



Winter Issue

December 2011

Make winter break count!

Dear Sammy,

Well, another semester is coming to an end. I hope it was a successful and productive one for you.

For those who attended the Student Communications Career Conference, you surely got a taste of the enthusiasm and intelligence of a number of leading women in communications. I always leave the SCCC feeling like I'm on top of the world, and I'm sure many of you felt the same way on November 19.



The inspiration of the conference can carry you through the stress of finals week and prepare you for a relaxing but rewarding winter break. In this issue, Amanda Ferrarotto shares resources that can help you to track down the perfect internship over winter break and begin making your internship dreams a reality. Jacki Bryk explains the importance of keeping in touch with your past internship coworkers, and offers valuable tips on how to make your return visit count.

Winter break is also a great time to search for scholarships for school. There are a plethora of scholarship websites, and Luisa Garcia has some great advice to aid you in your search. I highly recommend applying for the [NYWICI Foundation scholarship](#). It's truly life-changing and I guarantee that you'll treasure the friendships and memories of Matrix Monday.

As you power through the last few weeks of the semester, I wish you the best of luck with finals and I hope you have a wonderful winter break. See you in 2012!

All the best,

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

Snag the *PERFECT* Internship

Winter break is always a good time to begin applying to internships for both spring and summer 2012. It can be a

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The *opportunity* of a *lifetime*

Ask anyone who's received a [NYWICI Foundation scholarship](#) and they'll tell you that the award has changed their life. From the meaningful bonds formed with your scholarship sisters, to the magic of Matrix Monday, it's so much more than a scholarship.

Want to experience Matrix Monday from the stage alongside your scholarship sisters? Apply for the 2012 NYWICI Foundation Scholarship now!

This year's deadline is January 27, 2012.

[**APPLY!**](#)

bit overwhelming to begin your internship search, even if you know exactly what you want to do. Here are some good places to start when looking for an **internship that will fit you.**

- **Career Development:** Every college has internship coordinators within each major, as well as general internship advisors in the Career Development offices around campus. Stop in during your reading days or send your coordinator an e-mail over the break to see if he/she knows of anything available right now that might fit your needs.
- **Friends/Family Connections:** At this time, your peers are also going to be on the internship hunt, looking for a different experience than they may have already had at another organization. Ask your friends and family members for advice on where they recommend getting an internship and ask them if they would possibly mind forwarding your resume to their old supervisor or the Human Resources department.
- **Networking events:** Organizations like NYWICI make it a point to hold tons of networking opportunities for students so that they may have the chance to interact with professionals in the field of their choice. If there are any networking events being held over the break, definitely make an effort to attend and to talk with as many people as you can. This meeting could serve as the informal interview that will help seal the deal for an internship.
- **Internship Websites:** There are a variety of outlets online where employers can post internship opportunities that they may need filled. Some of these sites include: internships.com, internqueen.com, college.monster.com, urbaninterns.com, craigslist.com, internzoo.com, and the [NYWICI internships page](#).
- **Social Media:** More and more, employers are looking to social media to advertise their available internship opportunities, reaching students like never before. LinkedIn, Twitter, Facebook, and blogs give you the chance to connect with an organization like never before, keeping you up to date on what they have to offer and if they have any openings during the spring or over the summer.



~[Amanda Ferrarotto](#), Manhattan College '12, Communications & Economics



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Just Dropping In:

Make the most of your internship return visit

In today's **competitive** job market, many employers are looking for job candidates who are already familiar with a particular work environment. This is why interning greatly increases your chances of getting hired at that company later on.

The holidays are a great time to **return to a previous internship** for a visit. Making the trip proves your commitment to the organization. It shows you are willing to **go the extra mile** to keep up with your coworkers, inform them of your most recent accomplishments, and show **continued interest** in the company's mission.

Here are **seven** important things to do when visiting past internships over break:

1. **Touch base beforehand.** Call to wish them a happy holiday or send personalized, handwritten holiday cards to past supervisors/others you worked with. This is a nice way to let them know you will be stopping by for a visit.
2. **Update, update, update!** Arm yourself with an updated, high-octane resume - add new employment, skills and accomplishments or other professional activities.
3. **Get feedback.** You want to ask colleagues about their assessment of your strengths and weaknesses. This is valuable information that will help you do better in the next job.
4. **Discuss your future plans.** Let previous coworkers know what you're hoping to do next summer or after graduation. They might offer sound advice. If you are unsure, ask around for suggestions or job leads. Be open with your boss about what you are looking to do.
5. **Keeping in touch.** Be sure to collect updated contact information from everyone you worked with. If a coworker has moved or shifted jobs, find out where and how to reach them.
6. **Study up.** Read industry news and talk to other people in your network to find out about important announcements or advancements in your previous workplace. Stay informed!
7. **Lower your expectations.** You might not walk out of there with a job or another internship, but returning to a previous workplace can reinforce connections you made during your work experience or even forge new bridges between

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coworkers you might not have originally connected with.

Interned out of state? Can't make the trip to a past job? Our list of seven can still be incorporated into emails, phone calls and letters sent to supervisors and coworkers. Just be sure to watch for typos and grammatical errors when composing your drafts and updating resumes.



~*Jacki Bryk, Columbia College '13, English & Comparative Literature*

Have you ever visited a past internship? What was the experience like? We want to feature your tips on nextBLOG! Tweet your ideas to [@nywici_nextBLOG](https://twitter.com/nywici_nextBLOG) or email nywicinext.blog2010@gmail.com!

Snapshot



Ann Shoket delivers her keynote addresses at the 2011 Student Communications Career Conference.

Connect with your industry...the social way!

As young communicators who are looking to make a difference in our respective fields, many of us want to obtain advice from well-known professionals. While we cannot always contact them directly, the best way to find out what our role models in the communications industry are talking about and working on is to follow their blogs or Twitter accounts.

From advertising to broadcast journalism, here are some of the top blogs and Twitter handles to follow to help you keep up on what's relevant to your field of interest. Check out these links to gain an edge in your coursework, internship, or job search!

Advertising

AdAge ([@AdAge](#)) is one of the most widely read and well-respected publications in the advertising industry, and its Twitter will keep you up to date on industry news. Like any trade publication, it has information regarding new developments and job opportunities in the market for advertising.

NYWICI past president Linda Kaplan Thaler ([@ThePowerOfSmall](#)) is the CEO and Chief Creative Officer of advertising powerhouse the Kaplan Thaler Group ([@KTGTweets](#)). Connect with her to get insight into the mind of one of advertising's most brilliant leaders.

Public Relations

Deirdre Breakenridge ([@dbreakenridge](#)) is a PR expert and author of *PR 2.0: Putting the Public Back in Public Relations*.

[@PRNewser](#) is a great source for general news and information in the PR industry.

[@PRDivaBlog](#) founder Aliah Davis-McHenry ([@AliahPR](#)) looks to form connections among women in the field.

If you're a college student, be sure to follow (and join!) [@PRSSANational](#) to learn more about public relations, networking and starting a career. If you're currently looking for a PR job, follow [@nyprjobs](#).

Broadcast Journalism

Aspiring entertainment reporters should follow accounts such as [@ENewsnow](#), [@ENews](#), or The Hollywood Reporter [@THR](#).

Follow [@Rachel_Nichols](#) or [@ErinAndrews](#) for some of the latest sports news and information on upcoming games.

Matrix 2010 presenter [@MariaBartiromo](#) tweets relevant news about money, finance and Wall Street.

Social Media/Marketing

If you're looking for a social media news blog then [mashable.com](#) is the site for you! It covers topics ranging from new technology to trending stories. Follow Christina Warren, a [Mashable](#) writer ([@film_girl](#)) for entertainment news, or Emily Banks, a [Mashable](#) Associate Managing Editor and #SCCC11 panelist at [@emjbanks](#).

[@AriannaHuff](#), editor-in-chief of the Huffington Post, and [@JuliaRoy](#), a social media strategist, are two women in this category with valuable experience and insight on the social media revolution.

To learn more about personal branding, follow [@BrandYourself](#) or check out the company's [blog](#). The blog gives tips about how to enhance your personal branding through using different social media tools. Some of these tips could even help you get to the top of Google when people search for your name!

Magazine

If you dream of working at a magazine, follow your favorite magazine on Twitter. (It's a no-brainer!) We recommend following their editors too. Love [@seventeenmag](#)? Be sure to follow its editor-in-chief (and #SCCC11 keynote speaker!) Ann Shoket ([@AnnShoket](#)). The key is to observe how she (and other editors) use social media to promote their publications' feature articles and upcoming issues.

Additionally, [Blogmagazine.com](#) has recent news on old, current and new magazines.

Career and Job

Looking for an internship or job? Follow [@InternQueen](#) or [@ToryJohnson](#) to obtain tips on how to land the perfect one!

Don't forget to follow [@NYWICI](#), [@nywiciNEXT](#) and [@nywici_nextBLOG](#)!



~Amanda Quick, Syracuse University '14, Broadcast Journalism & International Relations

Finding Money for College Online: How and Where to Look

College expenses are **skyrocketing** every year. Although most people only think about the cost of attending college, thousands of more dollars add up from room and board, lab fees, and books. Students can avoid getting overwhelmed with college expenses by **searching the Internet** for a wide variety of scholarship opportunities.

Not all scholarships look for the straight A student with the perfect GPA. Some are focused on **ethnicity, athletic achievement and religious backgrounds**. Others are targeted to student interests, such as hobbies and employment.

The web provides an endless number of scholarship search engines, below are my top five sites:

#1: Collegeboard.com: Finds potential opportunities from more than 2,300 sources of college funding, totaling nearly \$3 billion in available aid. In addition, College Board performs a mass update of all scholarships annually; changes, corrections, additions, and deletions are also handled monthly.

#2: Collegenet.com: A unique site that operates both a scholarship search engine and social network where students create topics, participate in discussions, and vote on scholarship winners. By the end of the voting cycle every Wednesday, the student with the most votes wins between \$3,000-\$5,000 in scholarship money.

#3: Fastweb.com: Fastweb's database has approximately 1.5 million scholarships worth over \$3.4 billion. There are scholarships for every student's educational goals, activities and interests. When new scholarships are added Fastweb sends an e-mail notification to every student who matches the award.

#4: Scholarships.com: Allows students to search 2.7 million college scholarships and grants worth more than \$19 billion, making Scholarships.com an exceptional site with an unmatched database.

#5: ScholarshipMonkey.com: Students can match their profile and access information to over 1 million undergraduate, graduate and professional scholarship awards worth in excess of \$3 billion from over 4,000 sources.

Although the Internet world can offer valuable scholarship information, it can also propagate scholarship scams. How can you tell what information is legitimate and what isn't? Below are some warning signs of scholarship scams:

- The site requires an entrance fee
- The site guarantees you will win an award as a result of paying a fee
- The site sounds like a non-profit but has no traceable history
- The site claims it will "handle all your scholarship applications" for you
- The site requests banking or credit card information to "process your application"

If you come across a fraudulent scholarship, visit the Better Business Bureau website at <http://www.bbb.org/> to file a complaint, or report the offer to the National Fraud Information Center at <http://www.fraud.org/>.

Remember that the more time you put into your scholarship search, the more options you will find. You need time to research the sites, request information on application requirements, and complete your application.

"Try to find scholarships that you have the best qualities for and apply to several of them, do not just put everything in one basket," recommended Diane M. Spizzirro, Assistant Director and Career Counselor at Counseling and Career Services at the College Of New Rochelle.

*Don't forget to apply for the **2012 NYWICI Foundation Scholarship!** Deadline is January 27, 2012. Check out [the website](#) for details.*

*Have you had great luck finding scholarships for college? Have you applied for or received a NYWICI Foundation scholarship? We want to hear about it! **Tweet us @nywiciNEXT!*** 



~Luisa Garcia, The College of New Rochelle '14, Communications & Political Science

...girls' guide to **#SCCC11...**

The biggest student event of the year, the Student Communications Career Conference, has come and gone, but the lessons and advice the panelists provided is timeless. Here are some of your favorite takeaways from the big day.

"How can I put myself in a position to be happy and successful in my work?"

~**Catherine Mathis, NYWICI President**

"What makes you you is your emotional intelligence: your ability to make your emotions work for you by using them in ways that produce results (EQ: emotional quotient). This ability to handle your emotional intelligence is one of the most important factors in determining your career success."

"Identify with information that you are expressing."

~**Helen Wagner, Manager, Public Relations, 3M**

"My career is shaped by a fear of boredom."

"The key is to keep moving forward toward your goal."

"Start to see around obstacles."

"Don't take roadblocks or obstacles personally. It is not about you; it is about getting your ideas around."

~**Ann Shoket, Editor-in-Chief, Seventeen Magazine**

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

"Interesting points on power dynamics in the workplace from @nicolebode. Remember: you're not BFFs with your bosses. #SCCC11"

~**Taylor Trudon (@TaylorTrudon)**

"@kiernamayo, v. insightful words: "we're trying to not be afraid of our creative impulses but also respect the medium."

~**Megan Hess (@mhess4)**

"Women make up 50% of the workforce, but only 7% of leadership positions. @bigducksarah @nywici #sccc11"

~**Amy Stretten (@amystretten)**

"be flexible...embrace change" fabulous advice @cpealet! You inspire me @NYWICI #sccc11"

~**Lindsey Smith (@lsmith1203)**

"The Stalking Technique - Reach out to people at the company where you think you'd fit." @lindsaygalin @NYWICI #sccc11"

~**Jule Gamache (@julegamache)**

"Thankfully I'm not finding any redundancy at the panels @NYWICI kudos to the committee for selecting panelists with character #SCCC11"

~**Ariam Frezghi (@Ariam Alula)**

What lessons resonated with you from #SCCC11? Keep [tweeting](#) your tips to us! 

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