

NYWICI Integrated Marketing and Communications Committee (IMC) Platform Document, FY09-10

The Integrated Marketing and Communications Committee (IMC) oversees editorial content, PR, marketing and branding for New York Women in Communications. It was formed in the 2008-09 fiscal year by merging the formerly separate Communications and PR Committees, in an effort to better align the organization's editorial content and public relations/marketing strategies.

Our Charge

IMC is charged with developing a consistent, strategic framework for all NYWICI public relations, marketing, communications and branding activities. These include, but are not limited to, print and online newsletters, web site, digital assets and pre- and post-event promotion of all events. The committee also cross-promotes efforts across the organization and looks for new channels (internal and external) to enhance organizational visibility.

Our Communications Platforms

We publish member-generated editorial content via several platforms:

- nywici.org. Our web site for New York Women in Communications, newly relaunched in July 2009. We post a range of editorial content, including coverage of NYWICI events, blogs, profiles of visionary women in media, and more. Tekla Szymanski is the editor.
- NYWICI CONNECT. Our print newsletter is sent to members three times a year (spring, fall and winter) and includes profiles of members as well as coverage of broader trends affecting New York women in communications. Margot Witty is the editor.
- NYWICI Now. Our email newsletter is sent both to members and non-members monthly and includes coverage of events, profiles of members, among other content. Michelle Lodge is the editor.
- IMC also provides leadership on social networking efforts for NYWICI. NYWICI has Facebook (<http://www.facebook.com/nywici>) and LinkedIn (<http://www.linkedin.com/groups?gid=967217>) groups, a Twitter feed (<http://twitter.com/nywici>) and a YouTube channel (<http://www.youtube.com/user/nywici>). In 2009 the Matrix Awards Digital Committee also launched a social networking site (<http://nywicinetwork.org/>).

Leadership/Who's Who

The co-chairs of the committee are Dorothy Crenshaw (VP, Branding), Gail Griffin (VP, Editorial/Content) and Kendra Bracken (VP, Public Relations). You'll find our bios on nywici.org in the "About Us" section under "Board of Directors." VPs serve for two years.

IMC also has directors, who help guide the committee and serve one-year terms. This year's directors are Alissa Pinck (Public Relations), Debbie Kunen (Cross-Committee Communication) and Patricia Maloney (Editorial Content).

Bios/resumes of all committee members are stored on the committee's Yahoo Group.

Committee Logistics

We meet in person monthly at the offices of Kellen Co., NYWICI's management firm., at 355 Lexington Ave., 15th floor. In the 2009-10 programming year (through May 2010), our meetings are set for the second Wednesday of each month.

We communicate throughout the month, as well as send meeting reminders and agendas, using our private committee Yahoo Group. This allows committee members to communicate via email and archives the emails on the Web. Branding and style guidelines, meeting notes and notes from other NYWICI committee meetings are also housed on the web site of the Yahoo Group. Please email committee Co-Chair Gail Griffin (gailgriffin@yahoo.com) to sign up.

We also plan several social outings throughout the year, as well as after committee meetings.

Goals for 2009-10

Overall

- Continue to improve communication with other NYWICI committees and across all functions of NYWICI (Foundation and Matrix) to ensure that our editorial and PR efforts support the needs of all members.
- Lead efforts to educate members about digital media, working with Membership and Programming committees.
- Work with Programming and Membership committees to launch paid webinars as a new revenue source for NYWICI.

Editorial

- Leverage newly redesigned Web site to showcase member-generated content; keep site fresh and up to date.

- Review all of our existing communications platforms and brands and determine the best organizational structure to manage them.
- Work more closely with student/young professional members to drive our digital presence and increase visibility. Launch video programming in conjunction with student/young professional members.
- Create annual editorial calendar. Work with Programming Committee to secure info/details earlier so editorial coverage and PR can be more timely and strategic.

Public Relations/Branding

- Increase proactive media outreach efforts to generate media coverage of the organization beyond events; expand media coverage through online channels through increased relationships with bloggers and online newsletters, magazines
- Create more visibility for NYWICI (the organization name) and Matrix as well as other events to show linkage/notoriety for NYWICI as the host.

What We're Looking For

We need volunteers for the following functions:

- Writers/Publicists.
 - o Bloggers
 - o Coverage of NYWICI events
 - o "5 Questions": A Q&A on a high-profile woman in media
 - o Member profiles
 - o Suggest ideas for stories and new features
 - o Media outreach/follow-up (last year PR was outsourced to retained agency, but room is always available to take advantage of key personal media relationships)
- Editors.
 - o Help us edit and proof content for all channels
- Lining up sources.
 - o Help us find high-profile women to cover
- Special projects (i.e., polls, events, committee liaisons, brainstorming sessions, redesigns, the annual Matrix Awards, conferences, focus groups, etc.

What's In It for You

- Build a portfolio of skills and/or deepen your experience in writing, editing and public relations; in short, gain experience while also meeting some great women in the process.

- Network with and learn from a cross-disciplinary cadre of amazing women whose expertise ranges from online product development to international journalism to PR/corporate communications. In their day jobs, they work at a range of companies and organizations from non-profits to Fortune 500 companies. Several have started their own companies.

To Join, Contact IMC VPs:

Gail Griffin (Editorial/Content)
General Manager, Barrons.com, Dow Jones & Co.
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Kendra Bracken (Public Relations)
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Dorothy Crenshaw
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