



January 2012 [MEET 3 SCHOLARSHIP WINNERS](#) | [WORK AT ESPN](#)

BECOME A MEMBER   

## NEXT UP

### **\*TONIGHT\***

**Tuesday 01.10, 8:00-9:00pm**

**Twitter Chat: Business Tips for the New Year**

Co-hosted by career coach Rory Kelly Connor ([@RoryKellyConnor](#)); use #nywicichat hashtag.

**Wednesday, 01.18, 4:00-5:00pm**

**Behind the Scenes at the Hearst App Lab**

Students and young professionals tour the App Lab.  
@Hearst Magazines, 300 W. 57th St. (at 8th Avenue)

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**Monday, 01.23, 6:30-8:30pm**

**Young Professionals Networking Event**

@Lucky Strike Bowling, 624-660 W. 42nd St. (at 12th Avenue)

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### **\*MEMBERS ONLY\***

**Tuesday, 01.24, 8:30-10:00am**

**Digital Salon: Integrating Digital Strategies into Traditional PR Campaigns**

Kevin Silverman and David Chadwick of [Ruder Finn](#) discuss the importance of building digital elements into PR initiatives.

@Hearst Magazines, 300 W. 57th St. (at 8th Avenue), 44th Floor

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**Tuesday, 01.24, 8:00-9:00pm**

**Twitter Chat: Topics about Life, Career, Success**

Use #nywicichat hashtag.



### **\*MEMBERS ONLY\***

**Tuesday, 01.31, 6:00-8:00pm**

**Changing Jobs for the Seasoned Professional -- The Inside Scoop**

[Judith Harrison](#), left, SVP, staffing and diversity & inclusion, Constituency Management Group, moderates the panel of industry recruiters.

@Graduate School of Journalism at CUNY, 219 W. 40th St. (between 7th and 8th Avenues), 3rd Floor

[REGISTER >>](#)

## NEED-TO-KNOWS

- 1 **SUBMIT [scholarship applications](#)** by January 27.
- 2 **CHECK OUT the [Job Board](#)** for career opportunities.
- 3 **MENTOR a budding communications professional.** January is National Mentoring Month. NYWICI is accepting applications for [mentors](#) now.

-- [Rodeena Stephens](#)

## JOBS OF THE MONTH

Visit NYWICI's [job listings](#) for more information. The organization also offers a wide range of events to educate women on how to apply for these positions as well as additional opportunities.

- **Integrated Marketing Manager**  
Johnson & Johnson
- **Mobile Project Manager**  
ESPN Mobile
- **Administrative Assistant to PR/Marketing/Ad Sales Department**  
Multicultural Marketing Resources, Inc.

**\*MEMBERS ONLY\***

**Thursday, 02.02, 6:00-7:30pm**

**Coaching Salon: Job Search Strategies for the Seasoned Professional**

Learn how to package your strengths and experience to create more opportunities. Facilitated by Terry R. Yoffe, [TRY Coaching](#), and Wendy Best, [The Forum Group](#). Location TBD

[SOLD OUT >>](#)

**Tuesday, 02.07, 8:00-9:00pm**

**Twitter Chat: Topics about Life, Career, Success**

Use #nywicichat hashtag.



**Monday, 02.13, 6:00-8:00pm**

**Cocktails & Conversations -- Bridging the Generation Gap: Reaching Baby Boomers, Gen X and Millennials**

**Stacey Sager**, reporter, Eyewitness News on WABC-TV Channel 7 in New York, moderates a panel exploring the challenges that come with reaching multiple generations and if social media helps to bridge the generation gap. @Sony Wonder Technology Lab, 550 Madison Ave. (between 55th and 56th streets)

[REGISTER >>](#)

**Tuesday, 02.28, 6:00-8:00pm**

**NYWICI Night Out**

Join NYWICI members and friends in an agenda-free environment for a night of networking and socializing.

Location TBD

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**Tuesday, 03.06, 6:00-8:00pm**

**New Rules of Engagement: How Multicultural Initiatives Are Leading the Conversation**

Audrey Ponzio, Edelman Multicultural, moderates the panel, which includes Damaris Lasa, left, national manager of [Go Red Por Tu Corazón](#) for the American Heart Association.

@News Corporation, 1211 Avenue of the Americas (at 48th Street)

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**Monday, 04.23, Noon to 2:00pm**

**2012 Matrix Awards**

Save the date for NYWICI's annual awards luncheon, hosted by Interpublic Group. The Today Show's **Ann Curry**, left, is among this year's Matrix recipients.

@Waldorf=Astoria, 301 Park Ave. (at 50th Street)

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-- [Alison Crisp Stockley](#)

You'll find career resources in the Members Hire Members [Career Center](#).

-- [Katie Corrado](#)

## ON ALOUD THIS MONTH

NYWICI Executive Director Maria Ungaro kicks off the new year with a look at what's ahead for the organization. [Click here](#).

-- [Michele Hush](#)

## WHY JOIN NYWIC

You can sign up for the [New York Sports Club](#) at a discounted rate, and you and your spouse can receive a corporate discount.

[Sign up now!](#)

## Spotlight On...

### Scholarship Winners Jacki Bryk, Stephanie Guzman and Miriam Ward



One of NYWICI's proudest initiatives is its scholarship program, administered through its Foundation, which assists women seeking advancement in their communications careers through education. As this year's [application deadline](#) approaches on January 27, Spotlight On introduces you to three recent scholarship recipients.

**Jacki Bryk**, left, is a junior at Columbia College, majoring in English and comparative literature, with ambitions to be an on-air journalist; **Stephanie Guzman**, center, a sophomore at the City College of New York, is double-majoring in political science and public relations; and **Miriam Ward**, right, is a freshman at SUNY New Paltz, studying media production and history in the honors program.

**Stephanie, on education** "My family is Dominican-American, and we value the opportunities that have come with an education. The women in my family are wildly successful in medicine and education. As a result, they are able to provide much more for their children than the generation before them. My family compares how much better we live now to how our grandparents, who had a second-grade education, lived after they arrived in the United States in the 1960s. My grandfather worked in restaurants and mom-and-pop shops, and my grandmother made clothes to sell. They both made sacrifices so that their three daughters could get a good education."

**Jacki, on bias** "Gender injustice remains pervasive in broadcast journalism. Although the number of women working in the media has increased over the past decade, statistics demonstrate that gender inequality in organizational policies, working conditions and other rights are a surprisingly persistent reality. I hope to be a force that resolves this problem by strengthening women's roles in the media workplace."

**Miriam, on suicide** She supports the "American Foundation for Suicide Prevention, because it utilizes the media to educate and raise awareness and help prevent this mental disease -- a huge problem in America, especially among teens."

**Stephanie's role model** "Diane Sawyer's passion and empathy shine through in every interview and appearance." [ABC broadcaster Diane Sawyer is a 1984 Matrix winner.]

**Jacki: almost famous** "Once, when I was shooting and doing my stand-up at Columbus Circle for the Fox News Channel intern website, a few bystanders watched what they believed to be an actual on-air personality at work. Soon, there was a swarm of people, snapping photos, standing behind me as the camera rolled, making gestures and calling out to relatives to watch them on TV. Finally, several tourists formed a line and asked me for an autograph. In New York City, I guess anyone can be a celebrity."

**On Miriam's iPod now** Coldplay's Mylo Xyloto

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

## Welcome, Robyn Hatcher!



**Dynamo** Robyn Hatcher has been a coach and public-speaking teacher for more than 15 years and is the founder of SpeakEtc., a company that helps individuals, especially women, create and present a powerful, dynamic presence through the way they communicate. She's also an adjunct professor at Baruch College and the Fashion Institute of Technology, and has lent her voice to radio ads for McDonald's and the U.S. Post Office and has appeared in TV commercials for The New York Times.

**NYWICI: the right place** "Yelena Demikovsky, a dear friend, suggested I join. At my first NYWICI event, I ran into Julie Livingston, an old acquaintance. That told me I was in the right place."

-- [Rachel Buttner](#)

## And Finally...

- [Power Women 2011](#): Winners and Losers. **Andrea Jung**, right, CEO at Avon is out; Laura Lang is in as CEO of Time Inc.
- [Blades on New York Ice](#)
- [Sanja Iveković: Sweet Violence](#). Museum of Modern Art, through March 26



**Alison Crisp Stockley** Copy Editor  
*Integrated Marketing & Communications Committee*  
**Stacy Green, Tricia Kenney** and **Patricia Maloney** Co-Vice Presidents

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