



12.06.10

CELEBRATE THE HOLIDAYS | JOIN THE SPONSORSHIP COMMITTEE | DE-STRESS WITH GOODE

NEXT UP



Tuesday, 12.07, 6:00-8:00pm Cocktails & Conversations The Evolution of Publishing: The Rise of the E-Reader

Panel on e-reader publishing and what the future holds. Speakers: Tim Carmody, technology reporter, Wired.com; Matt DeVirgiliis, e-book manager, digital rights & alliances, McGraw-Hill Digital; Sujata Gosalia, associate partner, Oliver Wyman; Lauren Indvik, left, assistant editor, Mashable; Ray Pearce, vice president of circulation/reader applications, The New York Times.

Microsoft
1290 Avenue of the Americas
(between 51st and 52nd streets)

Register Now

FREE-MEMBERS ONLY

Wednesday, 12.15, 8:30-10:00am Digital Salon: Twitter for Business

Learn tactics to convert your followers to customers.

Microsoft
1290 Avenue of the Americas, 6th Floor
(between 51st and 52nd streets)

NYWICI PULSE



What do you think of the new Newsweek/Daily Beast combo, to be edited by Tina Brown, above?

- Brilliant: middlebrow on paper, arched brow online.
- Odd: not sure 1 + 1 will add up.
- Not happening: both are losing money.

Vote now on nywici.org.

-- Deirdre Wyeth

Register Now

FREE-MEMBERS ONLY

Friday, 12.17, 8:30-10:00am

Financial Salon: The Biggest Risk to Our Retirement

Long-term care is a family issue that most often falls on women. Learn how to tackle the situation successfully.

NYWICI Headquarters
355 Lexington Ave.
(between 40th and 41st streets)

Register Now



OPEN TO ALL STUDENTS AND YOUNG PROFESSIONALS

Thursday, 01.13, 6:00-8:00pm

Breaking Into the Magazine Business

Make yourself indispensable in an industry that is rapidly expanding. Speakers include Ann Shoket, left, editor-in-chief of Seventeen.

Hearst
300 West 57th St.
(entrance on 8th Avenue)

Register Now

FREE-MEMBERS ONLY

Wednesday, 01.19, 8:30-10:00am

Digital Salon: Your PR Toolkit

Advice for building an online press strategy.

Microsoft
1290 Avenue of the Americas, 6th floor
(between 51st and 52nd streets)

Register Now

Monday, 04.11, 12:00-2:00pm

2011 Matrix Awards

New this year, before Dec. 31, NYWICI members can have their guests purchase a ticket at their member rate. Also for those looking to sponsor this year's Matrix Awards, you will receive a 10 percent discount on your sponsorship if you pledge before Dec. 31.

Waldorf=Astoria
301 Park Ave.

Register Now

-- Edited by Katie Corrado

JOBS OF THE MONTH

For details on each job listed below, visit **NYWICI Jobs**.

Title Web Sales Position

Company AdzZoo

Level Mid-Career

Description AdzZoo uses geo-targeted online advertising campaigns to help local businesses compete with national corporations

Requirements Candidates must have some ad sales experience

Apply Call Allen Rosenberg, campaign director, at 707-249-0963

Title Associate, Media Services/Sponsorship Sales

Company Leila Zogby Business Writer

Level Mid-Career

Description Marketers looking to transition into a sales role or business development managers/sales personnel currently in financial services or legal marketing

Requirements Minimum 2-4 years dealing with clients, 1-2 years targeting the financial services sector and 2 years managing/writing RFPs

Apply Email Leila Zogby, president, at Leila@leilazogby.com or 631-757-3692

-- K.C.

5 Need-To-Knows

1. APPLAUD mentors, bosses, clients and other spectacular women on **the Gratitude Wall**, free through Jan. 3.

2. SUPPORT **the Foundation** by

SPOTLIGHT ON

Happy First Birthday, Aloud



This month NYWICI's Aloud blog celebrates its first anniversary. (Thank you, Deirdre Wyeth, for the name.) In 63-and-counting posts, editorial directors Gail Griffin and Patricia Maloney have worked with me (Michele, left) to shape Aloud's style, create interesting content and find talented writers.

The fundamental criterion for Aloud is relevance to professional women and the communications business. We've covered current events, new technology and green marketing; profiled women

to admire and emulate; offered secrets of success; persuaded guests to blog for us; celebrated good news; and critiqued the bad research and facile information that makes us crazy.

The best articles tend to encourage, educate, make us laugh or -- like Tekla Szymanski's "**We Did It! Not So Fast**" -- make us rootin' tootin' angry.

One of our most-read and most-commented-on posts was Laura Kaplow-Goldman's "**New Career, New Industry, New Life**" -- the story of her journey from writing pharmaceutical press releases to becoming PR director of the New Victory Theater. Another high point: "**Mighty Morphin' Brontë Sisters**," a hilarious video that imagines the Brontë sisters as power dolls.

Some of my favorites are the profiles we published last March for women's history month. Every one is special. Some examples:

- Virginia Sobol's inspiring profile of heroic **Ida B. Wells**, who used the power of her writing to change discriminatory laws and crusade against lynching
- Theresa Braine's memories of the impossibly brave **Esther Chavez**
- Tekla Szymanski's wonderful history of the indomitable **Nellie Bly**, an intrepid globe-trotting reporter who saw it all and covered it all 100 years ago

Aloud is always looking for good writers. If you're interested, contact me at michele@michelehush.com.

-- Michele Hush

Michele is a freelance corporate and marketing writer. She also writes her own blog, **Divinipotent Daily**.

buying gifts that give back to the cause of helping young women get started in the communications fields.

3. USE the organization's **Amazon link** for your holiday shopping, and 4% will go to the Foundation.

4. THANK the women in your life with a **gift of a voucher or organization membership**.

5. SPREAD the word about **the Foundation's college scholarships**. The applications are now available and the deadline is Jan. 28.

-- Rodeena Stephens

WHERE ARE THE WOMEN?



Showing support...

- **Fast Company Editor: 'We Want to Have Women Represented On Our Covers'**
- **For Women In and Out of Politics, Gender Doesn't Matter (Except When It Does)**
- **First Black Woman, Ann Koger, left, Inducted into the United States Tennis Association's Hall of Fame**

Work to be done...

- **Women Representation in Congress: U.S. Lags Behind Sudan, Iraq, Indonesia and Pakistan**
- **Wired Magazine and the Brouhaha Over Breasts**

-- Edited by **Randi Goldsmith**

Join a Committee: SPONSORSHIP

"We have a great team, and in partnership with the Foundation Development team, we've built a strong roster of sponsors. When companies take a look at NYWICI and the quality of our ongoing events, they clearly see the benefits of connecting with our coveted membership. That's a win-win."

*Joanne Sephine
Vice President
Sponsorship Committee*

The committee's next meeting is Thursday, Dec. 9.

Read more about the committee and get involved.



Welcome, Garland Goode!

Garland is a certified professional coach specializing in stress management. After working in advertising for many years, Garland and her business partner started **STOP-BREATHE-REBOOT**, a holistic workshop system designed to transform corporate stress into positive energy.

Remember "You can't control what goes on outside of you, but you can learn to manage what goes on inside."

Adiós, stress She is now writing a book about stress management in the workplace and wants to share her expertise to help NYWICI members and others climb the corporate ladder without all the angst.

What a relief!

-- Rachel Buttner

Smart Year-End Tax Moves

Member and financial advisor Loraine Miller offers strategies to take before the New Year to make April 15 a less taxing experience.

[Read more...](#)

AND FINALLY...

[Al Fresco Dining: Food Trucks](#)

[Chinese Food on Christmas Day](#)

[Christmas Window Shopping](#)

[Hanukkah Lights](#)

Movies!



[Museum of Chinese in America](#), featuring Chinese-American all-stars, a general-store replica and free Thursdays.

New Year's Eve Concerts

[Puro Chile](#), with handicrafts and foods and a complete wine shop (including tasty champagne).

[Track Your Happiness](#), a new iPhone app that tracks your moods, in the name of research. Studies show that living in the moment leads to greater joy.

-- Edited by [Michelle Lodge](#)

NYWICI Now

Michelle Lodge, Editor

Randi Goldsmith, Managing Editor

Alison Crisp Stockley, Copy Editor

Integrated Marketing & Communications Committee

Kendra Bracken-Ferguson, Gail Griffin and Patricia Maloney, Co-Vice Presidents

New York Women in Communications, Inc. empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.