



MEET WSJ'S KATE DOWNEY | JOIN THE MEMBERSHIP COMMITTEE | WORK AT PACE U

02.08.11

NEXT UP



TONIGHT, 6:00-8:00pm
Cocktails & Conversations
The Changing Environment of Online Content: Engage, Track and Measure

Learn how to use digital analytics to communicate your brand's image online. A panel of experts discusses content measurement and strategies for improving performance. Panelists include: Sonia Chung, left, vice president/group director, Strategy & Analysis, Digitas; and Kate Downey, director, Audience Analytics &

Insights, Wall Street Journal Digital Network, featured in **Spotlight On**.

Scholastic
 Auditorium
 557 Broadway
 (between Prince and Spring streets)

[Register Now](#)

FREE - MEMBERS ONLY

Thursday, 02.10, 8:30-10:00am
Meet the Coaches Salon: The Essentials of Coaching

Professional career coaches Laurie Lawson and Terry Yoffe discuss how career sessions support your professional and personal lives.

NYWICI Headquarters
 Kellen Company
 355 Lexington Ave., 15th Floor
 (between 40th and 41st streets)

[Register Now](#)

FREE - MEMBERS ONLY

Wednesday, 02.16, 8:30-10:00am
Digital Salon: How to Leverage Location-Based Services for Business

Facilitated by Anna O'Brien, former vice president, social media, Citibank,

3 Need-to-Knows

- 1** SUPPORT NYWICI's **Charitybuzz** online auction that funds scholarships and educational programs for women in communications.
- 2** THANK your mentors, bosses, friends and family this Valentine's Day on the **Gratitude Wall**. And it's a bargain: The cost of entering a message on the wall is only \$3.49, less than that of buying and mailing a greeting card.
- 3** RECEIVE tips on how to land a dream job at the **Career Resources page**.

-- Rodeena Stephens

The Poll: NYWICI Pulse



On which February event would you spend your million-dollar ad budget?

- Super Bowl: kick-off for great ads
- Valentine's Day: hearts + flowers = \$

North America.

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

[Register Now](#)

FREE – MEMBERS ONLY

Thursday, 03.03, 8:00-9:00am
Special Industry Group: Digital

Members-only roundtables focus on and are hosted by leaders of a particular discipline. This event is designed for those working now, or who have worked, in the digital industry. Facilitated by Betsy Morgan, president, The Blaze.

Kellen Company
355 Lexington Ave., 15th Floor
(between 40th and 41th streets)

[Register Now](#)

Tuesday, 03.08, 6:00-8:00pm
Letters To My Younger Self

Author Elynn Spragins discusses the lessons learned by business leaders in letters written to their younger selves; with Mary Lou Quinlan, president, CEO of marketing company Just Ask a Woman. Additional speakers to come.

Sony Wonder Technology Lab
550 Madison Ave. (at 56th Street)

[Register Now](#)

FREE – MEMBERS ONLY

Wednesday, 03.16, 8:30-10:00am
Digital Salon: SEO Part II - Tips on Optimizing Traffic From Search Engines

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

[Register Now](#)

PRESENTED BY NEXTGEN COMMITTEE

Wednesday, 03.30, 6:00-8:00pm
Be Your Own Best Publicist

PR professionals and authors Jessica Kleiman and Meryl Weinsaft Cooper explain how to use PR techniques to make a lasting impression in the job market. The NEXTGEN Committee is made up of members who are within five years of graduation.

Location TBD

[Register Now](#)



Monday, 04.11, noon-2:00pm
2011 Matrix Awards

Honorees announced include Gina Sanders, left, president, CEO, Fairchild Fashion Group; Tony Award-winning performer Idina Menzel; Sheryl Sandberg, COO, Facebook; Robin Koval, president, Kaplan Thaler Group; Gwen Ifill, moderator and managing editor, Washington Week, and senior correspondent, the PBS NewsHour; Abbe Raven, president and CEO, AETN - A&E Television

Networks; and Cindi Berger, chairwoman, CEO, PMK*BNC Public Relations.

- Oscars: captive audience of 41 million

Vote now on nywici.org.

-- Deirdre Wyeth

Jobs of the Month

Title Assistant Professor of Public Relations

Company Pace University

Description Works within the Department of Media, Communications and Visual Arts in a tenure-track position, which teaches undergraduates and graduates, beginning in fall 2011.

Requirements Prior public relations experience, membership in PRSA and a Ph.D. in public relations or a related field.

To Apply Send cover, CV, teaching statement and three references to: dysondean@pace.edu or Assistant Professor of Media, Communications and Visual Arts Search, Dean, Dyson College of Arts and Sciences, One Pace Plaza, New York, NY 10038.

Title Senior Director of Communications

Company American Museum of Natural History

Level Senior

Description Creates and leads strategic communications program.

Requirements Experience with digital media techniques, an established portfolio of relationships in the media, writing and editing ability, and management skills.

To Apply Email Kirk McDonald at kirk@howe-lewis.com.

-- K.C.

Waldorf=Astoria
301 Park Ave. (at 50th Street)
[Register Now](#)

-- Edited by *Katie Corrado*

Spotlight On

Kate Downey



Kate, a panelist at tonight's event and the director of audience analytics and insights for the Wall Street Journal Digital Network, tells readers why digital analytics matter, the good and the bad of cookies and how being a history major helps her today at Dow Jones.

"Instead of researching birth and death rates or bushels of wheat harvested in 14th-century Europe," said Kate, who majored in history at Rutgers, "I mine digital visits, articles read, comments made and search statements to draw a profile of our customers."

"I used to say I was still in the transportation industry," she added, speaking about former jobs, "as I moved from shipping goods across the water, to people on trains, to ideas on what used to be called the information superhighway."

[Read the complete interview with Kate.](#)

-- As told to *Michelle Lodge*

In Aloud This Month



For Black History Month, Aloud is **featuring profiles of accomplished African-American women**, including journalist Charlayne Hunter-Gault, left, and the late poet Lucille Clifton.

The first subject is **Mary Church Terrell** (1863–1954), the daughter of former slaves and a staunch supporter of women's suffrage. She became a long-term member of Washington, D.C.'s Board of Education, a founding member of the NAACP and a close friend of such luminaries as Frederick Douglass, Susan B. Anthony, Jane Addams and H.G. Wells. The Aloud profile includes a link to the Library of America, where you can read Terrell's eye-opening 1906 essay, *What It Means to Be Colored in the Capital of the United States* — a litany of the daily indignities she and her friends experienced.

[Read more on Aloud.](#)

-- *Michele Hush*

Join a Committee: Membership



Deborah, left, & Laurissa

"The Membership Committee is the 'face' of NYWICI. We are front and center at all the events. And in this auspicious year, we are spearheading the effort to increase membership to 2,011.

"As ambassadors and connectors of the organization, we welcome new members and stay in touch with current ones. We aim to increase the value of membership through strategic outreach, updating benefits and delivering member feedback to the Board. Our committee meets monthly, generally on the second Wednesday. We welcome you to join us. It's a wonderful way to plug in to the organization, expand your network and make new friends."

For details [visit the NYWICI Membership Committee.](#)

-- Laurissa James and Deborah Kunen
Co-Vice Presidents
Membership Committee

Welcome, Joey Schaljo!



Joey is the Career Center manager at Edge Studio, a voiceover production studio and training facility. In her position, she oversees all of the training programs and the staff of voiceover coaches. As a professional voiceover artist and announcer, Joey works regularly with the New York Road Runners, announcing many of its races, including the last three ING New York City

Marathons. And for the past four seasons, Joey has been the on-field host for the Staten Island Yankees, the single-A minor-league affiliate of the New York Yankees.

She joined NYWICI in September after working with Joanne Sephine, vice president of Sponsorship. "Because of this meeting, I was instantly intrigued about NYWICI and all that it does," Joey said.

"When I investigated further on the website, I saw the events that it hosts and the opportunities it creates for women. I knew I should be a part of this amazing organization."

-- Rachel Buttner

And Finally...

- **Athena Film Festival: A Celebration of Women and Leadership**, 2.11 - 2.13

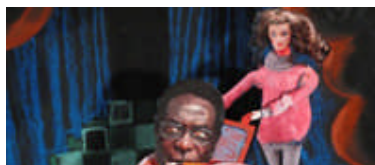
- Black History Month

Family Discussion Group at the Morris-Jumel Mansion

Youth Film Series at the Schomburg Public Library

- **Bowling for Breast Cancer**, 2.16

- **Dolls vs. Dictators**, right, film at the "suddenly cool" Museum of the Moving Image, in Astoria, Queens



- **Now That's a Facelift!**
- **Social Media Week**, till 2.11
- **Valentine's Day**, 2.14: A Cornucopia of Thoughts and Activities

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.

© Copyright 2011, New York Women in Communications. All rights reserved. | **Contact us** for more information.