

# NEW YORK WOMEN IN COMMUNICATIONS

Connect  
with the  
women  
who  
connect  
the world

# Now



11.04.10

CATCH THE STUDENT CAREER CONFERENCE | WORK FOR THE MICHAEL J. FOX FOUNDATION

## NEXT UP



**Saturday, 11.06, 9:15am-5:00pm  
(registration begins at 8:45am)  
Student Communications Career  
Conference**

More than 50 communications professionals, including the keynote, Mara Schiavocampo, left, will come together to educate, give career advice and network with student and young professional members.

Grand Hyatt New York  
109 E. 42nd St.  
(Park Avenue at Grand Central Terminal)

**Register Now**

**Monday, 11.15, 6:15-8:30pm  
From the Heart, Esperanza Scholarship  
Launch**

Join the NYWICI Foundation Board for an

## NYWICI PULSE



**Has your attitude toward  
Facebook moved up or down  
recently?**

- Down, now that I've seen the Facebook movie the Social Network.
- Up, since it added the groups feature that lets me separate the personal from the professional.
- Up, after founder Mark Zuckerberg, above, gave \$100 million to Newark

evening of music by renowned Argentine pianist Rosa Antonelli. The event will raise money for the new Esperanza Scholarship, awarded to a Hispanic student in communications.

Steinway Hall  
109 W. 57th St.

[Register Now](#)

\*FREE-MEMBERS ONLY\*

**Wednesday, 11.17, 8:30-10:00am**  
**Digital Salon: LinkedIn & Your Career**

Learn how to leverage the site to gain job leads and more.

Microsoft Technology Center  
1290 Avenue of the Americas  
(between 51st and 52nd streets)

[Register Now](#)



**Wednesday, 11.17, 3:30-5:00pm**  
**Up Close at ICM: Meet the Authors**

Get a behind-the-scenes look at International Creative Management (ICM) and speak with authors Julie Klam, left, and Patty Marx. Julie is a freelance writer who has written for The New York Times and O, The Oprah Magazine. Patty is the author of **Him Her Him Again The End of Him** and is a former writer for Saturday Night Live.

Worldwide Plaza  
825 Eighth Ave.  
(between 49th and 50th streets)  
Use the Universal Music entrance at the back of the building, off the courtyard.

[Register Now](#)

**Tuesday, 12.7, 6:00-8:00pm**  
**Cocktails & Conversations: The Rise of E-Publishing**

Microsoft Technology Center  
1290 Avenue of the Americas  
(between 51st and 52nd streets)

[Register Now](#)

\*FREE-MEMBERS ONLY\*

**Wednesday, 12.15, 8:30-10:00am**  
**Digital Salon: Twitter for Business**

Discover how to convert followers to customers.

Microsoft Technology Center  
1290 Avenue of the Americas  
(between 51st and 52nd streets)

schools.

· Still in the pits. I'll never join that crazy thing!

Vote now on [nywici.org](#).

-- Deirdre Wyeth

## JOBS OF THE MONTH

For details on each job listed below, visit [NYWICI Jobs](#).

**Title** Associate Director of Communications

**Company** Michael J. Fox Foundation for Parkinson's Research

**Level** Senior

**Requirements** Minimum, 5-7 years in communications, science journalism or a related field

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**Title** Executive Assistant

**Company** MSG Communications

**Level** Mid-Career

**Requirements** 5+ years executive administrative experience

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**Title** Social Media Manager

**Company** Big Brothers Big Sisters of New York City

**Level** Mid-Career

**Requirements** 2+ years relevant experience

-- K.C.

## 4 Need-To-Knows

1. GIVE THANKS on [The Gratitude Wall](#). It's free in November. Thank one, thank all.

Register Now

-- Edited by Katie Corrado



## SPOTLIGHT ON

### Celeste Headlee

Celeste Headlee, the co-host of WNYC & PRI's The Takeaway, will speak on the broadcast panel at the [Student Communications Career Conference](#) on Nov. 6.

Celeste has more than a decade of on- and off-air experience in both local and national public radio productions. Before joining The Takeaway, she was the Midwest

correspondent for NPR's Day to Day, covering everything from the auto industry to art, the 2008 presidential election to toilet smuggling.

**Beats the Rooster** "I wake at 3am, have a 30-minute commute from New Jersey to Manhattan and prep for the show until we go on the air at 6am. Four hours later, I get off the air, go home and start prepping for the next day's show."

**One Lucky Break** "I was in a public radio station one day, and the music director offered me a job as a classical music host. I had never trained to work in radio or pursued broadcasting as a career, but I needed a job, and it sounded interesting. That led to cultural reporting, which led to hosting news programs, and it went on from there."

**Committed** "I feel I'm performing an important public service. I could live happily at a university for the rest of my life, so having a job that allows me to be a perpetual student is perfect."

**S-A-T-I-S-F-A-C-T-I-O-N** "The best stories are the ones that surprise you -- the ones that you approach as an assignment only and learn to care about. Among those were stories about the purple Lilliput mussels in Michigan, collecting ballots in the Grand Canyon on election day and extreme unemployment in small-town Ohio."

**Advice: Mum's the Word** "Listen. Don't be afraid of silence. Our job is to inform, not impress."

**A Child's View** "When my son, Grant, came to the Big Apple for the first time, at age 11, he said he really liked it, but wanted to know if it was always so loud, and if the cars always blocked the crosswalks. We had just moved from Detroit to the tri-state area. About the same time, a very nice woman greeted us with a thick Jersey accent at a school office in Montclair: Grant whispered to me, 'Why is she talking like that?'"

**Scene-Stealer** "It's the place near the lake in Central Park, where the turtles sun themselves on a dead log. So many of them are there, that they encrust the wood, their heads resting on each other's shoulders."

**Off-Air** "I'm cooking, making everything from scratch; riding my bike; reading; and playing World of Warcraft with my husband and son."

2. CHECK OUT the latest [health care options](#).

3. WIN [on-stage seating at the 2011 Matrix Awards](#) by recruiting the most new members by March 31.

4. WEIGH IN on the new "[Hot Seat or Hot Sheet](#)," which delves into the most talked-about topics in communications.

-- Rodeena Stephens

### Send us feedback!

Let us know what you think of the NOW e-newsletter or if you are interested in contributing. Send an email to [websitecommittee@nywici.org](mailto:websitecommittee@nywici.org).

**To De-Stress** "I often read P.G. Wodehouse."

**No Regrets** "I don't think I would live any days over, even the days on which I made stupid, bone-headed mistakes, and there are many, because all of them, somehow, changed my course. I'd be afraid to risk messing everything up."

-- As told to **Michelle Lodge**



## Rosa Redux: A Benefit for the NYWICI Foundation

When concert pianist Rosa Antonelli plays on Nov. 15 at Steinway Hall, it will mark the second year she has chosen to honor the NYWICI Foundation with a benefit performance.

The proceeds from the concert will form the basis of a new scholarship to be awarded at Matrix: The Esperanza scholarship will go to a Hispanic student in communications.

Why is Rosa helping the foundation? "When I was young in Argentina, my family, which had been a wealthy Italian family, were poor. But I had a piano teacher who let me practice every day on her piano. If it weren't for her generosity, I wouldn't be where I am. And now I give to others.

"New York Women in Communications is especially close to me, because through my music, I'm helping young women get through college. In Argentina, the best colleges and conservatories are free public schools."

[Read more...](#)

-- D.W.

## Connect with the Women Who Connect the World

It is the new NYWICI tagline and describes the strength of our growing community. **Become a member**, or tell your friends and colleagues to **join!**

## WHERE ARE THE WOMEN?

*Getting Ahead...*

- **Providing Jobs and Economic Security for America's Women**



· **Ahead of Time: A Documentary About International Foreign Correspondent and Photojournalist Ruth Gruber, left**

· **Women Dominate PR Industry with Natural Abilities to Persuade**

*Falling Back...*

- **FAIR Magazine: PBS News and Public Affairs Dominated by White, Male and Elite**
- **A Women's Hedge Fund, 'Run' by Women, Controlled by a Man**
- **Getting No Respect in Silicon Alley**

-- Edited by **Randi Goldsmith**

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## Welcome, Sethu Nair!

**Sethu** just accepted a position as the Community Outreach & Media Advocate for **Sakhi for South Asian Women**, an agency that works to end violence against women in the South Asian community. Her positive perspective will undoubtedly inspire her new colleagues and clients: "No matter how many buildings block the city street, the sun's warmth inevitably reaches the ground."

Her name, Sethu, means bridge in Hindu; it is borrowed from the epic poem Ramayana.

Previously, she was the manager of annual giving at the Coalition for the Homeless, worked with Sanky Communications and earned her M.A. from the School of International and Public Affairs at Columbia University.

She hopes to "engage the communication industry with larger world-wide events, so we can collaborate on projects related to public policy and human rights.

"When I am not fiercely building my career in social media, I dance, write poetry and dream up lofty ideas on how to save the world."

-- Rachel Buttner

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## AND FINALLY...

**ING New York City Marathon, Sunday, 11.7**

**The 84th Macy's Thanksgiving Day Parade, Thursday, 11.25**

**Winter's Eve at Lincoln Square, Monday, 11.29**

**Lights, Camera, Christmas Tree! Rockefeller Center, Tuesday,  
11.30**

**Botanicals: Environmental Expressions of Art, New York  
Botanical Garden**

**Masterpieces of French Art Deco, The Met**



**Pictures by Women: A History of Modern  
Photography, MoMA**

*NYWICI Now*

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**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.