



02.02

[MEMBERS HIRE MEMBERS](#) | [CONTRIBUTE TO CHARITYBUZZ.COM](#) | [MEET LAURISSA JAMES](#)

NEXT UP



TONIGHT

Tuesday, 02.02, 6 to 8 p.m.

Barefoot Contessa: The Brand

Ina Garten, host of the Food Network program Barefoot Contessa, talks with House Beautiful Editor-in-Chief Stephen Drucker about pivotal moments in her career and how to build a multi-platform empire.

Hearst Tower
300 W. 57th St.
(entrance on 8th Ave.)

Sold Out. To be waitlisted, email [Elery](#).



Thursday, 02.18, noon to 2 p.m.

NYWICI Salon; free, members only

I Have a Book Idea. Now What?

An Editor's Guide to Getting Started
Marcela Landres, left, author of the e-book **How Editors Think: The Real Reason They Rejected You** and editorial consultant, leads the discussion.

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

Sold Out. To be waitlisted, email [Kaitlyn](#).

Friday, 02.19.

Digital Salon

AOL
770 Broadway
(entrance on 9th St. between Broadway and Lafayette)
Details forthcoming

February NYWICI Night Out

Tuesday, February 23

6-8pm

Hotel Kitano, 66 Park Avenue (at 38th Street)

[Register Now](#)



Monday, 04.19

Matrix Awards

Brian Williams, anchor and managing editor, NBC Nightly News, will emcee this year's luncheon, which honors, among others, Tina Fey, left, of NBC's three-time Emmy Award-winning

NYWICI PULSE



Has CBS crossed a line with its agreement to run an anti-abortion ad, featuring Pam Tebow and her quarterback son, Tim, above, during the Super Bowl? ([Background article by AP](#))

1. Yes. During an earlier Super Bowl CBS refused to run an ad from the United Church of Christ that promoted the church's pro-gay stance. The network's position then was not to run advocacy ads, but now it's OK? Really??

2. No. And if CBS did cross a line, it's about time. Who created those lines anyway?

3. It's not about pro or con, it's about the Benjamins. And everyone in communications needs more Benjamins.

Vote on [nywici.org](#)

Previous Poll Results

The Guardian (U.K.) published a list of the best new words of the last decade. We've chosen a few favorites. Of these, which

sitcom 30 Rock.

Waldorf Astoria Hotel
50th St. and Park Ave.

[Register Now](#)

--Edited by Antonia Predovan



Spotlight On

Laurissa James

Laurissa is a television producer, most recently she worked for Hybrid Films, which specializes in documentary/reality programming that focuses on people with unusual lives and jobs. Some of Hybrid's series, including Parking Wars and Dog the Bounty Hunter, are now airing on A&E Television Network.

For NYWICI Laurissa is co-vice president of the Membership Committee and co-chair of the Digital

Media Committee for the Matrix Awards.

Choose a hat "As a producer, I develop new series, conduct on-camera interviews in the field, work with the editors crafting the episodes in post-production and handle a lot of the legal and licensing issues."

Tell me a juicy tale "I have always loved storytelling, whether it be in print, on stage or on film. Different mediums allow for distinct ways to tell stories, but the basic elements of a good story are always the same; the fun and the challenge are to find the best way to tell the story using the tools you have."

More backstory "When I first came to New York, I was a theater director and producer. Eventually, I migrated into television because I liked its scope, range and pace."

"My first television job, 10 years ago, was in the programming department for USA Network. Because I wanted to be more involved in the creative side and was drawn to telling the real-people stories, I left to earn a master's degree in journalism, then came back."

About women in film: the ugly & the upside "While it can sometimes be a challenge for women to be hired as lead directors, producers or executives, there is nothing stopping us from creating our own projects where we are the boss, call the shots and show the world (again and again) all that we are capable of."

"The rapidly changing technology today makes it easier to produce content more cheaply and easily, and the increase of distribution outlets -- more film festivals, Internet distribution, the expanding cable universe -- means that there are more ways to get content seen."

Advice to newcomers "You need to be willing to start on the lowest rung. It will serve you well later to understand what all the roles are and how they fit together."

do you like best?

- **Witches britches** (shopping bags caught in trees, flapping in the wind) 22%

- **Smirting** (flirting between people who are smoking cigarettes outside a no-smokin building) 13%

- **New York rain** (water that drips annoyingly from air-conditioners onto passers-by) 22%

- **Menoporsche** (the phenomenon of middle-aged men attempting to recapture their lost youth by buying an expensive sports car) 43%

--Deirdre Wyet

7 NEED-TO-KNOWS

1. **LISTEN** to the [podcast](#) of the Digital Salon with Jennifer Shaheen.

2. **HELP** Haiti by sending a text message to 90999, with the word "Haiti," to make a \$10 donation to the American Red Cross. Visit nywici.org for details.

3. **POST** your latest accomplishments in our member news section by [email](#) View member news [here](#).

4. **HIRE** NYWICI members to [fill temporary, permanent or internship positions](#).

5. **TUNE IN** to NYWICI's [YouTube channel](#) to catch up on events and get social with the organization on [Twitter](#), [Facebook](#) and [LinkedIn](#).

6. **COLLABORATE** with the NYWICI committee of your interest. Choose from

Most recent "wow" experience "I was in India for 10 weeks and spent about a month teaching English to women who live in a Delhi slum. Then I traveled around the country.

"The women I taught were beautiful and gracious and work unbelievably hard running their homes and caring for their families. Yet they still found the time and energy to learn English. I was affiliated with an Indian NGO (non-governmental organization), called Vidya, that runs schools and women's centers in north India. Each morning I went to the two-room schoolhouse and divided my time between two groups -- those in their teens and 20s and those in their 30s and 40s. Parents who have even the basic level of education are far more likely to keep their children in school, the NGO had learned through experience. That's why they backed the English classes for adults."

Down time "I love yoga, attending theater (enjoyed Misalliance at the Pearl and God of Carnage on Broadway), photography and spending time with my adorable nephew, J.P., born last year."

Friends say about Laurissa "I am a hard worker -- with a corny sense of humor and a hatred of olives."

A favorite quote "From Eleanor Roosevelt: 'The future belongs to those who believe in the beauty of their dreams.' "

--As told to [Michelle Lodge](#)

How a Member Helped Me Land a Great Gig

[Members Hire Members](#) is NYWICI's new career slogan, but that's not the only way members can have one another's back.

In my case, NYWICI member and activist Gloria Feldt, who knew my work, recommended me to a colleague. That person hired me as the content developer for a new web campaign called [NotUnderTheBus.com](#), launched by the Women's Media Center. The website is a platform to raise awareness that women's healthcare is to be kept fair, safe and accessible to all -- "not to throw women under bus," so to speak, in the current reform debate. The project is finished, and the site is up and running. It was an exciting exercise for a team that worked remotely, since all of us were scattered throughout the country. Without Gloria's endorsement, however, I, pictured above, never would have known about this opportunity.



[Members Hire Members](#) doesn't just apply to those of you who are in hiring positions -- but to each one of you who are willing to alert other members to openings and pass the name of a fellow member to a colleague, a friend or a relative who is hiring. NYWICI is, after all, one large network of talented professionals. [Tap into that resource](#) today.

--[Tekla Szymanski](#)

Integrated Marketing & Communications, Membership, Programming, Sponsorship, Student Affairs and Matrix Awards. [Find out more.](#)

7. DONATE to the NYWICI Foundation with every [Amazon.com](#) purchase: 4% goes to NYWICI whenever you use this link. Buy your



first item with the new [no-fee NYWICI Credit Card](#), and the NYWICI Foundation gets \$50. Buy more, and a percentage of your purchase goes to the Foundation to help fund scholarships and other educational initiatives. [Read more.](#)

--Carmen Pichardo-Gonzalez

Jobs of the Month

Title Associate Automotive Editor, Popular Mechanics

Company Hearst Magazines

Level Early- to mid-career

Description Duties include: generating story ideas; writing, assigning and editing new-car reviews, columns and features for both the print and online editions; and assigning and managing freelance contributors and columnists. Duties focus primarily on automotive editorial but this employee will also contribute to the magazine's other editorial areas, including technology, science, home and outdoor recreation.

Requirements The successful candidate will have an in-depth knowledge of the automotive industry; recognize (and act on) breaking automotive news, both in print and online; and possess

Where Are the Women?

How many times have you scanned a list of "bests" and wondered why women are missing from roll calls of the highest paying jobs in publishing, PR, journalism, marketing and digital? Too many to count.

In this newest offering, *Where Are the Women?*, NYWICI Now asks you to monitor the blogosphere, annual reports and media outlets, find out where the woman are and are not, and send the information to newsletter contributor and playwright Barbara Sutton Masry at wakeupcallprod@hotmail.com. "Keep your eyes and ears open to this issue," says Barbara. "Be aware, be proud and be indignant. If you have information or statistics on inequities in your field, let me know."

In the first offering, Barbara presents food for thought about the worlds of theater, newspapers and boardrooms.

* [Pulitzer Prize-winning playwright Marsha Norman: Not There Yet](#)

* [Le Monde Appoints First Woman as Top Editor](#)

* [Catalyst Rewards Initiatives at Key Companies](#)

* Check out NYWICI's blog [Aloud](#), especially entries from members [Dorothy Crenshaw](#) and [Tekla Szymanski](#).

strong managerial, writing, editing and story-packaging skills. The successful candidate must thrive in a collaborative, fast-paced environment. Preferred applicants will have at least four years of experience and must have experience at a national magazine. Video production experience is a plus.

To apply Visit the [Hearst career website](#).

--Rachel Buttne

Send us your feedback!

Let us know what you think of the articles and what you want to see in upcoming editions. If you're interested in contributing, shoot us an [email](#)

Charity Begins at NYWICI

Calling for all donations to the 3rd Annual NYWICI Matrix Awards Online Auction.



This year NYWICI is hoping to raise \$100,000 in scholarship money, which will be awarded to students pursuing careers in the communications field. It needs your help by March 26 for a fundraising venture to be held on the online auction site charitybuzz.com.

By using charitybuzz.com in conjunction with Matrix, New York Women in Communications has been able to earn thousands of dollars by offering such experiences as breakfast with Matt Lauer and Meredith Vieira, behind-the-scenes tours at Sesame Street and internships at People and Seventeen magazines. These prizes are the kinds of things that the loyal following of charitybuzz.com loves to bid on.

So please tap into your connections and send ideas to [Susan Schulz](#), auction committee chair, by March 26. The auction itself kicks off at the Matrix Awards lunch.

--Susan Schulz

nywici.org Launches Careers Resources Page

If you're looking for a new job or thinking about it, click on nywici.org's [Career Resources](#) page.

There you'll find jobs; websites that specialize in PR, advertising, journalism, TV and all the other fields in which our members work; advice from coaches and resume

experts; and a list of best ways to land a job. Visit it now and return often, as the page is ever-evolving to provide you with the most up-to-date information on the job market.



Welcome, Adele Lemlek!

She is director of marketing for the New York City Bar Association. Her work entails rebranding, brand extensions, social media, multi-generational marketing, programming and business development.

Adele joined NYWICI in September 2009

Because "Maia Spilman, a colleague and a longtime member, suggested I join. I want to meet other professionals in both the for-profit and non-profit sectors to learn more about what other organizations are doing and to share best practices."

Clincher Last fall, Adele attended NYWICI's Fashion Statement: How Dressing for Success Makes You a Better Communicator and was sold on the organization. She particularly enjoyed what panelist Eve Pearl, Emmy Award-winning celebrity makeup artist and consultant, had to say.

--R.B.

And Finally...

Job Tips

Wall Street Journal's [Career Strategies](#), [Career Reinvention](#) and [Manage Your Career](#)

Resources for [small businesses](#) and a [New York Times article](#) on the same topic

[Jobhunt.org](#), a comprehensive web portal with search resources and job-bank listings

Webgrrls [5 Tips to Getting Hired in a Recession](#)

career-intelligence.com [Salary Talk During the Job Interview](#)

Free eBook [Using the Social Web to Find Work by Chris Brogan](#)

The Science, Industry and Business Library (SIBL), at 188 Madison Ave. at 34th St., has a [Job Search Central](#) site, which offers a wealth of career resources.

More Fun in the Big City

[Free Social Media Panels & Parties](#) through 02.05

The second annual Social Media Week conference, which takes place simultaneously in New York, Berlin, London, San Francisco, Toronto and São Paulo, aims to advance the use and understanding of social media in the corporate, public and nonprofit sectors.

[NYC Restaurant Week](#) Lunch at the city's top spots for \$24.07 through 02.07

See the [Best of Off-Broadway](#) for \$20, till 02.07



[Q&A With "Emotional Creature" Eve Ensler](#), left, About V-Day and the V Generation

[Black History Month](#) specials on MetroTV

[Flushing Hosts Lunar New Year Parade](#) Year of the Tiger event on 02.20

[Free Admission at NY Historical Society](#) Feb. 13-21

--Edited by Alison Stockley

NYWICI Now

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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.

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