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Issue 2011.2

June 3, 2011

## the NEXT level!

**Dear Sammy,**

As any reader of *nywiciNEXT* knows, the Girl's Guide is a staple of every issue. Our aim has always been to **serve readers** and make every article **useful**, but the GG is the most overt in sharing tips.



This issue of *NEXT* is **special** in two ways. First, there is no one article labeled our "Girl's Guide." With the exception of our newer Twitter coverage feature, **every single article** showcases **information and advice** that will help you chart your career course. From using communications skills to serve a greater cause, to crafting the perfect Twitter profile and blog site, to being the perfect intern, this issue is sure to set you up for one of your **most productive summers** yet. Get ready to take your communication skills and tools to **the next level**.

The second thing that makes this issue special is that it is my last. After three amazing years as your editor-in-chief, I have finally entered the Young Professional realm of membership and leave my fabulous managing editor, **Chelsea Orcutt**, at the helm of the e-newsletter masthead. As you will soon read below in our Twitter coverage of the 2011 Annual Meeting, I was honored to receive this year's Young Communicator Award. I was also appointed to the NYWICI Foundation Board, and I look forward to a new era of serving the organization, and particularly the scholarship program.

I may no longer be emailing you every three months, but I will certainly still be seeing you at NYWICI events! **Ladies Who Laugh**, the annual fundraiser for the NYWICI Foundation, is **Tuesday, June 28, 2011** at The Jimmy Fallon Studio in 30 Rockefeller Plaza. I hope to see you there, so if you haven't already you should definitely [register now!](#)

Next for me: returning to 30 Rock later this summer as a member of the NBC East Coast Page Program. Yet another amazing career dream come true, yet another that could not have happened without the **continued support of NYWICI**. Thank you all!

**nywiciNEXT love,**

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**Marie Dugo**  
**Vassar College '11; Media Studies, Urban Studies**  
  

**Cocktails & Conversations with Candace Bushnell**  
 Tuesday, June 7th // 6 - 8 p.m.  
 Café SFA, Saks Fifth Avenue  
[REGISTER NOW!](#)

## 2011 Annual Meeting: a tweet-worthy event!



Gail Collins delivering the keynote speech  
 Photo Courtesy of Maryanne Russell

The NYWICI Annual Meeting is a chance for members to gather and **celebrate the year's accomplishments**, as well as honor members for their hard work. NYWICI Foundation board member **Beth-Ellen Keyes** won the Distinguished Service award, **Michele Hush** received the Liz Hoover Award and nywiciNEXT's own **Marie Dugo** was named this year's Young Communicator!

Attendees' tweets praised honorees' and speakers' accomplishments:

**@hifalk:** Speaking @JoanCear at the @NYWICI annual meeting, discussing the foundation board & development, go mentor!

**@Mungaro:** Congrats to @hush6 @speakerspace & @MarieDugo on their achievement awards from @NYWICI. Well done!

Keynote speaker **Gail Collins** of *The New York Times* offered advice and inspiration to all in attendance, and their tweets showed just how much they learned!

**@KatieMCorrado:** So excited to hear the amazing @nytimescollins at @NYWICI 's annualmeeting! Such an amazing journalism role model

**@mhess4:** @nytimescollins at @nywici #annualmeeting: "a great heart is someone who can be proud of the person who gets the recognition you want to."



If you're a student or intern looking for summer housing in New York City, it's time to raise your standards!

**Educational Housing Services**  
[www.studenthousing.org](http://www.studenthousing.org)  
 1-800-297-4694

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love NEXT?  
 love  
 event discounts?  
 love the  
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[@PatriciaMaloney](#): Listening to @nytimescollins @NYWICI's Annual Meeting! Talking about women balancing work/family. Last step hardest.

2010 Scholarship Winner Tess Quinlan was inspired by more than just Collins' speech! Her favorite part of the meeting?

[@TessQuinlan](#): @nywici Meeting fellow @MarquetteU alum @nytimescollins! It was such a great surprise!!

Did you attend this year's meeting? What was your favorite part? Tweet it to us @nywiciNEXT!

~Chelsea Orcutt, nywiciNEXT Managing Editor, Syracuse University '13, Public Relations & Political Science

**Then LOVE  
your student  
membership...**

**renew it!**

## *...give a little... using communications skills in the non-profit sector*

*By Mariana Keita, New York University '11, M.S. Global Affairs*

Living in a world that is consumed by fame and fortune, many of us so often forget the importance of serving the needs of others. During the semester, we are often overwhelmed with schoolwork, but **summer is the perfect time** to get involved in a **worthwhile community service project**. Need ideas? Hannah Brencher offers some advice.



Hanna Brencher

Brencher is a researcher working for [She's the First](#), a non-profit dedicated to educating girls in the developing world (and founded by NYWICI Scholarship Winner Mother Hen, Tammy Tibbetts!). A 2010 graduate from Assumption College with a dual degree in journalism and sociology, she says, "I live by the motto, **to whom much is given, much is expected**. I have been given so many opportunities and chances, I cannot think of anything else to do with my life then to dedicate every day to giving back and fueling other peoples' dreams and passions."

It is through Brencher's professional experience as a communications associate for [Save the Children](#), the world's leading organization for servicing children in need, that she attributes her academic foundation in journalism as a "key component to **telling stories properly**, to showcase and help them **serve a greater mission and purpose**."

Here are Brencher's top three tips on how we all can become inspired to give back this summer and utilize our communication skills for great causes:

1. **Pin your skills to a cause that you are passionate about.** Love animals? Find a nonprofit that supports them. Your enthusiasm about the cause will shine through in your work.
2. Once you have an **idea** that keeps you from sleeping at night, then **charge forward and do not let it go**. Make it happen by taking baby steps and setting goals. It is achievable!

3. **Assist a nonprofit with social media.** Most non-profits realize that it's important, but don't know how to use it. Do you love to Tweet? Are you an expert Facebooker? reach out to organizations and ask what their needs are. Chances are, you can probably be of service.

Brencher emphasizes, "**writing** is a **fundamental** part to developing any organization, for this is how we tell stories, after all." She also highlights the importance of being **savvy with new media** for it is an added value, impressive to the older generation, and of great need within NGO and non-profit communities.

It is with conviction that Brencher leaves us with these **words of advice**: "Whatever you do, wherever you get involved, take the time to learn the organization's goals, to learn the history and to learn about **the people you are serving.**"

She's  
the  
First



## ...crafting the perfect Twitter profile...

By Kayla M. Le Goff, nextBLOG Co-EIC, Fordham University '13, Communications & Media Studies

You know how they say a picture's worth a thousand words? Well Twitter has made **140 characters' value** just about the same. For ambitious girls like us, it's a **platform to build your career.** From one "tweetheart" to another, here are a few tips for creating the perfect Twitter profile.

**Biography:** Keep it simple, and direct. Your school and year, one or two accomplishments (i.e. 2011 NYWICI Scholarship recipient) and your desired field. It will help your followers get to know you and hint at what you'll be tweeting about.

**Sample:** *Kayla Le Goff  
Fordham University 2013; 2009 NYWICI Scholarship Alum;  
EIC of NYWICI nextBLOG; Food Enthusiast; Serious Eats Intern*

**Who to Follow:** Think of people who you admire, with careers you'd like to have. There's some great advice, deals, and job opportunities out there. (I found my first internship through Twitter!) Pay attention to the "**Who to Follow**" tab on Twitter, too. It suggests people based on the similarity of content in both of your tweets.

**Tweets:** Personal content like "Just rocked my comm final. #winning" are ok occasionally, but **think bigger.** Tweet interesting articles you've read or a photo of something that inspired you. It'll encourage your "tweeps" (Twitter followers and friends) to respond and start a conversation among a diverse crowd.

**Retweeting:** Don't go crazy with it. Not everyone wants their entire Twitter feed flooded with your retweets about Justin Bieber's new haircut.

**Public vs. Private:** Ultimately it's your choice, but being **public opens up more doors** in terms of who you can connect with. Private users can only tweet at (tag with @) people who follow them.

This is a platform that can help you brand yourself and send you on your way to success! **Embrace** Twitter, and use it to your **advantage.** Happy tweeting!

Don't forget to connect with us on Twitter, too! Follow [@NYWICI](#), [@nywiciNEXT](#), and [@nywicinext BLOG](#).

## ...the do's & don't's of blogging...

By Queen Muse, La Salle University '12, Communication: Journalism, English

*There are **many questions** that come to mind when one thinks about blogging. What topics should you blog about? How do you make your blog get noticed? Should you use Wordpress, Blogger or Tumblr? Some NYWICI student and young professional student bloggers answer these questions and more.*

After years of backlash and criticism, blogs have become **more and more popular**, and are now considered to be a **main source of information** on everything from food to employment. But the line between meaningless rambling and important reporting on blogs is very thin.

Recent Syracuse University graduate **Megan Hess** says that the "'anyone can blog' mindset is a double-edged sword."

"There's a mindset that blogging is just people droning on about what they ate for breakfast. But that's what people thought Twitter was at first and look where Twitter is now!" she said. "While some may view blogging as a way for random people to spew false information, it's also a way for people to **kickstart their careers and passions**."

Hess, a 22-year-old New Jersey native hosts her own blog, [No Joe Schmo](#), which she uses to reveal some of the most unheard-of careers and occupations.

Though there is an array of well-versed writers in the blogosphere, the question of the **reputability** of blogs is still difficult to decipher. Wesleyan University sophomore and blogger **Shira Engel** says blogging puts the spotlight on the reader, not the writer.

"Blogging allows anyone to be a journalist, a writer, and it transfers the responsibility from writer to reader in determining what is reputable versus what is propaganda. It requires media literacy, which a lot of people are reluctant to learn," Engel said.

When she's not on Wordpress blogging about feminism, general wellness, and yoga, Engel uses some specific criteria to determine the reputability of the blogs she reads.

"I judge a book by its cover. I definitely use **layout and the aesthetics** of a blog as a big indicator of how much care and time is put into it. Generally, the better presented the blog, the more effort put into it, the more reputable it is. Of course, there are exceptions," she said. "I also use **the readership** as an indicator, as well as how often the blog is referenced in other publications that I respect."

Her latest blog is [Story of a College Yogi](#).

Fordham University junior **Kayla LeGoff** said it's important not to make a blog too general.

"I think that when it comes to blogging it's important to find your **niche**. Anyone can have a blog, but to be successful you need to be relatable and speak to a specific demographic," LeGoff said. Her blog, [Big Apple Appetite](#), focuses on great restaurants and food, primarily in New York City.

As more writers begin turning to blogs as a way to **release their creative energy** and **share their knowledge** with the world, LeGoff said the blogosphere is merely another form of reporting.

"[Blogging] is approachable and accessible for young people and it's a great way for young people to get news in a way that is familiar to them, through the Internet."

## *...be a superstar intern...*

*By Jacki Bryk, Columbia College '13, English and Comparative Literature*

An internship should provide a meaningful learning experience that enables you to develop close relationships with people in your field of interest. How do you **take the leap** to transform your internship into a **future position** at your company? Read on to find out the DOs and DON'Ts of closing out an internship.

**DON'T just thank your supervisors.** Yes, it is important to express your gratitude to your supervisor for your experience. But make sure to also thank your coworkers, the person you sat next to, and other staff in the building you passed everyday. You never know how that connection can help you in the future. A hand written thank-you note goes a long way!



**DO ask your supervisor for feedback and advice.** Understanding how people you work with see you is crucial to improving your performance. Ask your supervisor to assess your strengths and weaknesses. Try this: "I would really appreciate hearing your advice on what I accomplished well this summer and what I should work on."

**DO talk to people about your future goals/plans.** Letting someone know when you're graduating or what your ultimate career is could lead to new job opportunities and recommendations.

**DO email out an updated resume after you finish your internship.** It's a good idea to remain fresh in your coworkers' minds and update them with details of your most recent accomplishments.

**DON'T lose touch with your contacts.** Sustaining relationships with your contacts is essential once you're back at school or in another job. Did your former boss just win a major award? Did a former coworker get a promotion? Send a quick congratulatory email; it's a kind gesture *and* you'll stay on their radar! Keeping ties can pave the way to longstanding professional relationships that will serve you well in your career.

*...in case you missed it...*

## NYWICI *next*BLOG

[Take the new WEEKLY poll!](#)

This month, we focused on the **2011 Scholarship winners** and their experiences at the **Matrix Awards** at the fabulous Waldorf Astoria.

~**Camille D'Elia** weaves the story of [how the scholarship helped form a new unbreakable bond](#) among 18 girls

~**Queen Muse** [was inspired by Idina Menzel's words of wisdom](#)

~**Miriam Ward's** [conversation with Paula Kerger about her aspirations](#) pushed her to keep working hard

...**Megan Hess & Kayla M. Le Goff**, *nextBLOG* Co-Editors-in-Chief

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