which we collected more than 1,000 books for such organizations as the Ronald McDonald House and Olivia's House, which offers emotional support to grieving children in York County, and in April our nonprofit coordinated a Global Concerns Student Workshop, which brought together 40 high school students to brainstorm solutions to the global food crisis.

Although the majority of our board members left for college this fall (I am now a freshman at Ithaca College, majoring in integrated marketing communications), we are each committed to the nonprofit's long-term success. The 3rd annual Walk for Plumpy'nut took place in October. With the \$4,400 we raised this year, we have donated to Concern Worldwide US more than \$15,000 -- enough to improve the lives of 1,000 Ethiopian children.

Food for Thought remains committed to expanding in high school and college chapters across the country. Our first chapter, based in York, is launching a drive to collect food for students whose families are struggling financially.

This past summer, I worked in Ethiopia teaching English [that's me, above, in Africa] and visited HIV/AIDS patients. I look forward to returning there for many years to come and expanding on the work of Food for Thought.

My nonprofit work has compelled me to reevaluate goals. I now want to use my background in communications to create advocacy and communications campaigns for nonprofit organizations. I'm extremely interested in integrating communications with social change and human rights.

Through my research, I knew that Plumpy'nut was capable of saving lives, but I never realized how much being part of something that serves the greater good would also change mine.

*Elizabeth is a 2009 NYWICI Scholarship winner.*

*--As told to Alissa Pinck*



## Thank You, Gracias, Merci, Danke.....

Today is a day of gratitude, and so is every other day thereafter.

That's because Dec. 1 marks the opening of [NYWICI's Gratitude Wall](#), which is a way to donate to the NYWICI Foundation, which funds scholarships, mentoring and other initiatives.

To get started, go to <http://www.nywici.org/thanks> and click on the donation box. There's a \$10 minimum required (oh, yes, you can donate more. No problem. Plus all donations are tax-deductible). Then thank your mentor. Thank your boss, your employees, your clients. You can enter your honoree's email address, and he or she will receive an email notification of the posting. Each posting will also go out on Twitter (follow [nywicigratitude](#)) and be posted on the Facebook fan page [NYWICI Gratitude Wall](#).

goes to the Foundation to help fund scholarships and other educational initiatives. [Read more.](#)

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.

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

### Job of the Month

**Title** Senior Editor

**Company** thestreet.com, a digital financial media compan

**Level** Mid-career

**Requirements** Extensive knowledge of the computer, software, Internet, telecommunications and personal technology sectors and experience as both a reporter and editor. The ability to work in a real-time Internet based news environment as well as deliver in-depth reporting and analysis are both expected.

**To apply** Contact Katharine Bernhart at [resumes@thestreet.com](mailto:resumes@thestreet.com).

*--Rachel Buttne*

### 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.](#)

"The Gratitude Wall is a great way to express your appreciation using digital communications that is in keeping with the way we stay in touch today," said Joan Cear, president of New York Women in Communications Foundation. "Much more than just an electronic thank you note, we hope the wall will become a reflection of the core values of our organization -- communications, sharing and support of others -- as well as an important fundraising tool for the Foundation."

By all means, take a look at [the wall](#), where you'll undoubtedly find people you know. Once there, chances are, you'll think of other thank-worthy people who deserve to be there, too.

--DW

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## Members Hire Members

...and post job ads for free on nywici.org

Are you looking to hire? Then look no further than the women in NYWICI.

NYWICI's 1,200 members include writers, artists, corporate communicators, publicists, sales leaders, marketers, coaches, illustrators, photographers, social media experts and more at all career levels.

By considering NYWICI members first, you are not only supporting your fellow members, but also dipping into one of the best HR resources around. Submit gratis your openings or internships with [one click on our website](#).

--Tekla Symanaski



## Welcome, Alison Stockley!

Alison is looking for a position that combines her experience in education and public relations (PR). Her PR clients have included arts organizations, law firms and real estate companies. Last year she moved from Miami, where she was public relations manager at the Historical Museum of Southern Florida. More recently, Alison completed her ESL (English as a Second Language) certification. "I'd like to split my time teaching and continue to take on clients with arts and literacy

initiatives."

She joined NYWICI in June 2009, after Night of the Coaches. "That evening I met so many wonderful women while gleaning from the roundtable discussions. It felt more like joining a supportive family, rather than just another professional organization.

"Being new to New York, I was looking to connect with other women in the industry. So the day that I Googled the organization and saw that there was an event scheduled that same night, it felt like fate. And judging from the great friendships and professional contacts I've made in just six short months, it was."

New York or Miami? "While Miami is another launching pad for many, it has its limits, and, therefore, is less inspiring. It's a microcosm of New York. My rationale for relocating to NYC was, 'Why have just a slice when you can have the whole pie?' "

*In October Alison joined the Integrated Marketing and Communications (IMC) Committee. She now edits the And finally...column for this newsletter, which is under the purview of the IMC Committee.*

--R.B.

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## And Finally...



[A Woman's Wit: Jane Austen, left, at the Morgan](#)

[And the Oxford Word of the Year is... unfriend](#)

[Are You Smarter Than a Pig?](#)

[Center for Communication](#)

[Fired Up, Ready to Go: Edith Childs](#)



[Katha Pollitt, left, on Why the Healthcare Bill Fails Women](#)

[Look at Me Looking at This](#)

[Mashable: The Social Media Guide](#)

[Murdoch Sounds Off](#)

[MoMA: Women and the Bauhaus](#)

[Print Advertising Goes 3-D](#)

[Soft Scripts Aren't All Women Write](#)

[The Purpose-Driven Wife: Aline Saarinen](#)

### NYWICI in the News

Media coverage for the recent Student Communications Career Conference, with keynote speaker Sarah Haines of NBC's *Today*, included placements on NBCNewYork.com, NYDailyNews.com and Reuters. In addition, Mara Schiavocampo of *NBC Nightly News* hosted a teleconference prior to the event, in which she offered tips for achieving a dream communications career. Listen to its recording at [www.nywici.org/students/career-conference](http://www.nywici.org/students/career-conference).

*--Edited by Alison Stockley*

#### *NYWICI Now*

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**Deirdre Wyeth, Executive Editor**

**Laurie Leahey, Copy Editor**

*Integrated Marketing & Communications Committee*

**Patricia Maloney, Content Director**

**Kendra Bracken-Ferguson, Dorothy Crenshaw and Gail Griffin, Co-Vice Presidents**

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