



November 2011 MEET ANN SHOKET | WORK AT RODALE

BECOME A MEMBER   

## NEXT UP

**\*TONIGHT\***

**Tuesday, 11.08, 6:00-8:00pm**

### NYWICI Night Out

Join NYWICI members and friends in an agenda-free environment for a night of networking and socializing. @ Grand Hyatt Wine Gallery, 109 E. 42nd St. (Park Avenue at Grand Central Terminal)

[REGISTER >](#)

**Saturday, 11.19, 8:45am-5:00pm**

### Student Communications Career Conference

**Ann Shoket**, editor-in-chief of **Seventeen**, gives the keynote address at this annual event, in which students and industry professionals network and students attend career-specific panel discussions. Read about Ann in Spotlight On, [below](#).

@ Grand Hyatt New York, 109 E. 42nd St. (at Lexington Avenue)

[REGISTER >](#)



**\*MEMBERS ONLY-FREE \***

**Tuesday, 11.22, 8:30-10:00am**

### Digital Salon: Branding Yourself With Blogging

Facilitated by **Kendra Bracken-Ferguson**, left, co-founder of Digital Brand Architects.

@ Hearst Magazines, 300 W. 57th St. (at 8th Avenue), 44th Floor

[REGISTER >](#)

## NEED-TO-KNOWS

- 1 **DONATE** a **Student Career Conference** ticket to a student in need. Contact NYWICI at 212-297-2133 to arrange.
- 2 **EXPRESS** thanks to people and organizations on NYWICI's **Gratitude Wall** for as little as \$5.
- 3 **RESERVE** a **Zipcar** with discounted rates and the application fee waived, courtesy of NYWICI membership.

-- *Rodeena Stephen*

## NYWICI PULSE



Actress Drew Barrymore, Cover Girl model, in her "game face."

According to a recent [article](#) in The New York Times a new study claims that makeup "increases people's perceptions of a woman's likability, her competence and (provided she does not overdo it) her trustworthiness." What do you think?

- False. It's what's in the head, not on the face that counts.
- True. If you want a promotion, dab on the blush.
- Suspect. Procter & Gamble, which makes Cover Girl cosmetics, paid for the study.



**Tuesday, 12.06, 6:00-8:00pm**  
**Cocktails & Conversations: What Women Want: Strategies for Reaching the Female Market**  
**Lesley Jane Seymour**, left, editor-in-chief of More magazine, moderates a panel that discusses communicating with women from all walks of life, while maintaining a core audience and using the right medium to get the message across. Panelists are Jackie Bird, CEO of Redbean Society; Sarah DaVanzo, strategic planning director, trends + culture, Kaplan Thaler Group; and Mary Wallace Jaensch, CEO of Semprae Laboratories.  
[REGISTER >>](#)

**\*MEMBERS ONLY-FREE\***

**Tuesday, 01.24, 8:30-10:00am**  
**Digital Salon: Integrating Digital Strategies into Traditional PR Campaigns**  
 @ Hearst Magazines, 300 W. 57th St. (at 8th Avenue), 44th Floor  
[MORE INFO >>](#)

**Monday, 02.13, 6:00-8:00pm**  
**Cocktails & Conversations**  
**Bridging the Generation Gap: Reaching Baby Boomers, Gen X and the Millennials**  
[MORE INFO >>](#)

--Edited by [Katie Corrado](#)

**Spotlight On...**

**Ann Shoket**



**Ann Shoket** is the editor-in-chief of Seventeen, a Hearst magazine that serves readers from ages 13 to early 20s, and the keynote speaker at the Student Career Conference on Saturday, November 19.

**She tells young communicators** "They ask me if I'm afraid of digital taking over print. I then tell: 'Don't worry about it: It's your job

to communicate to the audience, whether it's in print, online or through social media. You are starting a conversation with your audience, and that's all that matters.' "

**Message to her readers** "It's fun to be 17. I want them

Vote at [nywici.org](#).

-- [Deirdre Wyet](#)

**JOBS OF THE MONTH**

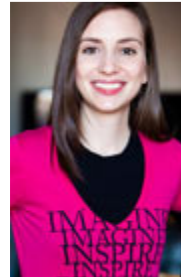
Visit NYWICI's [job listings](#) for more information. We offer a wide range of events to educate members on how to apply for these positions as well as additional career opportunities.

- **Corporate Communications Manager**  
Acorda Therapeutics, Inc.
- **Digital Books Coordinator**  
Rodale
- **Senior Marketing Writer**  
Emarketer

You'll find career resources in the Members Hire Members [Career Center](#).

-- K.C

**5 QUESTIONS FOR TAMMY TIBBETTS**



Two-time NYWICI scholarship-winner Tammy Tibbetts has used the networking power of the organization to launch an impressive career. Tammy is the social media editor for [Seventeen magazine](#) -- the first editor at the publication to focus solely on the area -- and the founder of the non-profit organization [She's the First](#), dedicated to sponsoring girls' education in developing countries. Tammy recently graced the cover of [Folio magazine](#) as one of Folio's **2011 13 Under 30**, featuring emerging leaders in publishing.

Read Katie Corrado's [profile](#) to find out more about Tammy -- and how she has relied on the NYWICI sisterhood she discovered through such events as the [Student Career Conference](#).

-- [Patricia Malone](#)

**WHY JOIN NYWICI?**

to realize that is an amazing time in their lives, when anything is possible. They have tremendous opportunities, and these girls are pure potential. Their lives are a blank slate, and it is their job to fill it in."

**Real girls rule** "We put a real girl on the cover of the October 2011 issue. About 35,000 applied, and we narrowed it down to five, then one. Our cover girl was **Zoe Damacela**, 19, and a student at Northwestern University, who overcame homelessness and poverty and started a fashion business while in high school."

**Ann's early training** "At my first job out of college in 1994, I had the tremendous privilege of working with Steve Brill of **American Lawyer**. Publications were just starting to launch websites. At the company, I learned ways to communicate on many different platforms. The company had not only print magazines and newspapers, but also online versions and there was Court TV. It was a huge opportunity."

**Room with a view** "I live in an apartment overlooking the **High Line**, which I have seen change and improve in the last year and half. On the weekends, I watch thousands and thousands of people walk and enjoy the park. And there is even a vendor outside my window selling a sandwich made of homemade peanut butter cookies and banana ice cream."

**Bliss** A month ago, Ann married Richard Gozee, who runs a commodities hedge fund and is originally from Australia. The two had met by chance at a bar on Rivington Street on the Lower East Side, fell in love and tied the knot at the Mondrian SoHo in New York City.

**Day to live over** "January 2, 2007. That was the day that Cathie Black [then a top executive at Hearst Magazines] offered me the editorship of Seventeen. It was my first day back in the office after the holidays, and it was a great way to start the year. In fact, the whole year was great. Bring back the boom times."

**Quotable** "I interviewed broadcaster Barbara Walters, who offered this advice to teen girls: 'Don't imagine that your life now is the way it's always going to be. You have no idea how interesting it can become.'

"It's great advice for people of any age. Anything is possible."

-- As told to **Michelle Lodge**

**Your smile has pizzazz.**

The organization offers membership in American Dental, New York's largest private network of dentists.

**Sign up now!**

## Welcome, Erin Miller!



**Promoting health** Erin is a public relations manager at **Rodale**, where she handles publicity for **Prevention** magazine.

**Working women** Several female employees in Rodale's corporate communications department joined NYWICI together to meet other professionals in their field, network and hear successful women in the

industry speak.

"I am really interested in getting more involved in all that NYWICI has to offer," she said, "and I bring my skill set and background in magazine PR, along with enthusiasm for the organization and my work."

**Running & recipes** Erin also runs with the **New York Road Runners**, tries out recipes by "Barefoot Contessa" chef **Ina Garten** and explores new restaurants with friends -- a favorite is **Westville East**.

-- *Rachel Buttner*

## And Finally...

- **LOVE** Indonesian, **Anis Hidayah**, right, executive director of the Jakarta-based **Migrant Care**, wins **Human Right Watch's**, Alison Des Forges award for spotlighting abuses, lobbying for reform and championing the rights of migrant workers from her native land. Most of the workers are women who work as domestics in Saudi Arabia, Kuwait, and Malaysia. Some end up working 18-hour days, often at no pay, and may be subjected to beating and rape at the hands of their employers and falsely accused of crimes leading to imprisonment.
- **EAT** **Winter's Eve** at Lincoln Center, Monday, 11.28, starting at 5:30pm; jazz vocalist **Catherine Russell** sings.
- **PRAY** Steve Brand's documentary **Praying With My Legs** about social activist, author and educator



Abraham Joshua Heschel is grant finalist.

- **And finally...** enjoy the balloons over Broadway on **Thanksgiving**.

*NYWICI Now*

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