



**...hot winter events...
...matrix monday preview...
...gearing up for your internship...
...an optimistic girl's guide to the recession...**



Dear Patricia,

Spring is in the air! The trees are budding, birds are chirping, flowers are sprouting...and New York Women in Communications girls are getting ready for their **most exciting time of the year**. This issue of NEXT is dedicated to making sure you are ready for all of the **opportunities blossoming** in your **professional journeys**.

Jennifer Rizzi caught up with a young professional, **Bridget Nelson Monroe**, on her **internship-turned-job** and offers you some of her experience to learn from.

But let's not get too down on winter - NYWICI warmed up the season with some **great events!** **Kaitlin Tambuscio** and **Brooke Kelly Selby** recount two of the season's best.

And you know we couldn't ignore it: the **recession**. Luckily, **Whitney Young** and **Emily Freisher** found that there are some good **lessons to be learned** from it when they asked you for your recession experiences. It's your **Girl's Guide** to making the most of hard times.

So, this season, my message to you is to keep that **spring in your step** and you march along your **path to communications success!** I always have faith in my nywiciNEXT readers ☺

NYWICI love,
[Marie Dugo](#); Vassar College '11; Media Studies

P.S. Exciting news: the nywiciNEXT **BLOG** is now being updated with **new** entries every **Monday!** Here's what's new for this week:

Stacy Lipson recounts her internship experience, what she learned, and how she made the most of it.

Still haven't found your summer internship yet? Have no fear, NEXT is here! **Zanade Mann's** latest blog entry has all the **spring networking tips** you need to land your connection!

There's a lot more to be read, so head on over [NOW!](#)

...h o t w i n t e r e v e n t s...

a n e n c h a n t i n g e v e n i n g

New York Women in Communications, Diane von Furstenberg, Candace Bushnell, Godiva Chocolate and champagne. . . .

Sounds like a **dream**, doesn't it? It comes as no surprise that the "New Year, New You" event was every New York Women in Communications member's dream come true. On **Thursday, February 26th**, two hundred of the "most important women in the City" - as speaker Candace Bushnell boldly declared - gathered at Diane von Furstenberg's **chic** studio. The event was about **celebrating friendship**, and our member attendees were asked to bring a guest...for free!



Sammy Davis, who helped coordinate the event, said, "New Year, New You was the **perfect blend of style, fun and friendship**. I couldn't think of a better person than **Candace Bushnell** to be our speaker for the evening. Candace is truly an **inspiration** for the women of NYWICI, not only because of her career success, but also because of her commitment to the people who bring out the **best** in all of us: our friends."

NYWICI members mingled, introduced their guests to one another and located those **delicious Godiva chocolates and hors d'oeuvres** ... and yes, **shopped!** (Thank you NYWICI for finding a way to combine networking with shopping!) The generous people at DVF even provided a 10 percent discount for the evening, and **one EXTREMELY lucky attendee, Jenna Kohler**, won an **iconic** DVF green and white print wrap dress.

As always, Candace Bushnell left us with some **inspiring thoughts** and anticipation of her next project: she is currently working on two young adult novels about *Sex and the City's* beloved Carrie Bradshaw in her teen years! Candace reminded us that successful women are not defined by how they look but what they can do with their brains, and that when women are **together** they really can **accomplish anything**.

Above: Jenna Kohler looking fabulous in her DVF dress! Congratulations & enjoy!!

If you missed out because the event sold out so quickly, don't worry! There may be a follow up event this summer. See you there!

...[Kaitlin Tambuscio](#); The College of New Jersey '10; Journalism, Multimedia, Photography

l o s t i n t r a n s l a t i o n

On **Tuesday, March 3rd**, Burson-Marsteller hosted an **esteemed panel** of women to discuss cultural diversity across generations. The focus of the evening was not simply to network with fellow members, but to better bridge the gap between culture, diversity and multiple generations while doing so. The **generational focus** was between Baby Boomers, workers who fall between the ages of 48-65, Gen X 'ers, ages 28-47 and Millennial's, age 27 or younger.

The evening's panel was **moderated** by **Jennifer Brown**, President of Jennifer Brown Consulting. Together, the **panelists** reflected and shared insight from over 80 years of combined communications industry experience. They were **Harriette Cole**, creative director of *Ebony* magazine, **Melissa Lavigne**, director at The Intelligence Group, **Ginny Pulos**, president of Ginny Pulos Communications, and **Lorenca Rosal**, managing director of corporate practice at Burson-Marsteller.

Right: Some cross-generational networking at the event!
PHOTO COURTESY OF MARYANNE RUSSELL



The panelists agreed on the importance of understanding and accepting a **diverse** range of generations in the workplace. "Six different generations will be working together," said Pulos. Cole added that it is an **historic** time in terms of who is being laid off; the job losses are being felt across every culture and generation worldwide. To help survive the turmoil, Lavigne suggested **stepping out of your role** and putting yourself in your target audience's place to help you understand their intentions and how specific generations may approach issues differently. Brown reminded those present that "every moment of communication needs to be about the audience that perceives it." The panel also examined the employer/employee and mentor/mentee roles across cultures and generations. Our appearance, attitude, body language, and audience perception can **determine our success**. The panelists offered several tips on how to package yourself to potential employers that transcend generations. From Rosal's perspective, "when in Rome, do as the Romans" while maintaining your **professional integrity** and remaining within your **comfort zone**. Instead of using expressions such as "I think, I hope, I feel," Pulos suggested using words that reflect a **confident and assertive communicator** such as "**I believe, I can and I look forward,**" regardless of the generation of the person you with whom you are interacting.

In addition, stepping outside of your traditional role can help build a greater **appreciation** for your cross-generational colleagues and possibly showcase your willingness to migrate into new territories or communication media. We can all benefit from working together **cooperatively**. As Cole acknowledged, "we need each other" during these challenging and changing

times. In a merging global economy, cultures and generations will be forced to **coexist** more effectively; we can choose to **embrace** this philosophy or we will get lost.

...[Brooke Kelly Selby](#); Baruch College - Graduate Student; Corporate Communications

...matrix monday preview...



How do you define "Matrix"?

For New York Women In Communications, Matrix means **achievement** and the women who we **aspire** to be. These women raise the bar in the communications industry, and every April we honor their **extraordinary achievements**.

This year, as always, the honorees have gone far beyond what is expected of every woman in the work force, and for that we applaud them. They serve as **role models** for an organization of young women eagerly awaiting their turn to make a difference.

Here are the 2009 honorees (bios follow respectively):



Advertising: **Linda Sawyer** is the CEO of Deutsch, Inc. Sawyer began her career at Deutsch, Inc. back in 1989 as the Vice President Account Director. She leads the management of the company as well as the preparation for international expansion.

Arts & Entertainment: **S. Epatah Merkerson**, currently in her 15th season of the hit show *Law and Order*, is an Emmy, Golden Globe and SAG Award Winner. She has also been acknowledged for her brilliant work in theatre, film and television.

Broadcasting: **Campbell Brown** anchors *Campbell Brown: No Bias. No Bull*, a political program on CNN. She was formerly a co-anchor for NBC Weekend Today. Brown also won an Emmy for her reporting of Hurricane Katrina while at NBC.

Digital Media: **Dany Levy** is the founder, editor-in-chief and chairman of *dailycandy.com*, a free daily email that covers the latest scoop on fashion, food and fun. *Dailycandy* oversees about 12 regional and three national versions.

Magazines: **Linda Wells** is the founding editor-in-chief of *Allure*, an award winning magazine dedicated to beauty. Prior to *Allure*, Wells began her journalism career at *Vogue* before becoming the beauty and food editor at *The New York Times*.

Marketing: **Sherrie Rollins Westin** is the executive vice president and chief marketing officer of Sesame Workshop, a non-profit organization behind Sesame Street, since 1998. She was previously executive vice president for Network Communications at the ABC television network. She also served as first assistant secretary for Public Affairs at the U.S. Department of Housing and Urban Development.

Newspapers: **Monica Langley** is the DC deputy bureau chief for *The Wall Street Journal*, where she specializes in profiles of the presidential candidates and other important figures in the 2008 presidential campaign. She is also the best-selling author of *Tearing Down the Walls: How Sandy Weill Fought His Way to the Top of the Financial World...and Then Nearly Lost it All*.

Public Relations: **Leslee Dart** is the founder and chief executive officer of 42West, a public relations firm that develops campaigns for films, television, actors and filmmakers. Dart has directed the publicity campaigns for more than 300 motion pictures including "No Country for Old Men," "The Departed," "Charlie Wilson's War" and "There Will Be Blood."

New York Women in Communications honors these women by awarding them the 2009 Matrix Award. The award ceremony will take place on **April 27, 2009** at the **Waldorf=Astoria** in New York City. We hope to see you at this **inspiring** event, **celebrating** alongside the communication industry's best!

...[Josephine Cusumano](#); The College of New Jersey '09; English, Professional Writing

...gear up for your internship... an internship-turned-job to learn from

It's **that time** of year again, girls - time to press your suits and polish your interview skills as the hunt for summer internships continues. But once you've secured that coveted position, what's next? How can you make the most of your temporary stint when you dream of being permanently added to the payroll? Here's a story to **emulate!**



We caught up with New York Women in Communications young professional **Bridget Nelson Monroe**, research editor at *Reader's Digest* magazine. The Drake University graduate, who majored in magazine journalism, was **hired after interning** at *RD* the summer before her senior

year. Two years ago, we heard from Bridget Nelson on her journey from Midwesterner to New Yorker and intern to research assistant. (Check out her NEXT debut in the Spring 2007 issue [here!](#)) Now, the **newlywed** Mrs. Monroe is living in Harlem with her husband, Travis, who is the media manager for Roadside Entertainment - a New York based video-editing company that produces the ESPY awards. Although she does "not feel she can call NYC home" just yet, the decision to move was quick and easy thanks to the **fantastic opportunities** for the both of them.

NEXT: What did you do to "stand out" at your internship and make yourself memorable?

BNM: I did everything I was asked **quickly and efficiently**. I worked on a big project with another intern, and we impressed our supervisor with a thorough job. Always do everything 500 times better than anyone expects, and do it with a big **smile** on your face!

Also, never be afraid to **pitch ideas**. I wish I would have done that more as an intern. Talk to your editors - ask them what types of stories they pick and what they don't. It's important to think "ahead of the news" - once a topic has been covered by another major paper or magazine, your editors probably won't be interested.

NEXT: How did being a former intern affect your hiring/interview process at *RD*?

BNM: It sped up the process. They already knew my **work ethic** and my **personality**. I was able to have just a phone interview - if they didn't know me, I would have had to fly into the city. Plus, it didn't feel like an interview; it felt like a **conversation** with someone I knew.

NEXT: Do you have any advice for girls looking for an internship right now?

BNM: Have an **open mind**. It's especially important this year [with the scarcity of jobs]. Look for anything that interests you at all, even just a little bit. Sometimes a job you didn't plan on having turns out to be a really good fit.

NEXT: Did you have any other internships before *RD*?

BNM: Yes - I worked at a small monthly magazine called *Minnesota Parent* and served as an apprentice for *Better Homes and Gardens*. I **kept in touch** with my former editors and internship supervisors, which is really important.

Thanks, Bridget! Good luck with the search, girls - if you keep **confident** and **ambitious**, you might soon see your name on that company's byline or business card!

...[Jennifer Rizzi](#); Bucknell University '10; English, Spanish, Philosophy

...girls' guide to the recession... an optimistic guide to the ups found in all of the downs

A look at how today's economic climate is affecting college students - and what they're learning in the process.

1) What is the most significant change you've experienced as a student as a result of the economic struggles, and how are you coping with it?

The most significant change that I've experienced has just been getting used to not having money in a city that requires money to fully experience it. I haven't had a steady source of income since May, so it's been hard to do things like go to concerts or go out to eat frequently. But I think it's good because *it's making me realize how insignificant money and material things are*. I can't remember the last time I went shopping and I'm okay with that... but I do feel very, very lucky to at least have a meal plan.

~Jenn Pelly, New York University '11

2) What summer plans (internships, study abroad, summer education programs, etc.) will you no longer be able to follow through with as a result of the economy? What do you plan to do instead?

I was planning on applying to a summer internship program at the *Scranton Times* but due to the economy, the internship program has been canceled for the summer. I was hoping to be able to intern there because it was paid but now I might forget about having an internship over the summer. *I need to make money since I don't work while I'm at school* and I'm not sure how much time I will have to work at a non-paying internship.

~Kristen Harding, Temple University '10

3) Has your college experience been altered due to the recession? In what ways?

It has definitely put things into perspective. Our professors and faculty have been helping us choose the best path for when we graduate. Paid internships are a good way to start, and the prospect of graduate school is also a good option. *My college experience has also opened my eyes to different ways I can manage and save my money.*

~Josephine Cusumano, The College of New Jersey '09

4) As a young adult preparing to enter a workforce with skyrocketing unemployment rates within the next couple of years, what is your game plan? How are you going to make yourself stand out and secure a job in the industry of your choice with such cut-throat competition?

I'm still going to pursue work that I love-writing about things that matter to me-and working with media outlets that I respect. While the competition is fierce, I'm not going to worry about it. *Passion is a strong force.*

~Gina Ryder, Temple University '09

5) What are the most important things you've learned from the recession?

I've definitely learned that I need to save my money. I am constantly shopping online when I'm bored and I realize now that I can really only look, not buy. I work as waitress when I'm home and you really notice how the economy has declined when people aren't tipping as well as they normally do. It's like a chain reaction-when one person is losing money, it plays into other people as well.

~Kristin Harding, Temple University '10

...[Whitney Young](#); Penn State '12; Journalism
...[Emily Freisher](#); Temple University '10; Magazine Journalism

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