

10.06.10

MEET RACHEL BOWIE, STUDENT AFFAIRS | SIGN UP FOR CAREER CONFERENCE

NEXT UP



Tuesday, 10.12, 6-8pm

Women Covering War: The Human Dimension

A panel of journalists talks about their lives as war reporters. Featuring: **Kimberly Dozier**, correspondent for the Associated Press covering intelligence and counterterrorism.

Jan Goodwin, author and award-winning journalist with a focus on conflict and human rights.

Eman Kassem, top left, a leading Arabic-language radio journalist in Israel, champions the coexistence of Jews and Arabs.

Lynn Sherr, top left, moderator, award-winning broadcaster and author, formerly of ABC News; and contributor to PBS' Worldfocus, More, Town & Country and The Daily Beast.

AOL Headquarters, 6th Fl.
770 Broadway

Register Now

Thursday, 10.14, 6-8pm

NYWICI Night Out with AWNY

Network with the Advertising Women of New York.

Bricco
304 West 56th St.
(between Eighth and Ninth Avenues)

Register Now

Free - Members-Only Event

Wednesday, 10.20, 8:30-10am

Digital Salon: Search Engine Marketing

Learn how to boost your business using search engines.

Microsoft Technology Center, 5th Fl.
1290 Avenue of the Americas

NYWICI PULSE



If your client were Christine O'Donnell, above, the Delaware Senatorial candidate, and it came out that she had once "dabbled in witchcraft," what would you do?

- Emphasize that the candidate was young then.
- Use the opportunity to talk about religious freedom.
- Attack the person who leaked the video clip.
- Quit and work for, say, a hedge fund manager.

Happy Halloween! And remember to vote now on nywici.org.

-- *Deirdre Wyeth*

JOB OF THE MONTH

Title Internal Communications Specialist

Company Phillips-Van Heusen

Level 2 to 4 years experience



(between 51st and 52nd Streets)

[Register Now](#)

Free - Members-Only Event

Tuesday, 10.26, 6:00-7:30pm

Financial Salon: Not Your Mother's Retirement

Gina L. Bolden-Rivera, a financial services representative to small businesses and entrepreneurs, will discuss women's retirement issues; includes refreshments.

Kellen Company

355 Lexington Ave., 15th Fl.

(between 40th and 41st Streets)

[Register Now](#)



Wednesday, 10.27, 5:30-6:30 pm

(Cocktails and Networking)

6:45-8pm (Program, Q&A)

Cracking the Code of What Women Want

Mary Lou Quinlan, president of marketing agency **Just Ask a Woman**, discusses what women may need from your business. Also present are representatives from the Long Island Women's Agenda and the Katz Institute for Women's Health.

TWO Steak and Sushi Den

1270 Union Turnpike, New Hyde Park, NY

[Register Now](#)

Saturday, 11.06, 9:15am-5pm (registration

begins at 8:45am)

Student Communications Career Conference

More than 50 communications professionals come together to give advice to students and young professionals.

Grand Hyatt New York

109 E. 42nd St.

Park Avenue at Grand Central Terminal

[Register Now](#)

Monday, 11.15, 6:15-8:30pm

NYWICI's Foundation Presents *From the Heart*

A celebration of promise, aspiration and the nurturing spirit, featuring Argentine pianist Rosa Antonelli.

Hosted by Anne Keating, SVP, Public Relations, Special Events & Corporate Philanthropy, Bloomingdale's.

Steinway Hall

109 W 57th St.

[Register Now](#)

For description and contact, visit [NYWICI Jobs](#).

2 Need-To-Knows

1. USE the payment plan to [renew your membership](#).

2. CHECK OUT [career resources](#).

-- 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.

Free - Members-Only Event

Wednesday, 11.17, 8:30-10am

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, 5th Fl.
(between 51st and 52nd Streets)

[Register Now](#)

-- Edited by Alison Crisp Stockley

SPOTLIGHT ON



Rachel Bowie

She is the co-chair of the Student Affairs Committee, which is behind the upcoming Student Communications Career Conference, and a freelance writer/editor for New York Resident magazine, Niche Media's Gotham and Hamptons magazines and Scholastic. This month, she also launched her website and blog on www.rachelbowie.com.

Previously, she was an associate editor for Boston Common magazine.

Pretty package "I love writing, producing and packaging a great story. Whether it's a celebrity interview or a travel feature, there are so many creative ways to tell a story, in print or online. My favorite thing is to brainstorm ideas."

No sweat? Not exactly "So often I find that people see the finished product, a beautifully packaged magazine story, and they focus only on the gloss and glamour. They don't see the hustle required to land the interview, the attention to detail behind the photo shoot, the careful selection of every word on the page and the negotiations with your editor to achieve your best possible work. Multiply that by the number of pages in each issue of a magazine, and it's a lot of work."

From Beantown to big town "When I first arrived in New York, I missed the community of a small city and also the encouragement from connecting with industry peers. Then one night, I caught a Sex and the City rerun -- the one where Carrie Bradshaw goes to a luncheon for women in the arts. I remember wondering if such an organization existed in New York. I Googled 'women,' 'luncheon' and 'communications,' and the Matrix Awards came up, which led me to NYWICI's homepage. I signed up that night."

Play it again "I used to page through interviews in Vanity Fair, Glamour and Gotham and wonder if I would ever write what I call the quintessential New York lede for a celebrity interview. That means you meet in person at a coffee shop or bar and have the chance to fill the story with color -- the kind you never get over the phone."

When I recently interviewed actor Matt Czuchy from the TV show The Good Wife for the cover of New York Resident magazine, I got exactly that. We met at a

coffee shop in the West Village and, as I walked there, I reminded myself, 'This is exactly why I moved to New York.' "

Tune out, tune in "Movies. To me, it's the one time when my BlackBerry is off, the lights are out and all my attention is devoted to one thing. I just saw *The Town* -- directed by and starring one of my favorite Bostonians, Ben Affleck. Fantastic."

Only in New York "Seeing Woody Allen perform with his jazz band at the Carlyle Hotel was incredible and surreal: definitely my biggest pinch-me-I-live-in-New-York moment."

Happy Halloween "Two years ago, I went as Marilyn Monroe, and last year, Betty Boop. I'm still undecided about this year's costume, but I'm leaning toward a character on *Mad Men*. Maybe Peggy, or Joan."

-- As told to **Michelle Lodge**

WHERE ARE THE WOMEN?

Why it's great to be a woman...

- **NBCU Measures the Power of Women Consumers**
- **25 Most Powerful Women in Banking & Finance**
- **She Gives a Voice to Hispanic Women**
- **The 2010 Most Influential Women Entrepreneurs**

There's still work to do...

- **Why It's Time to Stop Giving Women Entrepreneurs Special Help**
Kudos to Donna Henn with her response: "Oh, you clever men! Now you know our nasty little secret. World domination. 100% of all businesses owned by women is just the beginning. Just you wait and see!"
- **Still Too Few Women in Management**
- **Why Young Women Hate Wall Street**

Please send articles and information for future columns to **Media Sunrise**.

-- Edited by **Randi Goldsmith**



Welcome, Natalie Newman!

Natalie is an attorney at the law firm of Proskauer Rose LLP, where she focuses on information technology, new media, digital media, the Internet, direct marketing, online advertising, communications, privacy and data

security.

"The dynamic nature of the Internet, new media and technology, and ensuring that I am always on the leading edge of the latest developments," she explained, "have made every day interesting, challenging and fulfilling."

-- Rachel Buttner

AND FINALLY...

Columbus Day Parade , Monday, 10.11

Halloween Extravaganza and Procession of the Ghouls, Friday, 10.29, Cathedral of St. John the Divine

New York's Village Halloween Parade, Sunday, 10.31

Vote! Tuesday, 11.02

New York City Marathon, Sunday, 11.07

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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