



03.02

[MEET KATE WHITE](#) | [SIGN UP FOR MATRIX](#) | [READ ABOUT A STUDENT IN ASIA, THANKS TO NYWICI](#)

NEXT UP



Thursday, 03.11, 8:30 to 10 a.m.
 NYWICI Salon; free, members only
Not Your Mother's/Grandmother's Retirement Anymore
 Gina L. Bolden-Rivera, a financial services representative to small businesses and entrepreneurs, will discuss women's unique retirement issues in today's changing economic environment; includes breakfast.



Kellen Company
 355 Lexington Ave., 15th Fl.
 (between 40th and 41st streets)
[Register Now](#)

Wednesday, 03.24, 6 to 9 p.m.
Communications Career Roundtables
 You'll get career advice and strategies in this unique small-group format. Each roundtable is led by a communications pro. Attendees will each participate in two discussions. Topics and registration coming soon

NYU's Kimmel Center
 60 Washington Square South (at West 4th Street)
[More information](#)

Friday, 03.26, 8:30 to 10 a.m.
 Free; for members only
Digital Salon: Social Media with Sree Sreenivasan
 Technology expert Sree is also the dean of student affairs at Columbia University's Graduate School of Journalism.

AOL
 770 Broadway
 (entrance on 9th Street, between Broadway and Lafayette)
[Register Now](#)

Tuesday, 04.13, 6 to 8 p.m.
A Night Out with Kate White (featured in [Spotlight On](#))
 Mingle with your peers at the DVF boutique in the Meatpacking District.

Diane von Furstenberg Studio

NYWICI PULSE

Damage Control #Fail -- Whose was worse?



- Tiger's -- His team should have convinced him to spill all from the get-go.
- Toyota's -- They really thought millions of drivers would buy the floor-mat theory?
- Both are useless.

Vote on nywici.org

Previous Poll Results
 To last month's Pulse question Has CBS crossed a line with its agreement to run an anti-abortion ad, featuring Pam Tebow and her quarterback son, Tim, during the Super Bowl?, here's how you answered:

67% Yes. In 2004 CBS turned down a pro-gay United Church of Christ ad citing a policy against advocacy ads, but now they're OK??

15% No. And if CBS did cross a line, it's about time. Who created those lines anyway?

18% It's not about pro or

440 West 14th St.
(between Washington Street and 10th Avenue)
[Register Now](#)

Monday, 04.19

Matrix Awards

THE BIG EVENT: Join 1,000 of your BFF's to celebrate the accomplishments of women in communications. Maria Bartiromo, above left, anchor, CNBC's "Closing Bell with Maria Bartiromo," will present a Matrix Award to Marissa Mayer, left, Google's VP of Search Products and User Experience.

Waldorf Astoria Hotel
50th Street and Park Avenue
[Register Now](#)

--Edited by Antonia Predovan

con, it's about the Benjamins. And everyone in communications needs more Benjamins.

--Deirdre Wyet

10 NEED-TO-KNOWS

1. SEND IN your nominations for the new NYWICI Board of Directors by Friday March 5 to info@nywici.org or fax (212) 370-9047.

2. SHARE your knowledge and become a mentor. [Learn more](#)

3. CHECK OUT NYWICI.org's [calendar of events](#).

4. POST a thank you note to anyone on our [gratitude wall](#).



5. SAVE 30% on a 1-year membership to zagat.com. [Read more](#).

6. READ and write about the latest success of our members in the [member news section](#) or NYWICI.org.

7. JOIN a [committee](#) at NYWICI. Choose from Integrated Marketing & Communications, Membership, Programming, Sponsorship, Student Affairs and Matrix Awards. [Find out more](#).

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

9. CONNECT and socialize with us on [YouTube](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).

10. CHARGE IT to change a life. Apply for a NYWICI Visa card with 0% interest for 6 months, no fee, and points



Spotlight On

Kate White

She is editor-in-chief of Cosmopolitan and author of 6 novels -- 5 Bailey Weggins mystery novels and the new psychological suspense thriller *Hush*. This latest centers on a single New York City working mom, who finds herself in a life-threatening jam after a one-night stand.

(Kate is also the featured speaker at the Night Out, 04.13, see above.)

Why Cosmo thrives "It continues to be the bible for fun fearless females. Women change, but they still need their bible.

"Plus, with a lot of help, I've taken Cosmo to #1 on the newsstand and kept it there. We outsell our nearest competition by over a million copies."

About men "Men want to be seduced, they want to be told we find them attractive. Remember, Rielle Hunter helped ruin John Edwards' marriage and political future by simply saying, 'You're so hot.' And it's not good to be your husband's soulmate: Relationships thrive on a little mystery."

Latest "woo-hoo" moment "Having Lady Gaga on my April cover."

A.M. starter "Greek yogurt: It's like eating pure bliss for breakfast."

The writer's life "The trick has been to write every day without fail -- I do it early in the morning and even on vacation -- and not setting super-big goals for myself. If I promise myself I will do too much, I grow distracted writing and become overwhelmed with an urge to de-fuzz my sweaters! I aim for only a page a day on weekdays and 5 on each weekend day. It's never too much and, damn, the pages do

add up."

Sister in crime "I admire Linda Fairstein [crime novelist and former head of the sex crimes unit for the Manhattan DA's office]. She writes a great book every year, but is still 'in the world' -- appearing on TV, speaking at events, writing nonfiction pieces, doing pro bono legal work."

Icy pleasure "It was the time I arrived in Antarctica after 2-1/2 days on the Drake Passage. Even remembering now makes me want to cry -- it's so breathtakingly beautiful there."

Happily ever after "[My proudest personal achievement was] marrying a guy, Brad Holbrook, who is as happy doing eco trips with me as he is going to a Picasso exhibit or a Civil War battleground, and raising two kids, Hunter and Hayley, who don't appear to be psychopaths and seem to really like me."

"Of course, I wouldn't even mind if they were psychopaths as long as they like me."

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



rewards, and when you use it just once, the NYWICI Foundation receives \$50. More about the [NYWICI Credit Card](#).

--Carmen Pichardo-Gonzalez

Job of the Month

Title Freelance Writer

Company New York University
School of Continuing and
Professional Studies

Level Mid-career

Description Seeking experienced freelance writer to create web copy integrating consistent key messages for a school-wide website redevelopment project.

Requirements The candidate must be an accurate and efficient writer with knowledge of search engine optimization and web writing who can follow an editorial style guide and manage multiple projects in a fast-paced environment. A bachelor's degree and 5 years writing experience are also required.

To apply Send a cover letter, writing samples, and resume by March 19 to scps.hr@nyu.edu (please indicate Box 13-10A in subject line), or mail to NYU SCPS, Human Resources Office, 25 W. Fourth St., Room 212, Box 13-10A, New York, NY 10012-1119.

--Katie Corrad

Members Hire Members I Became a Communications Director, Thanks to 2 Members

Had I not been a member of NYWICI, I would never have been the director of communications for the nonprofit HeartShare Human Services of New York.



It came about in 2003, as the result of talking with member Ginny Pulos, owner of Ginny Pulos Communications, at an NYWICI event in 2003. It was a lucky conversation: That night I told Ginny that I wanted to work for a nonprofit. She knew that Pat O'Connell, long-time member and former NYWICI president, was retiring from her post as HeartShare's communications director. Ginny introduced me to Pat. Then, Pat recommended me (pictured above) to replace her.

At the time, I had exactly what HeartShare was looking for. The organization wanted a professional who could revamp its materials, from its internal and external newsletters to its annual report, website and department brochures. My experience in magazine journalism (which includes a master's degree from New York University and teaching in the same program) along with a background in start-up publishing, websites, marketing, public relations and other communications-related experience placed me in good stead.

But the other unexpected bonus of that conversation with Ginny is the gift of having Pat in my life. She turned out to be a true friend and ever-supportive, gracious colleague. I got to know Pat when she and I overlapped at HeartShare for about 6 weeks, and we've stayed in touch through the years.

The next year, I resigned from HeartShare to focus on my own firm, Way With Words, which specializes in editorial/copywriting consulting and services. But whenever I hear NYWICI's new motto, members hire members, it rings true, because Ginny and Pat made it happen for me.

-- [Yvonne Koulouthros](#)

Send us your feedback!

Let us know what you think of the articles and what you want to see in upcoming editions. If

[Find out more about Members Hire Members](#)

[Send us your Members Hire Members story](#)

you're interested in contributing, shoot us an [email](#)

Where Are the Women?

As women everywhere and of NYWICI (see postings in our [Aloud](#) blog) mark Women's History Month, March's column offers news and other readings from the worlds of communications, other industries and politics. For example, according to a study by Catalyst, women lag behind men in salaries starting post-college graduation, and female entrepreneurs remain in scant supply, reports Business Week. Below, the links:

* [Addressing the Dearth of Female Entrepreneurs](#), Business Week Viewpoint, 02.04.10

* Notes From the Cracked Ceiling: [Hillary Clinton, Sarah Palin, and What It Will Take for a Woman to Win](#), by Anne E. Kornblut, about gender issues and the 2008 election

* [Pipeline's Broken Promise](#), Catalyst MBA research, February 2010

* [Why Women Make a Difference in the Boardroom](#), by Blythe J. McGarvie, CEO of LIF Group, Business Week, 10.16.09

More ways to bolster women and their work:

* Celebrate [Swan Day](#), Saturday, 03.27, by attending a woman's art exhibit, concert, film, play or book reading.

* Rush to the [Whitney Biennial](#): artist count, women, 29; men, 26.

-- Barbara Sutton Masry



How I Did It: Became an Online Brand by Wanda Mann

I never set out to become an online brand. In fact, for most of my career, I was an event planner, a job I thought I was born to do (as I child, I threw themed tea parties for my friends with strict instructions on what to wear).

But since launching my [Black Dress Traveler](#) website 2 years ago, I have become just that: I've been quoted in the media, called upon to judge competitions and host events, and courted by companies in the hopes that I will review their product.

After spending my first 2 years out of college in California with the Girl Scouts of America, I moved to New York and began freelance event planning for such clients as the Arthur Ashe Institute for Urban Health, in which I coordinated its celebrity gala. The more I became involved with the New York social scene, the more my friends came to me with questions. They asked me: "Can you get me into this restaurant?" "I have friends in town, where should I take them?" "What is the hottest club right now?" I, of course, wanted to help them all but doing so would have required way too

much time. So instead, I decided to send them an email once a week with all the goings-on in New York City. My email needed a name, of course, and so "Mann About Town" was born.

A year later, I had more than 10,000 subscribers from all over the world. As my circle of connections widened, so too did my sphere of influence and my access to prominent people, places and things (for example, I was able to offer my subscribers access to an exclusive event at Lincoln Center).

In spite of its ongoing popularity, Mann About Town no longer was special to me after a few years. By 2008, there were tons of event-focused newsletters (like those from DailyCandy or Time Out New York) to compete with and I wanted to incorporate more of my personality -- and interests -- into my online persona. So at year's end, I launched The Black Dress Traveler, a lifestyle website that melded my dual passions of travel and fashion.

Today, the website is thriving and its reach has extended beyond the web to include such events as my upcoming **Woman and Wanderlust Travel Expo**, featuring award-winning travel writer Pauline Frommer. I believe one of the keys to my success is that I wasn't afraid to let go of my previous brand, Mann About Town. At some point, I no longer thought it was the right fit. Instead of letting this revelation discourage me, I used it as motivation to create something brand-new that I was passionate about.

-- As told to Alissa Pinck

Student Takes Shanghai

When Carol Kuruvilla, right, a media, culture and communications/journalism major and a junior at New York University, learned she won the NYWICI Foundation Carozzi Family Scholarship last year, she knew her life had changed.



"I no longer had to face my personal struggles alone. Dealing with shyness, internships, love - I now had a network of people who cared," she says. She took that knowledge -- and her scholarship funds -- with her to study abroad for a semester in Shanghai, China. There, she learned a new meaning of "guanxi," a word for "networking" and "relationships" in Chinese society, through the friendships she made. [Read more](#) about Carol's study abroad.

--Kelli Plasket



Welcome, Barbara Sutton Masry!

Barbara is a playwright, screenwriter and producer, who has penned and developed five stage plays and two screenplays, including the latest, "A Wake-Up Call." Her plays are "written for people who appreciate stories about the conflicts and passages of evolving women."

Her path to NYWICI "As a NYWIFT member (New York Women in Film and Television), I attended last year's networking events co-sponsored with the New York Women's Media Council. When I was invited to join NYWICI, it seemed like an opportunity to broaden my world in fields in which I was less familiar, such as PR and marketing. I've met some savvy

people and hope to make inroads as I advocate for improved opportunities for women in theater, film and television."

Fitting in "I signed up for NYWICI without knowing any members. Through a Night Out at the City Winery last fall and the Integrated Marketing & Communications meetings, I'm connecting with engaging, accomplished women. I'm also editing this newsletter's newest column, Where Are the Women?, which examines gender inequality in communications and other fields."

--Rachel.Buttner

And Finally...

Awkward Press Conferences: [Top 10](#)



[Chopin Tonight!](#) And Every Night Till Friday. Free

[March with the Irish](#) on St. Patrick's Day

See [Sheryl DuWunn/Nicholas Kristof film](#), 03.04

[Social Media a Mystery to U.S. Women's Hockey Coach](#)

[Stores May Be Texting as You Stroll By](#)

[Wall Street Women Stars: On Exhibition](#)

[Women's History Month Events](#)

NYWICI in the News

The organization has received media coverage for the recent Barefoot Contessa: The Brand event, including placements in [Ladies Home Journal](#) and [Good Housekeeping](#). Additionally, the upcoming 2010 Matrix Awards has been featured on many websites, including [USA Today](#), [FOX Business](#), [O'Dwyer's Newsletter](#) (requires subscription to read) and more.

--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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