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dear

Fellow Members,

As the 2009-2010 year comes to a close, I reflect on the changes we have made at New York Women in Communications. We expanded our website, relaunched last summer, adding a new career section, podcasts and our Aloud blog (page 15). We introduced our Members Hire Members initiative to encourage members who are hiring to turn to their NYWICI colleagues first. We started a series of free members-only seminars on digital media.

On April 19, the Matrix Awards brought us eight new honorees: Susan Chira, foreign editor at *The New York Times*; Grammy Award-winning singer and songwriter Sheryl Crow; Tina Fey, executive producer, head writer and star of NBC's Emmy Award-winning "30 Rock"; Ina Garten, author and host of the Emmy Award-winning "Barefoot Contessa" on the Food Network; Doris Kearns Goodwin, Pulitzer Prize-winning author and presidential historian; Anne Keating, senior vice president of public relations, special events and

corporate philanthropy for Bloomingdale's; Gayle King, editor-at-large for *O. The Oprah Magazine* and host of "The Gayle King Show" on Sirius XM; and Marissa Mayer, vice president of search products and user experience at Google.

Celebrating their 40th anniversary with a sold-out crowd of over 1,500, the Matrix Awards received a true NYC tribute. That evening, the Empire State Building was lit up in Matrix colors: purple, yellow and white.

At the luncheon, we awarded 19 high school and college students \$103,000 in scholarships, funded through the New York Women in Communications Foundation. The Foundation has also unveiled new fundraising initiatives, including our online Gratitude Wall (nywici.org/thanks) and a NYWICI Foundation Visa credit card (page 13).

I wasn't able to open the luncheon, as I was stranded in London due to volcanic ash from Iceland. But my successor, President Elect Linda Kaplan Thaler, ably stepped in, ribbing emcee Brian Williams, "NBC Nightly News" anchor and managing editor, about being a man hosting a women's luncheon. Linda is CEO and chief creative officer of the advertising and entertainment company the Kaplan Thaler Group, and also the subject of our cover story (page 8), in which she dispenses job-related tips.

Continuing with this issue's jobs theme, we focus on the driving force in today's communications market: digital media, an area that has been bringing increasing revenues to my company. On page 3, you'll find today's must-have skills.

Other career strategies you'll find in this issue include a guide to online branding (page 6) and advice from career experts (page 12).

It has been an honor and a pleasure to serve as your president, and I look forward to seeing you all at future NYWICI events.

Best always,



Denise Warren
Senior Vice President/Chief Advertising Officer
The New York Times Media Group
General Manager, NYTimes.com



THE DIGITAL EVOLUTION

Must-Have Skills for Today's Job Market

By Julie A. Kaeli

While NYWICI member **Kat Gkionis** was looking for a magazine job after graduating from college with a journalism degree in May 2009, she started a blog, *Sassy At Any Size* (www.sassyatany.com), as a creative outlet. This past February, *Marie Claire* discovered her blog and invited her to be an expert at a brainstorming session about future *Marie Claire* projects on plus sizes and fashion. Although this did not translate into a job, Gkionis added it to her résumé, and within weeks she was hired by *Weight Watchers* to work on its print magazine.

This is just one example of how to remain relevant in a tough job market, whether you are an employee, an entrepreneur or unemployed. *CONNECT* spoke to experts about the must-have skills for today's rapidly changing communications job market, which is concentrating more and more on digital.

"There are new jobs being created with a focus towards digital media, video shooting and editing, audio, slide shows, graphics—and good journalistic skills, of course," says **Ernest Sotomayor**, assistant dean of career services of Columbia University's Graduate School of Journalism. In addition to these skills, "employers want candidates to be familiar with social media," Sotomayor says. For the first time this past fall, the journalism school offered a social media skills class for journalists, which teaches Twitter, Facebook and LinkedIn, to name a few, as well as how to build your audience and your news-gathering skills.

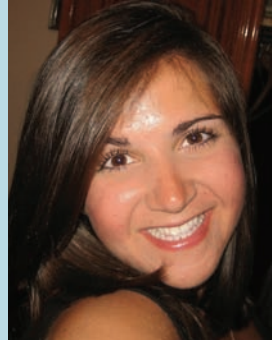
According to CareerBuilder's 2010 Job Forecast, which surveyed more than 2,700 hiring managers and human resources professionals across industries nationwide, one employer in five plans to add social media responsibilities to a current employee, while 8 percent plan to hire someone new to focus or partially focus on social media.

NYWICI board member **Kendra Bracken-Ferguson**, who oversees social media strategy and online outreach campaigns for Polo Ralph Lauren as director of digital media, corporate communications, suggests Twestival (twestival.com), Social Media Week (socialmediaweek.org), and the Digital Salons that NYWICI has started (www.nywici.org/events) as great venues for meeting people in the field and learning the necessary skills to succeed in social media.

In December, *Website Magazine* called 2010 "The Year of Mobile." It referenced analysis prepared by market intelligence firm IDC, which claims that more than a billion mobile devices will be connected to the web by the end of 2010.

Aimee Viles, VP of emerging media at Bravo Media and a panelist at Mediabistro's Think Mobile conference in April, says that her staff needs to be well-versed in writing and creating great content for mobile platforms. "Smartphones have become more advanced and include rich media [video/pictures]," Viles says. She adds that the next market to tap into is interactive TV, where Facebook and other social media are accessed from remote controls.

According to a March survey by staffing firm The Creative Group, web designers are in such demand that 15 percent of the 500 randomly selected marketing and advertising executives indicated they'd like to hire someone with those skills.



Kat Gkionis



Kendra Bracken-Ferguson



Aimee Viles

Continued on page 4

Continued from page 3



Nicole Stagg

Nicole Stagg, a NYWICI member who recently started her own consulting company, Stagg Digital, emphasizes the skill of thinking like a digital editor when creating web content. She relies heavily on web analytics, a still-growing field, for developing and maintaining sites. In her previous job as executive director of content and product strategy for the digital division of Hearst Magazines, Stagg relied on real-time data generated by the analytics service Omniture. “It is critical to look at the numbers and the data to show what users are doing on our sites.”

To stay on top of skills and the latest trends, Viles recommends networking with peers internally and externally as a great way to learn about new things. “Reading and playing in the space are also important activities—and if you don’t use the products yourself, it’s hard to imagine how to apply them to your fans and brands.”

Julie A. Kaeli graduated from Columbia University’s Graduate School of Journalism. She is a freelance writer currently residing in Philadelphia with her husband and two children.



Amy Webb, founder and CEO of Webbmedia Group, a consulting firm offering mobile, platform, social and emerging tech/media strategic services and workshops, helps communicators learn the latest digital tools and networks. Last year, Webb launched Knowledgewebb.net to offer multimedia tutorials and resources for individual, do-it-yourself training. Webb shared her five hot skills with *CONNECT*.

5 HOT SKILLS

- **Search:** Can you use alternative engines (Samepoint, Social Mention, Twitter real-time search)? What about scripts (e.g., Greasemonkey)? What about Google Labs products?
 - **Social Media:** Can you name the various social ecosystems, explain what they do and what makes each different? Can you start a Facebook page or group? A LinkedIn group? Do you know about Tumblr, Posterous? What about Latitude, Loopt, Foursquare?
 - **Blogs:** Do you know basic HTML? Can you embed a video? Do you know how to find your RSS feed?
 - **Business 101:** What’s a “dev team,” and do you need one? Can you map out a project plan and business plan? What are analytics? How does online advertising work? What are reasonable prices?
 - **Equipment:** Can you easily get online using Wi-Fi if you’re not at work? Can you troubleshoot on your own and be your own personal IT department?
- J.A.K.

HELPFUL WEBSITES

www.knowledgewebb.net

www.mashable.com (social media news and web tips)

Bit.ly (helps track activity of links)

www.lynda.com (provides training in digital tools and techniques)

HOT FIELDS, HIGH-PROFILE WOMEN

By Rachel Buttner

AMANDA MICHEL: CITIZEN JOURNALISM

As editor of distributed reporting at ProPublica, Amanda Michel is advancing investigative journalism by engaging dedicated readers in the news-gathering process. “Some of the tools we use are simple and used by most newsrooms—email, Twitter, Facebook, website, the phone,” she said. “What’s unique is how we use them.”

For example, she rallied citizens nationwide through an online project to be watchdogs on government stimulus programs. The results indicated that of the 10 percent of projects tracked, construction started on only 30 percent. “If the public challenges journalists to do better work, that’s a good thing.” But she cautions, “We have to be extra careful that speed doesn’t diminish accuracy or destroy perspective.”

Previously, Amanda was director of The Huffington Post’s OffTheBus, an innovative project in open platform journalism and crowdsourcing for the 2008 presidential election. Her experience in public politics began as an online organizer for Howard Dean’s and then John Kerry’s 2004 presidential campaigns.

She also co-founded the New Organizing Institute and helped launch the citizen media initiative Assignment Zero, a *WIRED* and NewAssignment.net collaboration.

DANA TODD: SEARCH MARKETING

As chief marketing officer of Newsforce, Inc. in San Diego, Dana Todd helps companies rethink advertorial and sponsored content with a new ad creative: “storytelling media”—a mash-up of PR and advertising that transforms and promotes brands via social media. A pioneer in the search marketing industry, Dana uses this method to leverage news publishers’ brands, including *Newsweek* and the *Los Angeles Times*, through brand stories, thought leadership platforms and more. “It’s fundamental of people to like stories,” she said. “We can turn banner space

into advertorial space and measure the feedback and create a highly optimal experience.”

Before helping to launch Newsforce in 2006, Dana was at the forefront of SiteLab (formerly Bien Logic), one of the original interactive marketing agencies. In 2003, she founded the trade organization SEMPO, which today spans 37 countries. Dana, who kicked off her career in the newspaper business as a reporter and editor, credits her success as a search marketer to journalistic curiosity—and a tolerance for risk and failure.

SARAH HOFSTETTER: SOCIAL MEDIA MARKETING

As senior vice president of emerging media and client strategy at 360i, Sarah Hofstetter helps companies, including JCPenney and Reckitt Benckiser, understand how to use social media marketing to gain attention from consumers. “Not every channel and emerging technology is right for every brand,” she said, “but brands that encourage conversation, offer unique content or provide utility within their social media channels, like Facebook, Twitter and mobile barcodes [mobile phone-scannable barcodes linking consumers to the Internet], are more likely to connect with their audiences.”

In addition, Sarah leads a team of digital publicists who maintain 360i’s Digital Word of Mouth service by reaching out to top bloggers and online media outlets. “Word of Mouth is now more visible because of social media,” said Sarah.

Sarah has been keeping her clients on the marketing front lines with more than a decade of experience behind her. Her foray into media began as an editor for The New York Times Syndicate. Then she managed public and analyst relations and corporate marketing for telecom companies. In 2005, she founded Kayak Communications, a boutique marketing agency whose clients include Adobe Systems.



Amanda Michel



Dana Todd



Sarah Hofstetter

Rachel Buttner is the assistant editor of *FORDHAM* magazine at Fordham University, and a regular contributor to NYWICI Now and www.nywici.org.

Becoming Your Own ONLINE BRAND

By Tekla Szymanski

No longer is a neat collection of past achievements on a two-page résumé remotely enough to make you stand out. You need to cast a wide social-media net and create a virtual billboard that sends a powerful, long-lasting first impression. In short, you need to become “Me Inc.com”—an online brand. Using social media and other web tools, you’ll promote your vision. The goal is to control the narrative and convince others that they can profit from your knowledge.

When your name is Googled, the pages and profiles that you have created, your unique tagline (which you can trademark), and the stories and blog posts that you have written should pop up first. You have to have a massive online presence, relevant connections and publicly shared information to make a mark and be recognizable. Your social media profiles and the content you provide need to feed into one gigantic semantic web search engine. “Social media is not just fun and games,” writes Mike Phillips in *Website Magazine*. “It’s turning into serious business.” Using strategically placed keywords (on your website), tag clouds (on your blog) and hashtags (in your tweets), you will be in control.

Here are the key elements of building your digital brand:

Write a blog and build a website

promoting your brand or your portfolio. Use a free blogging platform like WordPress (which has templates that are simple but less customizable than a page you would design yourself), or get your own domain name and build your website from scratch. Launch an e-newsletter (Constant Contact is a standard email marketing site. I like MailChimp). Then promote your website, blog(s) and e-newsletter on all your social media profiles. Add links to your email signature and to any printed materials. Keep your tagline, design, logo, picture and overall color scheme consistent on all platforms to enhance your brand recognition.

Find blogs in your industry

and comment on posts that interest you, with a link to your own blog, Facebook page, Twitter handle and website. Ask other bloggers to include your blog in their blogroll—and reciprocate. Link extensively to and from your website. The more quality incoming links you have, the higher your Google rating. Build a consistent relationship with your followers, fans, friends and subscribers and create a two-way dialogue. When you market your message to 10 influential people

who spread and share it, you’ve potentially reached thousands.

Use your LinkedIn profile

to spread awareness of your brand, and network and do research through LinkedIn. Include your professional photo, a headline, a detailed work history and an engaging, continuously updated summary where you introduce your brand and say why people should hire you. Make as many connections as you can, but only connect with people—and ask for connections to people—whom you know. This is different from your Facebook profile, where you can “friend” anyone—the more the merrier. Ask for recommendations! Feed your blog into your profile (WordPress works seamlessly for this, but you can use other RSS feeds as well). Launch polls, participate in the Q&A function and become a known expert in your field. Join professional groups (start with NYWICI’s LinkedIn group: <http://bit.ly/nywici>).

Create a professional Facebook page

(not a personal profile page!) for your brand, where you share links and offer professional insights with people who have opted to become “fans.” Pages are for organizations, businesses and services offering information in an official, public manner

CONNECT THE DOTS:
Your Twitter and blog feeds, Facebook page, LinkedIn profile, website and newsletter should all seamlessly link to and reinforce one another.



(<http://bit.ly/facepages>) and are fully indexed by Google. Update consistently and add your blog and Twitter feeds (www.involver.com/pages/gallery.html). When you have more than 25 fans, you can customize the URL to Facebook.com/yourbrandname. Provide relevant links and share information. Add other pages that offer similar services (or are your competitors) as favorites on your page. By the way, research has shown that the best time to post content on Facebook is over the weekend, when it tends to be shared the most.

Open a Twitter account and claim your full name or brand name as your handle. Add TweetMeme to all of your other platforms. Send out tweets regularly that are relevant to your brand—and nothing else. The ratio in social marketing, according to Social Media Vision, should be 80 percent retweets or tweets of links to content not written by—or about—you, and 20 percent tweets for self-promotion. The more links you provide to your followers, the greater the chance that they will retweet. Follow your competition and people in your industry. According to Webgrrls, the best times of the day to tweet are 9 a.m., noon, 3 p.m. and 6 p.m. ET, especially at the beginning of the week.

Create an account on social bookmarking sites like Digg.com, StumbleUpon.com and delicious.com, and share info relevant to your brand. Find out what is buzzing within your industry or professional niche and what your competition is talking about. Produce a video and upload it on YouTube or TubeMogul.com, or a

podcast and upload it to BlogTalkRadio.com. Track your social media presence at samepoint.com, socialmention.com or technorati.com; search for online experts on Yahoo's myBlogLog.com and measure your website's/blog's marketing effectiveness with website-grader.com. Share your online content using sharethis.com or addthis.com. Then tie it all together with friendfeed.com. Make it easy for your readers to share/retweet your website content.

Make your brand present and consistent on every channel.

Connect all the dots: Your Twitter and blog feeds, Facebook page, LinkedIn profile, website and newsletter should all seamlessly link to and reinforce one another. Create a hub (website or blog) and redirect your social media content and your followers/friends/fans back to it. Archive and protect your own content. Promote all your social media accounts on every platform—offline and online—that you have created. Be everywhere. “The goal,” says social media marketing consultant **Chris Brogan**, “is threading the social needle. Networks are the lifeblood of this human computer we’re building. A strong [online] personal brand is a mix of reputation, trust, attention and execution.”

Tekla Szymanski is a writer and editor whose insights on media can be found at www.tekla-szymanski.com, twitter.com/tszymanski and facebook.com/OldMediaNewMedia. She is the managing editor for nywici.org and a member of the team that recently redesigned the site.

READ MORE ON ONLINE BRANDING
 Reach (www.reachpersonalbranding.com)
 Dan Schwabel's Personal Branding Blog (www.personalbranding-blog.com).

LINDA KAPLAN THALER:

NYWICI's New President on How to Succeed By *Really* Trying

By Michelle Lodge



The most poignant—and valuable—message sometimes comes as a swift kick in the right direction, Linda Kaplan Thaler learned early in her career.

Case in point: While studying composition with Mario Davidovsky, a Pulitzer Prize-winning composer and pioneer in electronic music, the maestro offered this advice about Linda's prospects for creating his style of music: "You cannot do this," he said. "But you are very, very good at writing jingles."

Naturally, Linda was surprised, and even offended, by her teacher's no-frills assessment. But, on reflection, she saw the wisdom in his words and sprang into action. She has never looked back.

Today she is the CEO and chief creative officer of the Kaplan Thaler Group, a billion-dollar, award-winning advertising and entertainment company. She is responsible for jingles that are instantly recognizable, such as "I don't want to grow up, I'm a Toys'R'Us kid" and other ad campaigns like "Kodak Moments" and the Aflac duck, whose insistent squawk is heard around the world. She or her firm (or both) have won numerous accolades, including 13 Clio advertising awards, and she has co-authored three books with Kaplan Thaler Group President Robin Koval—*The Power of Nice: How to Conquer the Business World With Kindness*; *The Power of Small: Why Little Things Make All the Difference*; and *Bang! Getting Your Message Heard in a Noisy World*. Linda is also the wife of composer Fred

Thaler, the mother of teenagers Emily and Michael and the caretaker of Mohawk the pet cockatoo.

Come June, she will add another title to her burgeoning résumé: She will be NYWICI's president for the 2010-2011 year.

That's good news for NYWICI, because as leader, Linda will bring her considerable energy, talent and connections, and her sense of business, and put them to work in the service of the organization. Specifically, Linda plans to use her platform to raise NYWICI's profile, create innovative ways to drive membership and continue to tap Matrix winners and their networks to promote NYWICI and its members.

As a CEO in the hard-hit advertising field and a woman who employs some 200 workers, Linda is sensitive to what members may be going through in these dodgy times. She offers these tips to members, culled from her own experience, both personal and professional.



■ **LET GO OF FEAR** “When you accept that you may fail, you can accomplish anything. Fear can be so debilitating,” she said. “Every day I’m faced with difficult decisions, but losing the fear helps me make the right choices.”

■ **BE NICE TO EVERYONE** This is a habit instilled by Linda’s mother. “As someone who grew up in the Bronx, I certainly learned my share of four-letter words, but none are more powerful than *nice*. It is scientifically proven that nice people live longer, make more money and are happier.”

■ **START SMALL** “Getting a job in this economy can be a daunting and overwhelming task. Take baby steps and focus on the pixels instead of the big picture. Rather than saying, ‘I have to find a job tomorrow,’ say, ‘I’m going to call three people I know who may be able to help me.’ The next day, focus on improving your resume.”

■ **STAY PRIMED FOR ACTION** “We have always been a very lean and nimble company—something that is vital in today’s economic climate. When the financial tsunami began, we set a very simple but powerful goal for our company: to be the very best part of our clients’ day, every single day.”

■ **COLLABORATE WITH GUSTO** “No one succeeds alone. As Harry Truman once said, ‘It is amazing what you can accomplish when you do not care who gets the credit.’ By sharing the credit, you

inspire people to do their very best and to take tremendous pride in their work. Everyone wins.”

■ **THANK PEOPLE IN WAYS THAT WORK FOR THEM**

“We did simple things like taking over an ice cream truck on a hot summer day so our people could have free treats. It was a small and simple gesture, yet it spoke volumes about how much we appreciated how hard everyone was working. And it sure helped when we needed folks to come in on a weekend in August!”

■ **HANG OUT WITH LOVED ONES**

Family is important to Linda: Her parents are her mentors and her husband, a sometimes collaborator. “On the weekends, I like to cook pancakes for my family and spend time with them.”

■ **TREAT YOURSELF AND TREAT YOURSELF WELL**

“Daily exercise gives me the energy I need and helps me process my thoughts,” she said. “It relieves stress and, given that I love chocolate and cheddar cheese, it’s a real must for me.”

Linda’s most poignant advice may be to stay open to new paths and opportunities, especially as the communication industries take their own baby steps in recovery. Linda certainly demonstrated that trait herself when she took her teacher’s words to heart and set out in a fresh direction. “The truth doesn’t always hurt,” she concluded. “It can set you free to succeed.”

As someone who grew up in the Bronx, I learned my share of four-letter words, but none are more powerful than *nice*.

Michelle Lodge, www.michellelodge.com, is a writer and editor and the editor of NYWICI. Now, NYWICI’s monthly online newsletter.

It's All in the VOICE!

By Karen Schadow

“Speak up, counselor! Speak up!” As a juror on a Federal drug trial, I silently agreed with the judge as he admonished the prosecutor over and over, “We can’t hear you.” The prosecutor was not projecting his voice, sounding “gravelly” and weak. He thus seemed ineffective to the jury. Why? Because we focused on how he was saying his piece instead of on what he was saying. His voice completely distracted the listeners (the jury) from his content. Not surprisingly, he lost the case.

How common is this lack of effectiveness in our business encounters? Haven’t we all made judgments or painted mental pictures of someone based on her voice? Conversely, others judge us—and perhaps make business decisions—based on our voices. It is the voice that makes the difference in whether our boss, job interviewer or client sees us as competent, self-assured and confident—or nervous, unprepared and disinterested. It’s all in the voice.

So what is there about our voices that can help show the world we really are dynamic, energetic and the best candidate for the position? You may remember that in old crime movies the police chief would send out an APB—an All Points Bulletin. As a voice improvement coach for more than 20 years, I have helped hundreds of clients achieve dynamic, effective, energetic voices by using what I call an **All Points Bulletin for the Voice: Articulation, Projection, Breathing**. But the technique depends upon employing these three tactics in reverse.

FIRST AND MOST IMPORTANT: BREATHING.

A dynamic voice requires a new way of doing what we do every moment of the day. Take a minute to notice your normal breathing: a slow inhale followed by a quick exhale. That’s the natural physiology of the body. But breathing for effective speech is the opposite of breathing for living. Become aware of your breathing and take a quicker inhale—and use a slow, controlled exhale to support every word. When the voice is supported, there is no “gravelly” sound,



no weakness, and stronger projection.

Inadequate breath support can also cause bigger problems, like hoarseness and loss of the voice. Who is the best example of lack of proper breath support? “My fellow Americans,” it is former President Bill Clinton. If you remember, he often complained of hoarseness and losing his voice, both on the campaign trail and while in office. As dynamic as what he says is, how he says it can still be a problem. President Clinton still drops off into that gravelly voice we call “glottal fry.” Why? Because he has never learned to provide proper breath support for his voice.

Breathing at the beginning of every sentence, using the entire lung capacity and not just the usual upper third, could make a world of difference—for President Clinton and for you. Glottal fry happens when too little air passes through the vocal folds (or vocal cords) and they “flap” in the breeze, causing that “frying” or “gravelly” sound. We can’t hear you!

How can we tell if we are getting enough air? Notice your ribs, which cover your lungs. The ninth, or lowest, ribs are called “floating ribs” because they move, or float, when we breathe in fully. By holding the floating ribs loosely with our hands, we can feel the air filling the lungs from the bottom up. Then, as we speak, the breath will carry the voice.

SECOND: PROJECTION OF THE VOICE.

This will greatly improve once we breathe more effectively. To help with projection, direct the sound to an outstretched finger when you practice, creating an effective mind-body connection. Concentrate on speaking from the diaphragm. All the power in your voice should come from the diaphragm, below the rib cage, not from your upper chest, since shallow breathing can strain your voice. You can then project with ease. We do hear you!

THIRD: ARTICULATION.

The A in our APB stands for articulation. All that great breathing won’t pay off if you don’t articulate clearly. Your oral cavity, the mouth, is the main “resonator” of the voice. If you are barely opening your mouth when you speak, there is no room for the sound to resonate. You’re mumbling! Don’t be afraid to open your mouth and use your teeth, lips and tongue to articulate each sound. Be aware of pronouncing the beginnings and endings of words. Each word is important. No sloppy sounds! Your confidence will soar as you become more easily understood.

Finally, use that APB to bring **energy** into your voice. To overcome monotony of tone, think of contrasting words: Try “feather” vs. “bowling ball” to help you find the highs and lows in your vocal range. Paint the words with your voice. And keep your energy up. Nobody knows that you are tired or worried but you, so never apologize unconsciously by letting your vocal energy drop.

Karen Schadow is president of her own company, The Voice of Success. She has been a voice and presentation skills coach and media trainer for more than 20 years and has worked in theatre, film and television. www.thevoiceofsuccess.com.

**Breathing
for effective
speech
is the
opposite
of breathing
for living.**

LISTEN TO A PODCAST
of Karen Schadow’s tips
on improving your voice at
nywici.org/voice.

The 2010 HIRING SCENE

By Deirdre Wyeth

What do you need to know to find a job in 2010? To take the temperature of the current job climate, we asked top professionals situated in different segments of the job-search universe: an executive coach, two executive recruiters and a VP of Human Resources at a major media company.

BELINDA PLUTZ



Answering a job posting isn't enough. You have to network into a company simultaneously. Answer the posting, get in the queue. But reaching out to someone there who also carries you in seems to be one of the things that works. I think you need to have 65 percent of what they're looking for before it's worthwhile to answer a listing.

A big piece of advice these days is to stop reading about how bad the job market is. It doesn't help. It is paralyzing.

—Belinda Plutz, a full-time coach/mentor (careermentors@comcast.net), has been helping others take control of their careers since 1989.

JESSICA GOLDFARB



You have to remind yourself that the slowness of the process is no reflection on you personally—it's just what's going on in the world. Everything takes longer and everybody is more risk-averse in the hiring process. If the client gets a sense that you're not 100 percent committed to making the move or wanting to be in that company, they will shy away.

Dig in, use your network, get to the people you need to get to, tell them why you would be good for their company.

—Jessica Goldfarb is the managing director of Roz Goldfarb Associates (www.rgarecruiting.com/rga/), a recruitment firm specializing in branding, design and marketing and digital media.

KATE HARTNICK ELLIOTT



You need to be a solution-finder. You should have looked over the company very carefully, you should try to have understood what their challenges are, you should

have thought about the job description as they have given it to you in relation to those challenges. If possible, use as many metrics as you can to show you've solved similar problems, and use case studies and stories buttressing that point.

—Kate Hartnick Elliott is president of Hartnick Consulting (www.hartnicksearch.com), an executive search firm focusing on the e-commerce, marketing, media and nonprofit arenas.

SCHERRI ROBERTS



Any stigma about approaching the job market because you are unemployed has disappeared because so many people have been affected.

I think that what you have done with your time off is important, so you should be prepared to talk about that. I've talked to people who volunteered with nonprofits or did internships. You can even talk about something you did that was a personal interest, such as taking a class or traveling—anything that shows you used the time productively.

—Scherri Roberts is the vice president/director of human resources for Hearst Magazines.

Read the full interviews with these hiring experts at nywici.org/features/jobs.

Deirdre Wyeth is the president of a web consulting and development company, D. Wyeth & Associates, and is the founder of pinkslip-nation.com, a social networking site where the unemployed can help each other.

A Decade of

Making a Difference

By Catherine L. Carlozzi

How often do you get the opportunity to make a real difference in another woman's life? The New York Women in Communications Foundation—celebrating its tenth anniversary in 2010—was established to create such opportunities “by providing financial support, opportunities for professional development and mentoring, and entrée to a diverse community of communications professionals.”

During the past decade, the Foundation has awarded more than \$860,000 in scholarships to 160 women—including \$103,000 that was awarded to 19 recipients at the Matrix Awards on April 19. New in 2010 are scholarships sponsored by AOL, the Daniel Ladner Foundation, Hearst and Women@NBC Universal, as well as a scholarship funded by Matrix honorees. These join existing annual scholarships funded by Scholastic, *Glamour*, IPG and another private foundation.

As in past years, funding also comes from Matrix Awards sponsorship; the highly successful annual CharityBuzz auction, which coincides with the Matrix luncheon; the well-attended annual Ladies Who Laugh night of comedy, which funds the Alumna Scholarship of Excellence; the Gratitude Fund; and a \$1 donation added to NYWICI event fees. New sources for 2009-10 include a special concert featuring Argentine pianist Rosa Antonelli that was held at Steinway Hall last October, the online Gratitude Wall, a no-fee NYWICI Foundation Visa card and partnerships with Amazon.com and Coakley Business Class (see below).

The centerpiece of the Foundation's professional development mission is the annual Student Communications Career Conference, which attracts students from across the country each fall. The 2009 conference not only drew rave reviews from the 260 attendees but also, for the first time, sponsorship—from 3M and also AOL, NYU SCPS and Columbia University. Furthering the development mission are two exciting new initiatives. Our mentoring program matches younger members looking for career advice and guidance with seasoned professionals. Raising awareness of our scholarships and programs through relationships with the city's high schools and programs such as Girls Write Now is the objective of the new High School Outreach program, which sent 12 high school students to this year's student conference and generated a number of scholarship applications.

The annual Student Communications Career Conference attracts students from across the country.

Catherine L. Carlozzi, an independent speech and business writer, serves on the New York Women in Communications Foundation board and chairs the Scholarship Committee.

HOW CAN YOU HELP MAKE A DIFFERENCE?

- Tell the important people in your life you appreciate them on the Gratitude Wall. The minimum donation is only \$10 and your donation is fully tax-deductible. (nywici.org/thanks)
- Contribute directly to the NYWICI Foundation. (nywici.org/foundation/contribute)
- Apply for a no-fee NYWICI Foundation Visa card. The Foundation receives \$50 with the first use and a percentage with every purchase. (nywici.org/member-benefits/credit-card)
- Make Amazon.com purchases through our website. We will receive a percentage of these purchases. Visit nywici.org's homepage for the link.
- Buy the perfect bag, tote, or clutch from Coakley (coakleybags.com/nywici) and a percentage goes to the Foundation.
- Inquire about corporate sponsorship opportunities. (nywici.org/sponsors)
- Become involved in our mentoring program. (nywici.org/foundation/mentoring-program)



The New Credit Card Law.... and the Loopholes

By Loraine Miller



“Debt
and lies
are
generally
mixed
together.”

FRANÇOIS RABELAIS

Earlier this year, credit card holders welcomed a new Federal law, the Credit Card Accountability, Responsibility and Disclosure Act (CARD Act). It goes a long way toward protecting you from excessive fees and deceptive practices by credit card issuers. But it's full of loopholes too.

THE KEY NEW RULES ARE: Regarding Finance Charges

- Rate increases can only be applied to new charges.
- No more double-cycle billing, under which finance charges are based on your two-month average daily balance, not just the current month.
- No more overdraft fees, unless you agree in advance, called “opting-in.”
- Card issuers must give 45-day notice of pending rate hikes or any other significant changes to credit-card terms, and you'll be able to opt out.

Regarding Billing Practices

- Your due date should be the same date each month.
- Payments must be applied to charges with the highest interest rate first.
- Your statement must include information on how long it would take you to pay off your balance if you make minimum payments only.

Regarding college students under 21

- No credit cards unless co-signed by a parent, or the student can demonstrate “ability to pay.”
- No credit-limit increases without the co-signer's permission.

That's all good news. Unfortunately, credit card issuers are busy leveraging loopholes and trotting out new fees as quickly as the old ones are outlawed.

HERE ARE SOME SIMPLE STEPS TO STAY AHEAD OF THE GAME:

- **Read your mail** Credit card companies are mostly free under the law to charge you whatever they want, so don't let those 45 days elapse before you notice a rate or fee hike. What you don't know can hurt you.
- **Pay on time** Rate hikes are allowed if you are more than 60 days late.

- **Pay more than your minimum** The new mandate to apply your payment first against charges with the highest interest rate only applies if you pay more than your minimum payment.
- **Opt out of changes** You now will have the opportunity to opt out of certain changes to your account. They may choose to drop you, but probably won't if you're a good customer, so protecting yourself is up to you.
- **Limit your co-sign** Issuers will keep the parent on the hook long after the young person turns 21. Once your child is no longer a student, close the account.

MORE CAVEATS

Get ready for more foreign transaction fees

The CARD Act didn't address this, so banks are raising foreign-exchange transaction fees to up to 3 percent—and expanding the definition of what qualifies as a foreign transaction. You may see the fee on any purchase that takes place with a non-U.S. company, regardless of your location or currency. Check out Capitol One, Schwab and credit union cards for no foreign fees, or open a foreign-based credit card if you're a constant traveler.

Business credit cards aren't covered by the new law

Business owners may be tempted to give up their business cards in favor of consumer cards—but could wind up damaging their personal credit scores. If your business card starts adding fees and higher interest rates, check around for a better deal.

In short, the CARD Act is a welcome new law, but the accountability and responsibility it touts also extend to you, the cardholder.

FOR MORE
INFORMATION
www.credit.com

Loraine Miller is a registered investment advisor and writes frequently on personal finance.

SAY IT ALOUD!

NYWICI's new blog, Aloud (www.nywici.org/features/blogs/aloud), edited by NYWICI member Michele Hush, wants to help women communicators grow professionally by covering topics that are relevant to our careers. Here's a sampling from some recent posts:

"Women have been 'the new majority' in PR for a decade. We dominate on both the agency and the corporate sides. Everywhere, that is, but at the top."

Dorothy Crenshaw, "The Feminization of PR: Why Aren't More Women at the Top?"

"Of the 2,000 world's top performing companies, 1.5 percent of the CEOs are women... Name one woman who has clawed herself to the top of a media empire and become a Murdoch in a pantsuit."

TEKLA SZYMANSKI, "WE DID IT! NOT SO FAST."

"What I found most compelling about her life was her transition from self-doubt to self-confidence, which mirrored the larger feminist movement going on at the same time...She is quoted as saying, 'Once, power was considered a masculine attribute. In fact power has no sex.'"

GAIL GRIFFIN, "WOMEN'S HISTORY MONTH PROFILE: KATHARINE GRAHAM"

"BY EXCLUDING MEN, P&G SEEMS TO BE REINFORCING THAT ONLY WOMEN REALLY CARE ABOUT THEIR CHILDREN AND ONLY WOMEN DESERVE P&G'S ACKNOWLEDGMENT."

KELLY DECHIARO, "P&G'S OLYMPICS AD: WHAT ABOUT THE DADS?"

"I'm a strong believer that playing sports offers benefits for all kids, and I've always encouraged my daughter to participate. Hats off to Sylvia Pressler for giving all girls a bit more opportunity."

Virginia Sobol, "Women's History Month Profile: Sylvia Pressler"

Interested in writing for Aloud?
Contact Michele Hush at hushsix@yahoo.com.

In addition to editing Aloud, Michele writes for clients in the marketing, advertising, digital media and market research industries.

CONNECT

EDITOR

Margot Witty
Jamieson Witty Associates
212-877-4980
margowitty@aol.com

CONTENT DIRECTOR

Patricia Maloney
212-794-4812
PatriciaMaloney2@aol.com

CONTRIBUTORS

Rachel Buttner
Fordham University
402-850-5279
rachel.buttner@gmail.com

Catherine L. Carozzi
Business Writing / Speechwriting
973-857-1197
carlcomm@carozzi.net

Michele Hush
917-597-5887
michele@michelehush.com

Julie A. Kaeli
201-978-3069
jaak2001_@hotmail.com

Michelle Lodge
michelle@michellelodge.com

Loraine Miller
Registered Investment Advisor
212-982-3052
lorainemiller1@gmail.com

Karen Schadow
The Voice of Success
212-563-2615
karen@thevoiceofsuccess.com

Tekla Szymanski
Where Old Media and
New Media Meet™
347-596-0570
editor@tekla-szymanski.com

Deirdre Wyeth
D. Wyeth & Associates
212-582-8635
dw@dwyeth.net

DESIGN
Tracie Lissauer
Tracie Lissauer Design
410-363-3554
www.tracielissauerdesign.com

CONTRIBUTING PHOTOGRAPHER
Maryanne Russell
Maryanne Russell Photography, Inc.
212-308-8722
www.maryannerussell.com

COVER PHOTO
Maryanne Russell

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
ATLANTA, GA 30342
PERMIT NO. 2111

NEW YORK
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IN
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355 Lexington Avenue
New York, NY 10017-6603

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- Read and post on our Aloud blog (see page 15)
- Visit our new Career Resources section
- Renew your membership

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NEW YORK WOMEN IN COMMUNICATIONS
HEADQUARTERS: 212-297-2133