

NEXT UP



OPEN TO ALL STUDENTS AND YOUNG PROFESSIONALS

Thursday, 01.13, 6:00-8:00pm
Breaking Into the Magazine Business

Learn how to land a magazine job -- and advance -- from a panel of Hearst Magazines executives: Nicole Mills, associate publisher, marketing, Cosmopolitan; Ellen Payne, director, editorial operations; Ann Shoket, editor-in-chief, Seventeen, left; and Mark

Weinberg, vice president, programming and product strategy, digital media; Eliot Kaplan, editorial talent director, will moderate.

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

Get tips for building an online press strategy.

Microsoft Technology Center
1290 Avenue of the Americas (between 51st and 52nd streets)
6th Floor
[Register Now](#)

Tuesday, 01.25, 6:00-8:00pm
NYWICI Night Out with Webgrrls

Enjoy an evening of wine and networking with the New York City chapter of Webgrrls. Complimentary wine tasting sponsored by [Conway Family Wines](#).

NYWICI Pulse



Would you donate money to WikiLeaks, run by Founder Julian Assange, above?

- Yes, the more "sunlight" the better.
- No way. I'd be donating to a terrorist organization.
- No. Those hackers can fund themselves -- with your money.

Vote now on nywici.org.

-- Deirdre Wyeth

Thank You, Emily

Emily Brochstein, NYWICI's membership

Scaletta Ristorante
50 West 77th St. (between Central Park West and Columbus Avenue)
[Register Now](#)

Tuesday, 02.08, 6:00-8:00pm
Cocktails & Conversations: The Changing Environment of Online
Content: Engage, Track and Measure

Location TBD
[Register Now](#)

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

Microsoft Technology Center
1290 Avenue of the Americas (between 51st and 52nd streets)
6th Floor
[Register Now](#)



Monday, 04.11, noon-2:00pm
2011 Matrix Awards
Honorees include Tony Award-winning actress Idina Menzel; Sheryl Sandberg, COO, Facebook; and Gwen Ifill, left, managing editor of Washington Week and senior correspondent of the PBS NewsHour.

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

-- Edited by Katie Corrado

Spotlight On



Diana Lau

Diana is a senior studying advertising and art direction at the Pratt Institute, and a 2010 NYWICI scholarship winner.

Applying "I heard about the scholarship through the Internet and Kathleen Creighton, head of the communications design department at Pratt, who is also a member of NYWICI. I applied because NYWICI offers much more than scholarship money: I've had the opportunity to meet all kinds of people in the industry. Plus, I got an internship."

Identifying "There aren't that many prominent women in advertising coming from the creative side. But **Alessandra Lariu's** organization, **SheSays**, is trying to change that. I'm all for having more great creative women in our

director of 5 years, has been promoted to general manager of a new account at the Kellen Company, which manages the NYWICI account and others.

At NYWICI, Ellery Moses has been promoted to membership director, and Kaitlyn Murphy will have additional responsibilities as membership coordinator.

Lucky for NYWICI, Emily is not disappearing entirely. She will continue to handle some aspects of Matrix (because who doesn't want to be a part of MATRIX!?).

Thanks for doing such a terrific job, Emily.

3 Need-to-Knows

1. APPLY or help someone **apply for a scholarship**; deadline is Friday, Jan. 28.
2. SHARE your skills and **join a committee**.
3. WIN the membership contest. **Recruit the most members**, and you will sit on the dais at the 2011 Matrix Awards.

-- Rodeena Stephens

Where Are the Women?

A great start for the new year...

· **At Carlyle, an Effort to Close the Gender Gap**



field."

Working "My ideal day would be traveling somewhere exotic for a commercial shoot."

"The great thing about what I do is bringing excitement into the work; it's not the other way around. No matter what the subject is, my job is to make it exciting and interesting."

Living digitally "I'm building up my **online portfolio**. Last semester I worked on a lot of digital campaigns -- both challenging and fun. With digital, there are so many possibilities."

How "not fitting in" paid off "Growing up as an Asian-American in Washington, NJ, and being different from other kids contributed to me being creative. In high school, I got used to not fitting in, so I continued to do my own artistic thing."

Relaxing "Sleeping in, ordering takeout and watching movies."

Cooking "I'm learning to make the easier recipes in the Julia Child cookbooks, one by one. There's something extremely satisfying about preparing a delicious meal and sharing it with others, as people tend to appreciate good food."

Speeding "Last summer, while on vacation in Ocean City, MD, I ate pounds and pounds of fresh crab and went jet-skiing. I've never done anything more exciting than driving at 60 mph on the open water. Normally, I'm very careful, but for some reason that day, my inhibitions left me."

-- As told to **Michelle Lodge**

In Aloud This Month



January marks the halfway point in NYWICI's fiscal year, and that makes this the perfect time to ask Maria Ungaro, left, the organization's executive director, to look back at what the organization has accomplished and give members a preview of plans for 2011.

Read about Maria's thoughts and plans at **Aloud**.

-- **Michele Hush**

Two 5 Questions

· **Muslim Women Gain Higher Profile in U.S.**, one example is Azizah, above, a magazine published in Atlanta for Muslim women.

· **Secrets of Inspiring Women**

· **Sophia Angeli Nelson: Black Woman Redefined and Online**

Let's leave this behind...

· **Sheryl Sandberg: Why We Have Too Few Women Leaders**

· **Why Are Older Women Invisible in Hollywood?**

· **Women's Advancement into the Boardroom Is Flat**

-- Edited by **Randi Goldsmith**



BRANDfog Founder and CEO Ann M. Charles, left, offers C-suite executives social media branding and corporate social responsibility (CSR) strategies. On April 28-29 in New York City, she will bring CEOs together for the first **Great Leaders Conference** to discuss CSR. **Read more about Ann** in a piece by Rose Spaziani.

Social media and Internet marketing strategist Denise Wakeman credits a combination of blogging and online video with expanding her consulting business. **Read more about Denise** in a piece by Giuliana Lonigro.

-- Patricia Maloney

Welcome, Casey Corrigan!



Casey is a first-year graduate student at the New School, studying media studies with an emphasis in media management. Before moving to New York City 4 months ago from Denver, she was in public relations and marketing in the worlds of radio and the arts.

Now in her "favorite city," Casey hopes grad school will help her build skills necessary for public relations and corporate communications internships in New York.

Why NYWICI? "I am looking to meet people in the same field and thought it would be a great way to network, here, in such an iconic city."

-- Rachel Buttner

And Finally...

- **Action: Sex and the Moving Image**
Exhibit at the Museum of Sex traces the influences sex and sexual imagery have had on film, TV, advertising and the Internet.
- **Austerity, 2010 s Word of the Year**
- **Gotham Media: Free Conferences on Diversity, Gender and "Green"**
- **Ladies, Looking for a Strongman?** Catch this film at the IFC beginning Jan. 26.
- **Martin Luther King Day, Jan. 17**
- New Year s Resolutions

Advice From Experts

Do Women Make More Resolutions Than Men?

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.

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