



01.06

[CHECK OUT JOBS](#) | [SPONSORSHIP HITS BULL'S-EYE](#) | [JUDITH HARRISON ON SUPER-STAR STUDENTS](#)

NEXT UP



Wednesday, 01.13, 8:30 to 10 a.m.

NYWICI Salon; free, members only

2010 Is the Year of Living Fearlessly

Turning fear into a powerful motivator

Jacqueline Wales, left, author of [The Fearless Factor](#), will help you get to what creates fear--and what dispels it--so you can make transformational changes.

Kellen Company

355 Lexington Ave., 15th Floor

(bet. 40th & 41st St.)

[Register](#)



Thursday, 01.21, 8:30 to 10 a.m.

Digital Salon Series sponsored by AOL; free, members only

Integrated Social Media Marketing and Your Website

Digital Salon with Jennifer Shaheen, left, founder of The Technology Therapy Group, a consulting agency that helps small and mid-size companies use technology to leverage marketing objectives.

AOL

770 Broadway

(entrance on 9th Street bet. Broadway and Lafayette)

SOLD OUT! [Email Kaitlyn](#) to be added to the waitlist.

Tuesday, 01.26, 6 to 8 p.m.

NYWICI Night Out

Join your peers, make friends and build your network.

City Winery

155 Varick St. (bet. Spring & Vandam St.)

Fee: \$10; cash bar

[Register](#)



Thursday, 02.18, noon to 2 p.m.

NYWICI Salon; free, members only

I Have a Book Idea. Now What?

An Editor's Guide to Getting Started

Marcela Landres, left, author of the e-book *How Editors Think: The Real Reason They Rejected You* and editorial consultant, leads the discussion.

Kellen Company

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[Register](#)

NYWICI PULSE



The Guardian (U.K.) published a list of the [best new words of the last decade](#). NYWICI Now has chosen a few favorites. Of those, which do you like the best?

- **Witches britches** (Ireland; photo above) shopping bags caught in trees, flapping in the wind

- **Smirting** (New York) flirting between people who are smoking cigarettes outside a no-smoking building

- **New York rain** (Hong Kong) water that drips annoyingly from air-conditioners onto passersby

- **Menoporsche** (UK) the phenomenon of middle-aged men attempting to recapture their lost youth by buying an expensive sports car

Vote on [nywici.org](#)

Previous Poll Results

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



Monday, 04.19

Matrix Awards

Brian Williams, anchor and managing editor, NBC Nightly News, will emcee this year's award luncheon, with honorees who include Grammy-winning singer/songwriter Sheryl Crow, left, and New York Times Foreign Editor Susan Chira.

Waldorf-Astoria Hotel
50th Street and Park Avenue

[Register Now](#)

--Edited by Antonia Predovan

do you think?

- I It's the wave of the future 13%
- I Amateur. I prefer news from an experienced professional 38%
- I I got laid off from the newsroom and now someone is doing my job for free 50%

--Deirdre Wyet



Spotlight On

Judith Harrison

Judith is senior vice president, staffing and diversity & inclusion at Constituency Management Group and, co-vice president, Student Affairs, and Foundation Liaison to the NYWICI Board of Directors.

How she got there "For almost four years now, I've been at CMG, the business unit of Interpublic that houses Weber Shandwick, GolinHarris and other agencies. I lead a national multi-agency recruiting team, partner with colleagues on talent management, and lead diversity and inclusion across the network.

"Prior to that, after years of being a public relations/marketing communications practitioner at companies including Burson-Marsteller, CBS and Media General, and a sole practitioner with clients including Random House and the Italian Trade Commission, I switched to recruiting professionals for the industry. Although I loved recruiting, it wasn't enough for me; I needed the bigger-picture view of HR and the strategic contributions it could make to an organization. I first got the opportunity to make those contributions at Ruder Finn, where I stayed nine years, becoming SVP of HR. I also led the HR Roundtable of the Council of Public Relations Firms for three years while there."

Diversity is defined "in terms of race/ethnicity, age, religion, sexual orientation, physical ability, expertise and education. All of these factors underlie the sum of our experiences and affect our beliefs, our values, the challenges we face in our professional and personal lives, how we face them and, for the group as a whole, how we work together to influence and serve others."

Bliss "I remember being amazed that an organization would pay me to read Harvard Business Review every month; this was my idea of heaven."

Are students too focused? "Some are incredibly motivated and well-prepared for the workforce. They've had multiple internships, all of them relevant, and a wide range of extracurricular activities. This is a double-edged sword: While focus and determination are terrific assets, I wonder if a love of learning and thinking for no

5 NEED-TO-KNOWS

CONSIDER members to nominate for the Board of Directors. You'll have ballots to write in your choices by 01.30

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

APPLY for a NYWICI Foundation scholarship; applications must be postmarked by 01.29. [Learn more](#).

FIND OUT which committee suits your interests by reading its goals on www.nywici.org. [Choose](#) from Integrated Marketing & Communications, Membership, Programming, Sponsorship, Student Affairs and Matrix Awards. [Learn more](#).

DONATE to the NYWICI Foundation with every Amazon.com purchase: 4% goes to NYWICI whenever you use this link. Buy just one item with the new

reason other than intellectual growth has been diminished by the relentless competition for higher test scores, admission to more prestigious schools and a leg up into the world of work. Becoming who you're meant to be takes time and room to make mistakes; I hope this generation is afforded these things."

2 sweeties "I love spending time with my husband and my dog, both of whom are absolutely certain that they're the loves of my life. They're both right. We (those of us who are admitted) go to plays, museums, parks and concerts/nightclubs, or just walk through our West Village neighborhood."

Let's do it again "January 20, 2009, the day Barack Obama was inaugurated. I grew up watching the Civil Rights movement play out on television: Churches were bombed, people trying to exercise their right to vote were attacked with fire hoses and dogs and the National Guard had to be called to protect children who were simply trying to go to school. I only wished that my father had lived to see how America has changed."

What friends say about Judith "She has flats? Really? Who knew?!!!"

Mantra "Dare to dream, dress to kill."

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



[no-fee NYWICI Credit Card](#), and the NYWICI Foundation gets \$50. Buy more, and a percentage of your purchase goes to the Foundation to help fund scholarships and other educational initiatives. [Read more.](#)

--Carmen Pichardo-Gonzalez

Jobs of the Month

Title Public Relations Assistant

Company Kalvin Public Relations

Level Entry

Description Public Relations Agency group with clients in the B2B and consumer space seeks well-organized and highly motivated assistant with experience working in public relations and marketing communications in the mainstream and social media sphere.

Requirements The ideal candidate has excellent communication skills and is a fast learner who wants an opportunity to contribute ideas and enjoys learning and growing through challenges. Ideal candidate will have the opportunity to work both in the office and virtually.

To apply Contact Judy Kalvin, president, at jkalvin@kalvinpr.com or (914) 693-0123.

+ + + + +

Title Senior Account Executive and Account Supervisor

Company Medical Dynamics, a healthcare marketing

How I Did It Found Myself at 50

By Lisa R. Bochner

At 50 I decided what I wanted to do with my life--introduce teenage girls to role models, successful professional women from all walks of life. That's why I founded [The WonderGirls](#).

Prior to that, I had worked in PR and marketing for a decade, during which I produced events for such leisure and entertainment clients as Neiman Marcus, Saks Fifth Avenue and ASID Designer Showcase Homes. After I gave birth to my second child in 1995, I realized I couldn't do it all. So I began consulting for select nonprofits, including Cure Autism Now and the Career Action Center in Palo Alto, near where I lived at the time.

Fast forward to 2005: I was in my late 40s and my family (which now included three children) had moved to New York. I was at a crossroads, unsure of what to do next.

That all shifted in September 2008 when I attended a life-changing weeklong workshop at the Option Institute in the Berkshires. There the staff encouraged me to get to know myself, not as a wife, or mother, or former professional, but as a woman, and to zero in on what makes me happy. Through my work at Option, I discovered two things: My most rewarding professional and personal experiences have all involved connecting people, and I am passionate about helping teenage girls, especially since I have a daughter, Stephanie, who will turn 13 next month. Stephanie has benefited from meeting women in different fields, whose work has substance and contributes to their own well-being and that of the world at large.



But not all teenage girls are as fortunate. They can be bombarded daily with harmful media messages (misogynistic music lyrics, Victoria's Secret models held up as beauty icons, fantasies about women's roles and responsibilities) with no available counterbalance--real women living and working in the real world. Because of the need, I set out last year to build the WonderGirls, a company that I'm hoping will eventually reach thousands of teenage girls. I'm convinced that with the right combination of mentoring, exposure, inspiration and creativity, my company can provide that ballast for girls and spark a sense of magic and hope.

Now that I'm back in the workforce doing what I love, it's exhilarating. Every day, I have fresh ideas for new programs. In the coming months, I'm planning such workshops as "Life 101: Nurturing Your Best Self" (02.21, for girls and their moms) and "Picture Perfect: Photography 101 and Beyond" (03.28 for girls).

What's especially satisfying is that I'm answering my true calling. As a result, I'm eager to find out where the WonderGirls will lead me next.

--As told to Alissa Pinck

communications and PR compan

Level Mid-career

To Apply Contact [Lauren Munroe](#), account supervisor, at (212)537-9495.

--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](#)

Keep Talking

NYWICI Launches Blog About Communications

NYWICI newest blog, Aloud, offers timely, insightful, sometimes controversial, viewpoints on topics relevant to women's communications careers. The NYWICI community wants to hear your thoughts. First up: NYWICI board member Dorothy Crenshaw, CEO of Crenshaw Communications, on why even though women represent the majority in PR, there are few women CEOs heading its firms. [Read Dorothy's post and add your comments.](#)

If you're interesting in writing for Aloud, contact blog editor [Michele Hush](#).

--Gail Griffin

Say Thanks & Help Students

None of us succeed in our careers--or lives--without the help of inspiring bosses and employees, friends, mentors and family. NYWICI's Gratitude Wall, gives us a chance to say thanks while making a small donation toward scholarships and mentoring.

To get started, go to <http://www.nywici.org/thanks> and click on the donation box. (There's a \$10 minimum, but naturally you can donate more. 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.



"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.

--D.W.

Sponsorship Committee Hits Its Mark **Scores Top Grades at the Student Conference**

A first-time collaboration between the organization's Sponsorship Committee and Foundation Board members generated \$17,000 in support of the 2009 Student Career Conference. "We are grateful to both the sponsors and hard-working members of the committee," said Joan Cear, Foundation president. "The synergy between the two boards is spectacular. This year we launched this effort and we're energized and gratified with the results."

The sponsors were 3M, AOL, Columbia University Graduate Program in Communications Practice, CUNY Graduate School of Journalism and NYU School of Continuing and Professional Studies.

"Special thanks to Joanne Sephine, who directs Sponsorship for the organization, Janine Mejeur-Haas and Ora Burke, committee members, Cate Carley, new to the Foundation Board and Jeanne Byington, the Foundation's development chair," said Cear.

The Sponsorship Committee and Foundation Board members continue to look for support for upcoming events and for Foundation scholarship sponsors. The Daniel Ladner Foundation is a welcome addition to the list of Foundation scholarship sponsors.

For more information about sponsoring events or a student scholarship, contact sponsorship@nywici.org or go to our [website](#).

CALL FOR TOP-NOTCH RESEARCHER VOLUNTEERS

The Sponsorship Committee is seeking researchers to support its sales team. Everyone receives training and support to develop marketing skills and build corporate contacts. Joanne Sephine, vice president, Sponsorship Committee, said, "Our committee is growing and welcomes member-volunteers to share the committee's enterprising spirit: It's truly rewarding to help increase the financial resources of this dynamic organization."

For more information, contact sponsorship@nywici.org.

--Jeanne-Marie Byington



Welcome, Danielle Marcuccio!

She is an admissions assistant with the nonprofit organization Prep for Prep and a freelance writer for Pfizer Inc.'s PfizerWorld.

Danielle joined NYWICI last fall

Why? "A year and a half ago, I graduated from New York University, where I studied communications and economics. I wanted to be a part of a community where I could network with women in communications. NYWICI seemed like the perfect fit."

--R.B.

And Finally...



[101 Things to Enjoy in NYC](#)

[The 46 Stages of Twitter](#)

[Georgia O'Keeffe: Abstraction](#)

[Harvard Business Review Wakes Up](#)

[In Next Whitney Biennial, Women Eke Out Majority](#)

[It's Time for New Deal Feminism](#)

['The Lovely Bones,' Ever So Slightly Disarranged](#)

[Making Flex-Time a Win-Win](#)

[Media Watchdog Flying High](#)

[MLK Day: January 18](#)

[New Muslim Cool, a documentary by Emmy-winning filmmaker Jennifer Maytorena Taylor](#)

[Nights Out at the New York Academy of Sciences](#)

[Save a life: free CPR through FDNY](#)

[Shows Online, Brought to You by ...](#)

['The Lovely Bones,' Ever So Slightly Disarranged](#)

[Women Flock to Films, But Don't Make Them](#)

--Edited by Alison Stockley

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