



06.03.10

[RE-UP YOUR MEMBERSHIP](#) | [MEREDITH'S NANCY WEBER TALKS STRATEGIC PLANNING FOR NYWICI](#)

NEXT UP



Tuesday, 06.08, 6 to 8 p.m.
Cocktails and Conversations
Relax and Recap

Listen to author Emily Giffin, left, while relaxing at Café Saks and enjoying hors d'oeuvres and cocktails and getting style tips from experts. Attendees will snag a goody bag and a 15% discount card.

Saks Fifth Avenue
Café Saks, 8th floor
Fifth Avenue, between 49th and 50th
[Register Now](#)

Wednesday, 06.30, 6 to 9 p.m.
Night of the Coaches

NYWICI's talented career coaches lead roundtable discussions.

NYU's The Kimmel Center
60 Washington Square South (at West 4th Street)
[Topics and registration coming soon.](#)

Wednesday, 07.14, 6 to 9 p.m.
Ladies Who Laugh

The New York Women in Communications Foundation invites you to spend an evening with the rising stars of comedy.

NBC's Historic Studio 8H
30 Rockefeller Plaza
[Register Now](#)

— Edited by Katie Corrado

NYWICI PULSE



Branding, or Branded?

[The New York Post reported](#) that actress Sarah Jessica Parker scooped up "swag and freebies" on the set of her latest movie, Sex and the City 2.

The Post states: "A lot of people would call that good business. Others would call it grasping."

What do you think about the Post's take?

- Fair assessment. Step away from the Manolos, SJP.
- Sexist. What does that make the "titans" of Wall Street?
- Does SJP give lessons?

Vote on [nywici.org](#)

LAST MONTH'S POLL

A lot of long-running TV series are ending this spring. Which will you miss the most?

- 29% Lost
- 13% 24
- 42% Ugly Betty
- 3% Nip/Tuck
- 13% None, I don't watch TV

— Deirdre Wyeth



Spotlight On Nancy Weber

She is chief marketing officer at the Meredith Corporation and vice president of NYWICI's Strategic Planning Committee.



Before joining Meredith, Nancy was senior vice president of marketing and business development for the Golf Digest Companies. And prior to that, she was vice president, marketing and promotion, for the New York Times Company Magazine Group.

Why Nancy loves her job "No two days are ever the same: I am constantly learning and challenged by new opportunities."

Biggest misconception about work is "that big ideas can be created overnight."

Strategic Planning Committee? "The first order of business is to set the strategy for growth for the next three to five years."

Health of the magazine/print industry "The magazine industry is an extremely vital medium. Circulation has never been stronger, even with young adults."

"At my company over the past five years, we have evolved from a traditional magazine- and book-publishing business to a diversified media and marketing-services company reaching some 75 million women."

"While the majority of our revenue still comes from advertising, our biggest area of growth is in digital/social media and integrated marketing."

Life-changing "It was in Ecuador when I met a women's group from a remote mountain area that received leadership training from the humanitarian organization CARE. Meredith is a big supporter of CARE and, as a result, I was able to travel with the CARE staff to South America."

"Through the training, the women had been given a voice in local politics and had substantially contributed to the betterment of their community. I met the mayor, who was a changed man in a very traditional country. He recognized the importance of having women involved in the local governing."

"What was inspiring about the meeting was that the women asked for additional financial support from CARE so they could train other women to do the same. It was a real-life lesson in paying it forward."

Nancy joined NYWICI "to meet other professional women in the communications industry and to help young women in their careers."

Advice to newbies "Who you work for can often be more important than the right title or salary. Make sure you work for someone you respect and can learn from, even if just by watching."

Burn this ensemble! "On my first day at work in the Condé Nast Building, I wore a long corduroy skirt and clogs (I had just moved to New York City from Boulder, CO)."

"I stepped into the elevator with a group of women from Vogue, all in black, and Alexander Liberman [one of then legendary style-setters at the publishing company]. The women in black looked me up and down. Needless to say, I've never worn either since."

— As told to [Michelle Lodge](#)

3 NEED-TO-KNOWS

1. [Renew your membership](#), and, while supplies last, receive a free copy of [The Power of Small](#) by Linda Kaplan Thaler, NYWICI president and CEO and chief creative officer of the Kaplan Thaler Group and .
2. [Speak your mind](#). Write for Aloud, NYWICI's blog. To contribute, email aloud@nywici.org.
3. [Join a committee](#) to get the most out of your membership.

Job of the Month

Title Associate Marketing Director

Company Smart Money magazine

Level Senior

Description Responsibilities include developing strategic programs, customer-interaction policies and prioritization, and communicating programs to the acquisition and retention marketing teams. Will report to the circulation director.

Requirements Candidate must have 7+ years of direct-marketing experience, including in the publishing industry and circulation; rate base-management a plus. Also, the ability to motivate and develop others through proven leadership skills; demonstrated success in development and execution of direct-marketing campaigns; excellent communication, creative development and analytical skills; strong results and process orientation; and a bachelor's degree.

To apply Contact Gail Griffin at gailgriffin@yahoo.com.

Members Hire Members The Full Circle Benefit of NYWICI



Mistina Picciano
President, [Market It Write](#)



It was a reconnection with an NYWICI member that led to new business for my company, Market It Write. At Matrix last year, member Patricia Maloney mentioned an opportunity with one of her company's clients, Hospital for Special Surgery.

Patricia is senior account manager at the direct-marketing agency McVicker & Higginbotham and co-vice president of NYWICI's Integrated Marketing & Communications [IMC] Committee. She and I met when I was co-vice president of the Communications Committee [the committee is now part of the IMC Committee].

At the meeting between me and the hospital reps, we all clicked right away, and soon I was developing marketing content for the institution. Those projects have included spearheading numerous direct-mail campaigns, such as writing fundraising letters, brochures and holiday cards, and developing content for newsletter articles and features about patients.

The relationship has been very productive and satisfying. And I'm happy to say, it continues to this day — one year later.

— As told to Kelly DeChiaro

— K.C.

THE GRATITUDE WALL

**Honoring Grads and Dads
— Two for the Price of One**

The [Gratitude Wall](#) is on sale till the end of this month.

For half the price, \$5, you can donate a note of gratitude, love and affection to someone you appreciate. The message will be posted online for all to see and the object of your gratitude will receive an email from you.

And since it's time for graduation and Father's Day, why not send two notes for \$10, the usual price of one.

Your donation to the Gratitude Wall is fully tax-deductible. Proceeds go to the Foundation to support scholarships and other educational projects that the organization supports.

— D.W.

Where Are the Women?

Are the Supremes, the Supreme Court, that is, ready to welcome one more woman associate justice to the exalted body? Well, we are.

If Elena Kagan is confirmed, that adds up to three women of the nine-person court. It's far from parity, but it's certainly progress.

- [Kagan gets boost from potential GOP allies](#) by Julie Hirschfeld Davis
- [CEO Pay Breaks Glass Ceiling as Bartz, right, Gets \\$47.2 Million in '09](#) by Alexis Leondis

On the other hand...

- [Disappointing Season for Broadway Women](#) by Patrick Healy: the relegation of female characters to supporting status
- [Why Are Women-Owned Firms Smaller Than Men-Owned Companies?](#) by Sharon G. Hadary



For summer reading, try [Cleopatra: A Biography](#), by Duane W. Roller, Oxford University Press, and learn about the remarkable, well-educated woman who "could move the tillers of power as skillfully as any man."

— Edited by Barbara Sutton Masry

80 Tips for Thriving in a Tough Economy

Members offer 80 pieces of advice on everything from relieving stress to switching careers, in this compilation of best tips in "[Tips for Thriving in a Tough Economy.](#)"

As a result of contributing to the list, member Renee Wilson won a one-year NYWICI membership extension.

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](#).



Welcome, Hillary Hunn!

She is the coordinating producer on NBC's show



Late Night with Jimmy Fallon, for which she supervises and manages the studio, production staff and crew, as well as oversees daily rehearsals, handles legal clearances and permits.

Hillary generates and manages the ever-changing daily production schedule, and produces pre-taped pieces for the show — including the show's parodies of pop-culture shows Glee and Lost.

She came to Late Night after a dozen years as co-producer on Saturday Night Live, for which she received a Peabody award in 2008 for political satire.

Hillary joined NYWICI in January 2010 because "I needed to be around more peers, women who do it all. Great kids, great husband, great job.

"At this point in my career, I not only value having mentors but also want to serve as a mentor. We have lots of great women on staff with all levels of experience. I think bringing them to events, like the Matrix Awards, would inspire and motivate them to become the best they can be."

— Rachel Buttner

And Finally...

[A Genuine May-December Romance?](#) True/Slant marries Forbes

[Save the Books!](#) Become an activist for the New York Public Library, which is facing \$37 million in cuts.

[Thank You, Dad](#) Father's Day is June 20

[Happy Birthday, America](#) Celebrate the 4th of July

[Free New York Concerts — Summer 2010](#)

NYWICI Now

Michelle Lodge, Editor

Randi Goldsmith, Managing Editor

Laurie Leahey, 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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