



Back-to-School Issue

August 2011

Jumping into the **NEXT** chapter

Dear Sammy,

As we all prepare for another school year, we might feel a mix of emotions: **excitement, stress, nervousness**, and everything in between.

Whether you're just beginning your college journey or you're already preparing to graduate and take on "the real world" (gasp!), you're embarking upon **the next chapter** in your life.



nywiciNEXT aims to be your **companion** through this busy time. We're going through a **transition** too. I am thrilled to serve as the new editor-in-chief and continue [Marie Dugo](#)'s outstanding quality of work. I'm also excited to welcome [Shira Engel](#) to the masthead as our new managing editor.

As you'll notice, the overarching theme of this issue is "**back-to-school**." Our girls' guide offers tips on maintaining your social media presence amidst the stress of the semester. Miriam Ward and Amanda Quick report on NYWICI students' thoughts on juggling an internship with academics, and Amanda Ferrarotto offers tips on giving back during the semester. The goal is to help you prepare for **the next chapter**.

However, looking ahead often involves taking an even closer look at where you are right now. Maybe your summer internship opened your eyes to a whole new career path, as was the case for Queen Muse. **Start honing your skills** for that new passion **today** so you can make your dream a reality in the future. Don't be afraid to **take risks now**; they may just serve you well down the line.

Consider this quote from famed philosopher (and all-around awesome lady) **Tina Fey**: "You've got to experience failure to understand that you can survive it."

So **enjoy** the successes, and **learn** from any failures that a new semester may bring. Know that NEXT is here to help you make the most of right now, while encouraging you to embrace what is sure to be a **bright future**.

All the best,

[Chelsea Orcutt](#), nywiciNEXT Editor-in-Chief
Syracuse University '13, Public Relations & Political Science

P.S. This isn't the only NYWICI resource that's **for student members, by student members!** Check our blog counterpart [nextBLOG!](#)

In This Issue

[The Internship of a Lifetime](#)

[Pay it Forward: Give Back!](#)

[Should you intern during the semester?](#)

[Girls' Guide to Staying Social](#)

Put on your *dancing shoes!*

Join NYWICI members and friends for [An Evening of Ballroom Dancing and "Becoming Ginger Rogers"](#) to benefit the Foundation Scholarship Fund.

It's the perfect opportunity for a unique date night or mother/daughter outing.

Enjoy ballroom dance performances and lessons by Emmanuel Pierre-Antoine and his partner, Liana Churilova (featured on "Dancing With the Stars"), and hear a book reading by author and former NYWICI President and Matrix Winner, [Patrice Tanaka](#).

The *Internship of a Lifetime*



Choosing a career you're interested in can be difficult. Even more difficult, is that fact that once you choose a career, you must follow the path to that career wherever it may go. In my case, choosing a major in communications, following the journalism tract led me to a series of news reporting internships. Whether they were short-term like my internship with [PSNE](#) or long-term like my internship with the Philadelphia Daily News, all of my internships were significant learning experiences and stepping stones towards my future career in communications.

This summer threw my career a curve ball. Along with an amazing honor from the New York Women in Communications Foundation, I was also selected to participate in a paid internship with [Scholastic, Inc.](#) in its corporate communications department. Unlike my previous internship experience, my position with Scholastic would be heavily focused on public relations, something I was a lot less familiar with compared to journalism.

Grateful for the opportunity, I jumped right in. As the months flew by I learned to love the art of how things work on the other side of the spectrum. Instead of calling to nag a publicist for details on a story, I was sending out story pitches to reporters. And, boy was that a change from what I was used to.

But in the end, my experience at Scholastic broadened my possibilities in so many ways I couldn't count them all. Thus, I could not leave my internship without letting my co-workers and mentors know how much I appreciated their guidance.

I adopted the practice of sending a farewell message to my internship colleagues after my Daily News internship. Similarly, I sent a farewell email to my coworkers at Scholastic and it was well received. I'd advise students participating in internships to do the same. We're all struggling college students, so you may not have the money to send fruit flowers or some elaborate bouquet; but words will always mean so much more.

~Queen Muse, La Salle University '12, Communication

Checking in with...



Patrice Tanaka

Her book, *Becoming Ginger Rogers: How Ballroom Dancing Made Me a Happier Woman, Better Partner and Smarter CEO*, shares her experiences with family, friends and her successful PR firm, [CRT/Tanaka](#).

Patrice will be available to sign copies of her book, which will be available for purchase at the event.

Be sure to enter the raffles for a chance to win a month's worth of dance lessons at a top Manhattan dance studio!

The details:

Thursday, September 22
6:00 to 8:00 p.m.
Taj Lounge (48 West 21st Street)
\$75 per person (Members pay \$135 for two tickets)

[REGISTER!](#)



Camille D'Elia



I am proud to say that I **survived my freshman year of college**. To do this, I sacrificed many a weekend to hours at the library studying, highlighting and memorizing.

My hard work did pay off. I earned high marks, was involved in clubs, and was even presented with a few awards, including a **NYWICI scholarship**. I started the year as a girl, and ended it as a **New York woman in communications**.

But after a year of hard work, I was looking forward to summer. I began the season at UNICEF, the United Nations branch dedicated to dealing with children. I helped prepare for a conference in Times

Square that was held to try to find further solutions for children affected by HIV/AIDS.

June was a very exciting month. My family and I traveled to Italy for a blissful summer getaway. Among all of our historical tours, I also saw the headquarters of RAI, Italy's main news station, where the newsmen and newswomen cover the daily goings-on of the always-controversial Italian government.

July was a quiet month spent fulfilling my fourth year as a summer camp counselor. August arrived all too quickly, but I did find myself in great company. Thanks to **Susan Schulz** (who also happens to be the NYWICI Foundation's new president!), I am currently interning with comedian and writer **Robin Gelfenbien** as she prepares for her latest comedy tour. We're sharing a lot of laughs, and Robin is leaving a **great impression** on me about internships.

It's been a very **eventful** summer. Most important among my lessons learned is that **the power of networking cannot be overstated**, and that communication between employee and employer is critical. Have a positive outlook, and make sure to **listen and observe** just as much as you speak. I'm trying my hardest to get back into school mode, but I'm confident that what I've learned this summer is going to help give me an **edge** in the competitive world we find ourselves in.

~Camille M. D'Elia, New York University '14, Film & Television

Want to share what you did this summer? Did you have a stellar internship or experience? We want to feature it on nextBLOG! Tweet your ideas to [@nywici_nextBLOG](https://twitter.com/nywici_nextBLOG) or email nywicinext.blog2010@gmail.com!

Snapshot

Educational Housing Services
Quality Student Living

EHS provides the very best in student housing, offering top quality residences in the best NYC locations! Please visit our website:


www.studenthousing.org
or call us at 1-800-297-4694

**NYWICI is just as
c o n n e c t e d**

as you are

friend us 

tweet us 

link us 

reminder!

Love NEXT?

**Love event
discounts?**

**Love the
membership
database?**

**Then LOVE
your student
membership!**

renew it!



Young Professional Member Kelli Plasket and Student Members Stephanie Guzman, Amanda Quick and Katie Corrado pose with author Candace Bushnell at the June 7 Cocktails & Conversations event.

Pay It Forward: *Give Back* (even during the semester!)



Amanda Ferrarotto

The biggest lesson college students learn is the art of **time management**. With so much going on, it may seem impossible to set aside time to give back to the community. But alas, **there are ways to better the world and yourself**, even from your dorm room! Here are some interesting types of social work I've participated in throughout my three years of college thus far:

Campus Ministry: During my freshman year, I wanted to volunteer, but did not want to bite off more than I could chew. I went to the office of Campus Ministry and became involved with a service group on campus, the Lasallian Collegians. I participated in food runs one night a week, and helped out with blood, food, and toy drives throughout the semester, which was a flexible way to get started. It helped to **start small** because I was able to **give back at a manageable pace**.

Take A Class: Can't seem to find time to volunteer because of your demanding workload? There's a solution! Why not take a class that involves community service? The class at my school was a religion class, Urban America: Catholic Social Teaching, and part of the course involved participating in an off-campus service program for at least 25 hours throughout the semester. **Volunteer and receive credit for your work. Yahtzee!**

Community Outreach: I chose to volunteer at a local non-profit called [Lift-The Bronx](#), where I was able to work with members of the community to find them housing, careers, health benefits, and other programs that they may need. Many local organizations are **eager** to gain new volunteers and are usually willing to work with your schedule, so be sure to check with your outreach office to see what's out there!

Start your own organization: Perhaps the most time consuming, but definitely the most **rewarding** option is taking your desire to give back even farther by **launching your own non-profit organization/chapter** on campus. My friends and I launched a campus chapter of a non-profit called [She's the First](#), founded by NYWIC! superstar [Tammy Tibbetts](#)! We were able to send two girls to primary school in Haiti by using social media to promote a two-day bake sale. It was an **incredible** feeling, and definitely worth every second.

Travel: My final endeavor, which will fittingly be during my senior year, is one that I recommend to anyone who wants to immerse themselves in an unfamiliar environment. Most college campuses offer service trips around the world for students to participate in, open to anyone and everyone. In January 2012, I will be going on a Lasallian Outreach Volunteer Experience (L.O.V.E.) trip to Nairobi, Kenya, for two weeks. I am quite certain that this service trip will change my life, so if you love **volunteering and travel**, explore a similar opportunity!

Being on a college campus really **opened my eyes** to the world around me, which I appreciate more and more every day. Volunteering is a great way to **take a break** and do something that just makes you feel good about yourself. After all, **the world is a big place, and help is always needed!**

~Amanda Ferrarotto, Manhattan College '12, Communication & Economics



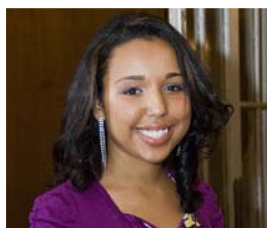
She's the First: founded by NYWICI's own Tammy Tibbetts!

Interning During the Semester: Is it Right for You?

Miriam Ward, SUNY New Paltz '15, TV Production

with reporting by Amanda Quick, Syracuse University '14, Broadcast Journalism & International Relations

We want to be able to apply our teachings from the classroom to the **"real world."** Many colleges offer school credit for internships, plus there's a chance to **build connections and have an amazing experience.** To learn more about how to manage a busy school schedule and the benefits of internships, we reached out to some fellow NYWICI student members and scholarship winners who have balanced academia and a **stellar internship!**



Ivellisse Morales

Ivellisse Morales, a senior at Boston University and 2011 Scholarship winner who has interned every semester since her second semester of freshman year reflects on how she managed public relations internships at several non-profits. "Juggling my internship, class, homework and extracurricular activities definitely required **discipline**," she said. "I arranged my class schedule so that I will have large blocks of time available to dedicate to a part-time internship. I would also set aside time every week to organize my calendar, making sure I **carefully allotted time to study, work and relax.**"

According to three-time NYWICI scholarship winner **Katie Corrado**, a senior at Fordham University, being resourceful with your time while you have an internship can go a long way. "Bring homework to do during your commute or lunch hour. I got a lot of reading done on the train," she said.

Katie, who chose to wait until her junior year to intern during the semester, also suggests **considering your course load** when deciding whether or not to take on an internship.

"I personally would have found it very tough to **balance** an internship while still taking core classes like math and science that I really needed to work at," she said. "I think it's easier to balance an internship when you're taking classes in your major that are easier and more enjoyable for you."




Stephanie Guzman

Stephanie Guzman, a two-time NYWICI scholarship winner and sophomore at City College, echoed Katie's thoughts. "I worked freelance for a fashion stylist...I wanted to be there 100 percent for the stylist when she needed me but I also knew that **my priority was my school**," she explained. "Thankfully, I worked for someone who was flexible and understood that school came first. She would schedule pickups in the evenings after I got out of class and book weekend photo shoots for my help on site."



Katie Corrado

Ivellisse sums up the benefits of having an internship during the semester. "The internship will **reinforce** what you learn in the classroom as well as **build your resume, make contacts and gain skills**," she said. "But most importantly, you will learn if the field is the right fit for you...You won't know until you try. It's a great way to **explore** various fields of interests."

Have you had an internship during a semester of college? We want to hear about it! **Tweet us** [@nywiciNEXT!](#) 

...girls' guide to *staying social*...

You've spent your summer tweeting, you jumped on the Google Plus bandwagon, and you've blogged every single day. But with the stress of the fall semester, **how will you find time to keep your online presence updated** and make the most of it? With a little bit of **planning and dedication**, you can still maintain your social media presence, no matter how hectic your semester seems! NYWICI students weigh in with their tips.

Don't cut yourself off. Many busy college women opt out of social media once they get on campus because they no longer have enough time to devote to it. This is an **either/or approach** rather than the much more sane **both/and strategy**. **Have your cake and eat it too.**

Do your readings and keep up with your Twitter. **It is possible.** Summer seems to offer the illusion of time to spare. Then, once we get in the thick of school work and busy lives, the social media repertoire we developed seems to fall by the wayside. But this does not have to be the case if we, quite simply, don't devote as much time to it.

Be practical by setting a timer for ten minutes a day for Twitter. During those ten minutes, check out the tweets that really pop out to you ([TweetDeck](#) is great for helping to locate these) and in the last two minutes, come up with a clever 140 characters for a Tweet with your own. The same can be done for Facebook and blogging. Adjust the time accordingly. And remember - be practical and **savvy**.

~Shira Engel, *nywiciNEXT* Managing Editor, Wesleyan University '14, Feminist, Gender & Sexuality Studies, English, Creative Writing

"I would advise people to **change how they look at Twitter**. It's not an infant, which needs your constant attention and nourishment. **It's like a cat: pet it a few times a day and it will be fine.** As you're walking from class to class, or waiting in line for something, send out a quick tweet about what you're reading or what you're up to. **Short periods of dead time** - the five minutes it takes while a librarian helps you find a book, or a couple minutes while your computer warms up - are perfect for concocting a 140-word message.


~Anna Louie Sussman, *New York University '13, Business and Economics Reporting*

Stick to a schedule. You plan time to study, intern and socialize. Why not **set aside time to blog and tweet**, too? It's more than easy to neglect your blog and Twitter amidst homework, meetings, and internships, but you have to find time to keep your social media presence alive.

For my blog, I would dedicate an hour every Saturday to draft 2-3 posts that I will then queue to publish during the week. I would also **skim my Google Reader** every day during breakfast to **stay on top of industry news**. If any posts sparked ideas for my own, I bookmark them for later use.

Twitter, on the other hand, requires more attention since it is a **faster medium**. Peruse your feed in between classes or while on the train or bus. To **balance professional and personal tweets, set a quota**. For example, plan to produce 2-3 tweets and/or re-tweets of both personal and industry-related content per day. That way, you'll keep your page fresh and relevant while engaging with your followers.

~Ivellisse Morales, *Boston University '12, Public Relations*

How do you maintain your social media presence during the semester? Stay social by [tweeting](#) your tips to us! 

Coming up on...

NYWICI nextBLOG

Be on the lookout for these upcoming stories on [NYWICI nextBLOG!](#)

Becoming Ginger Rogers: We'll have you puttin' on your dancing shoes for this event.

Cash for Conference: Look out for our money saving tips to buy your ticket for the annual Student Communications Career Conference.

Looking Back: We'll catch up with NYWICI intern superstars on their experiences this summer.

~Kayla M. LeGoff & Luisa Garcia, nextBLOG Co-Editors-in-Chief

[Forward email](#)



This email was sent to nywicinext@hotmail.com by nywicinext@hotmail.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

New York Women in Communications, Inc. : Student Affairs Committee | 355 Lexington Ave 17th Fl | New York | NY | 10017-6003