



# CON NECT

## CELEBRATING 80 YEARS:

# A LOOK AHEAD

We're women  
and we want it  
both ways...

**high  
tech**

and

**high  
touch.**

Five years  
from now, we  
expect that  
women will still  
want it both  
ways, but  
the pace will be  
hyper-faster.

MARY LOU QUINLAN

What we mean by  
**interactivity**

today is going to  
seem quaint within  
five years.

JANE CHESNUTT

The differences  
between "local,"  
"national" and  
"international" interests  
will diminish online  
and we will  
increasingly understand  
that we are  
all citizens of the same

**global  
community.**

PATRICE TANAKA

# dear

## Fellow Members,

This month, we honor eight outstanding women in communications with the 2009 Matrix Awards (page 15). We are also proud to announce that 17 high school and college students who demonstrated their passion for our industry have won New York Women in Communications Foundation scholarships. As we celebrate our organization's 80th anniversary, I'd like to also applaud the women we know in our own lives who have made promising communications careers possible, for us, for these young women and for those to follow.

My friend Lorraine Budny, who worked in research for *Vogue* and as a fashion editor for *Harper's Bazaar*, is one of my role models. Now in her 90s, Lorraine moved to New York at the age of 17, determined to work in fashion. With just one year of high school, she wrote to the president of every major department store for a job. Starting in sales at Woolworth's, Lorraine went on to model for Saks, attend design school and become a designer for Bonnie Cashin and a buyer for Lord & Taylor. Her next career step, before moving into editorial, was to create a successful sportswear label. When Lorraine, then in her 60s, and her husband decided to leave the city, she brought her expertise and ambition to

Connecticut, where she started a newspaper that eventually became part of a larger Connecticut publication.

Our organization is filled with treasures like Lorraine. On page 8, we profile Past President Fortuna Calvo-Roth, who more than 50 years ago began her career as a copyeditor at *La Prensa* in Lima, Perú, only to be fired three days later—because the editor didn't want a woman in the newsroom. Undaunted, Fortuna moved to New York and became the first woman to hold the top editorial post at a newsmagazine, as the editor of *Visión*, which circulated throughout Spanish-speaking Latin America. Patricia O'Connell, herself a past president and long-time journalist, traces Fortuna's career in journalism and within our organization.

Our members have overcome their own obstacles. On page 6, Beth-Ellen Keyes talks with three of our African-American members, all in broadcasting but at different points in their careers: Carol Jenkins, Emmy Award-winning former news anchor and president of the Women's Media Center; Adaora Udoji, former CNN and ABC correspondent and current co-host of WNYC/PRI's morning talk show, "The Takeaway"; and Denise Horn, a 2005 scholarship winner.

Each of us creates our own legacy, as Lorraine and Fortuna have done, but we are also coping with the recession. Turn to our special section on pages 10–14, "Thriving in a Tough Economy," for networking tactics, online strategies to connect with other members, financial steps to see you through, and more.

As my tenure as president comes to a close and I pass the gavel to Denise Warren, I reflect upon what an incredibly rewarding experience the past year has been. It has been a privilege to serve you.

Best always,



Nancy Rabstejnek Nichols  
Senior Vice President, External Affairs  
Weber Shandwick

# FAST FORWARD

## Predicting the Next 5 Years in Media

By Julie Ackerman Kaeli

**NEW YORK WOMEN IN COMMUNICATIONS celebrates its 80th anniversary this year. To mark the occasion, we asked some prominent women in media to predict what the next five years will bring for their industries.**



### **PATRICE TANAKA**

**Co-Chair, Chief Creative Officer of CRT/tanaka, a public relations and marketing firm**

**W**e will increasingly gravitate online for news, information and to connect with others. The role of PR/communications counselor for an organization/company/brand will evolve from managing media relations to managing online communities.

The differences between “local,” “national” and “international” interests will diminish online, and we will increasingly understand that we are all citizens of the same global community. Companies and organizations that succeed in this environment will be the ones that embrace transparency and engage their constituencies or communities in the decision-making process. Ultimately, humanity will prevail as the true driver and beneficiary of the digital age.

**We are all citizens of the same global community.**

—PATRICE TANAKA



### **JANE CHESNUTT**

**Editor-in-Chief of *Woman's Day***

**I** think what we mean by interactivity today is going to seem quaint within five years. Any truly successful magazine is going to be connecting with its readers/users across several different types of platforms, some of which, no doubt, aren't even available today.

That's going to change how we edit, whether for the print, website or other version of our brand. While any good editor already knows her readers, the breadth and depth of the information we'll soon have available to us will enable us to focus in on their needs and provide service to them in ways that are almost breathtaking.

**I think what we mean by interactivity today is going to seem quaint within five years.**

—JANE CHESNUTT



### **MILDRED ANTENOR**

**Founder of *Communicating Women*, an online community for women; journalist, radio and TV commentator**

**T**he future of AM/FM radio is changing, along with everything else. Some of the challenges that AM radio is facing have to do with how people get their news, weather and traffic reports. For example, in some high-end cars, they've started to include GPS

systems where drivers can get their news, traffic reports, the time and the temperature. On the FM side, a growing number of people now integrate their iPods or MP3 players with the sound systems of their cars or their speaker systems at home. As more Generation Y'ers get older and begin purchasing homes and automobiles, I think we are going to see a major drop in the listening audience of AM/FM radio.

*Continued on Page 4*



**TRACIE LISSAUER**

**Owner of Tracie Lissauer Design, a graphic design firm specializing in print graphic design**

**L**ike many businesses, print graphic design is cyclical. People spend more money on design when the economy is doing better. However, my personal feeling is that print will continue to be an important part of our lives, and print design will remain a viable business. People do want the tangible feeling of turning the page or feeling the texture of the paper. Many subtleties of color can only be achieved on paper and not through an electronic monitor.

Similarly, I think there will always be a role for magazines—they just may not be as ubiquitous as they are now. The need for more talented, creative, conceptual designers to help a magazine project its value and stand out from the rest will definitely be a must.



**KYLE GOOD**

**Vice President, Corporate Communications at Scholastic Inc.**

**P**robably the most intense subject of debate in the publishing and education fields is the future of reading and books. Is the e-book the reading format of the future? Will books always have a place on the shelves of home, public and school libraries? Is reading on the Internet, on video game formats and on mobile phones also reading?

According to the 2008 Scholastic Kids and Family Reading Report,<sup>TM</sup> 62 percent of children ages five to 17 say they will always want to read books printed on paper. We believe that printed books will always be with us. At the same time, we embrace the use of technology in developing children's literacy and in providing young people with the skills they need to succeed in the 21st century.



**DENISE WARREN**

**Senior Vice President, Chief Advertising Officer of NY Times Media Group and General Manager, NYTimes.com; President-Elect, New York Women in Communications**

**T**here is no doubt that this is an extraordinarily difficult time for newspapers. After years of being besieged by secular change, which has greatly diminished the primary revenue stream of most classified advertising, the worst recession in decades has now come along to wreak havoc on many. But this is also an incredibly exciting time for many newspapers; thanks to the Internet, their audience has never been larger and the demand for their first-hand reported and expertly edited content has never been greater. Those who continue to focus on these core values and unique competitive capabilities—while taking advantage of all that digital media has to offer—will not only survive but thrive in the years to come.

**We believe that printed books will always be with us. At the same time, we embrace the use of technology in developing children's literacy and in providing young people with the skills they need to succeed in the 21st century. —KYLE GOOD**



**MARY LOU QUINLAN**

**CEO of Just Ask a Woman, a women’s marketing consultancy; author, speaker and TV personality**

**T**o fast forward five years, I looked back at the five just past. In 2003, a traditional publisher launched my first book and I set out on a countrywide bookstore tour. Today, we’ve got a new book in the works, but this time around, we’ll become our own publisher and rely on Kindle, Amazon and online desk-side interviews more than frequent flier miles. Five years ago, we wrote for women’s magazines and industry journals; we still do that, but now you can also find us on our blog and soon, on downloadable media. Five years ago, we spoke to live audiences; today, video conferences also take our onstage messages around the world. And where five years ago, our marketing company, Just Ask a Woman, spoke to thousands of women, all in person, now clients can also keep track of us on Twitter. After all, we’re women and we want it both ways...high tech AND high touch.

Five years from now, the pace will be hyper-faster. We’ll be more impatient, less attentive, more demanding and less reverent about the printed word, the real-time televised event and the ads that try to keep our eyeballs glued. Conversely, an even more tech-intense world will also compel us to rediscover what we’ve lost—the joy of the beautifully written page, the photo that we save, the tears after a thrilling speech and the heartfelt understanding that can only come from being face to face.



**LAUREL TOUBY**

**Founder and Senior Vice President, mediabistro.com**

**O**nline start-ups are only going to increase in the future. Anybody can start up a website or digital company with no money, but the big issue is having a business plan. Sites that have a more targeted audience and use creative marketing will be the most successful. Local newspapers are struggling, and I foresee local newspaper journalists going solo and doing their same jobs online. As for mediabistro.com, I see us becoming more interactive with our users by creating a social network platform—the Facebook for media. Our clients will create online profiles, and we will become more of an agent for them in matching them to the appropriate job.

Photo: Gary He



**ALLISON GOLLUST**

**Senior Vice President, NBC News Communications**

**T**echnology will continue to change the way we bring the news to our audiences. We can already get reports from digital journalists in remote locations who use cutting-edge equipment to shoot and file stories in ways that were never imagined even 10 years ago. These innovations will continue to advance and make our news gathering faster and more nimble. The result is that the world will become that much smaller for our viewers. Technology has also made it possible for people to get information in more ways than ever before—via computers, BlackBerries, cell phones and satellite radio. By the time the evening news is on air, people already know many of the basics about the news of the day, so adding analysis and focusing our content has become more important—and will continue to be crucial.

In my own field of public relations, the Internet has given us more opportunities to share information and stories, but it has also become harder to contain and correct information, especially if a story is untrue. News cycles are measured in minutes and hours, not days and weeks. With citizen journalism a mainstay online, the Internet has in many ways become a virtual Wild, Wild West, so it is important to keep your brand and image in good standing.

**...the Internet has in many ways become a virtual Wild, Wild West, so it is important to keep your brand and image in good standing.**

—ALLISON GOLLUST

# Broadcast Journalists Converse

VIEWES FROM 3 POINTS  
ON THE LADDER

By Beth-Ellen Keyes

In this, New York Women in Communications' 80th year, we had the opportunity to speak with three members at different stages of their careers—all broadcast journalists, all actively engaged in communicating about the policies and issues that shape our lives.

Our interviewees are: **Carol Jenkins**, an Emmy Award-winning former news anchor and correspondent, and a founder and the current president of the Women's Media Center; **Adaora Udoji**, former correspondent for CNN and ABC News and host on Court TV, who is currently the co-host of the public radio morning talk show, "The Takeaway"; and **Denise Horn**, a 2005 New York Women in Communications Foundation scholarship winner who is presently interning for ABC's Senior Justice Correspondent Peter Thomas.

When you  
start  
doubting  
your talent  
and your  
place, your  
strength is  
undermined.

—CAROL JENKINS

## WHAT HAS AFFECTED YOUR CAREER MORE—BEING A WOMAN OR BEING A MINORITY?

**CJ:** As a black woman I can't really separate those two things. They are both the driving forces of my life and work. Despite our having elected a biracial president, racism is still very much with us [in broadcasting], and I don't see this changing unless there is a major shift in media ownership in this country. My big hope is that women and people of color can come together as disenfranchised groups and cobble together enough money to buy media outlets.

**AU:** The farther I have gotten in my career, the more racial bias and gender bias I feel I have faced. The higher up you go on the food chain, the more influence you are supposed to have on the ultimate product. But I have found that, as a woman and a minority, people don't take you as seriously and will undermine you in all sorts of subtle ways. Not to say that this is intentional or purposeful, but there is this very low-lying expectation that somehow you are not quite as smart, not quite as accomplished, not quite as credible as your white male counterparts.

Ultimately, we don't own these playgrounds [the media outlets]. If you own the playgrounds, you can demand respect from the other kids who are playing there...

**DH:** I try to see what I can bring to the table myself and don't necessarily look at it from either a gender or a race perspective. Both issues are near and dear to my heart, but I realize that there are many more barriers facing women. As I watch evening news programs, none of the anchors look like me—most are older white men. And that's when I realize that your work has to speak for itself and that you have to be the best you can be.



Left: Carol Jenkins  
Middle: Adaora Udoji  
Right: Denise Horn

## WHAT WAS THE DEFINING MOMENT OF YOUR CAREER?

**CJ:** Covering the story of Nelson Mandela’s release from prison after 27 years of incarceration was the defining moment of my journalism career. After that story, nothing has come close to being experienced as that important and revolutionary.

**AU:** Rather than focus on one moment, it’s been an evolution for me. I did not go to school with the intention of becoming a journalist. I started out as a lawyer. I didn’t have a five- or 10-year plan. I was a producer, then I went on air at a local station. Then I came to New York and became a foreign correspondent and then an anchor at CNN and at Court TV. Now I host a radio show, “The Takeaway,” with John Hockenberry. I enjoyed working at CNN because it has the most eclectic group of people—all ages, all races, all genders. It’s more reflective of what America looks like than any of the other organizations I’ve been part of.

**DH:** I just completed an inspiring weekend with the Peter Jennings Project. Its mission is to help both professional journalists and journalism students understand constitutional issues more deeply. I had the opportunity to learn from professionals such as ABC’s Ann Compton and CNN’s Jessica Yellin.

## OVER THE COURSE OF YOUR CAREER, WHO HAS GIVEN YOU GOOD ADVICE?

**CJ:** When I started working in the ’70s and did a brief stint at ABC, Eric Tate, an assignment editor and producer, said, “Carol, never let them second-guess you, because once that starts, you’re done for.” His advice has stayed with me to this day, and it’s as true now as it was then. When you start doubting your talent and your place, your strength is undermined. Many women have been challenged on their credibility, and more than likely the challenge is because they are not male and are a person of color.

**AU:** I get advice from my mentors. It’s critical to have them—people who you can go to, who can help you understand the politics and dynamics of the industry you are in and give you some basic tools on how to deal with these problems so that you are not eaten alive. Also, you must have a good group of friends both in and outside your industry, because sometimes you just need a different perspective. Your peers keep you sane. You are only as strong as the weakest link in your chain, and if you have a strong chain of colleagues and peers who can really relate to what you are going through, that’s invaluable.

**DH:** I’ve gained a lot from my association with New York Women in Communications. As a foundation scholarship winner, I know that NYWICI can be the stepping stone to a great career and into a network of women who want to help you achieve. I am only 21 years old, and I am on the same track that has been paved by great women journalists like Carol Jenkins and Adaora Udoji. I believe these great women, as well as the other members of NYWICI, through their advice and guidance, have passed the baton to me. And now I will have to pass the baton to younger women who will continue running this race.

**You are  
only as  
strong as  
the weakest  
link in  
your chain.  
A strong  
chain of  
colleagues  
and peers is  
invaluable.**

—ADAORA UDOJI

By Patricia O'Connell

# FORTUNA CALVO-ROTH

## Leadership Experience Serving the Future

FOLLOWING THE EXTRAORDINARY CAREER of Fortuna Calvo-Roth, president of New York Women in Communications in 1991–92, takes you on a tour of impressive achievements. Beginning with her graduation with honors at age 19 from the University of Missouri School of Journalism, you move on to journalist, news maker, lecturer, author, university professor and audiobooks entrepreneur.



Fortuna has remained close to NYWICI since her college days as a member of Theta Sigma Phi, as the organization was then known. During the 1960s, she was on the board of Theta Sig's New York professional chapter when she was editor-in-chief of *Visión*, the largest Spanish-language newsmagazine covering Latin America. By 1972, Theta Sig professional chapters nationwide became known as Women in Communications, reflecting the changing roles of women in all fields of communications.

While she was at *Visión*, Fortuna was both the youngest editor and the only woman to hold the top editorial post at any newsmagazine. Born in Paris and raised in Lima, Perú, American-educated and multilingual, Fortuna had a grasp of cultural diversity that was evident in the groundbreaking stories she ran that reflected emerging political, social and economic developments. Looking beyond Latin America, she helped to jump-start *Vision/Europe* (later *Vision*), which was published in four languages, in partnership with Hachette, for

distribution to Common Market countries.

Fortuna's first love has always been journalism, and she is equally at home with stopping the presses for breaking news, interviewing dignitaries in presidential palaces, reporting on global issues and being caught in street fighting during a civil war.

As a war correspondent in Santo Domingo in 1965, Fortuna and Martin Arnold of *The New York Times* were pinned down in crossfire between government and rebel troops. Crouching behind a blue wooden box, they heard the junta leader yell, "Agárrala!"—which can mean either "Get her," or "Hold it." Gunmen ordered them to get up and cross the street, which they did, wondering if they would be shot as they walked away.

Fortuna's glamorous assignments included covering the Camelot years of the Kennedy administration—and spending time with legendary reporter and Matrix honoree Helen Thomas while doing a cover story on Jackie Kennedy at the White House.

After leaving *Visión* in 1969, Fortuna continued breaking new ground in communications by embarking on diversified career paths in print and broadcast. She went to New York University to study film, TV and radio, and later politics. As an experienced analyst of Latin American affairs, Fortuna has appeared on PBS newscasts, covered elections on Channel 41, provided commentary on 9/11 for CNN *en Español*, hosted a radio program on WJIT-NY and helped to launch Channel 2 in Lima.

Academia beckoned in the 1980s, and Fortuna taught political science at Hofstra University and then at New York University. These positions dovetailed with a

Photo (this page): Stephen Roth



new NYWICI role for Fortuna—vice president for student affairs. “Encouraging college students, as I was encouraged, is a priority,” she says. “The energy and talents of young people hold such promise for our future leadership.”

Working with Past President Mimi Bloomberg Harmon, Fortuna introduced student discounts for events and visited schools with NYWICI members such as Millie Martini Bratten, now editor-in-chief of *Brides*, to inform students about the organization.

After serving on NYWICI boards with Past Presidents Myrna Blyth and Phyllis Kerle, Fortuna became president herself in 1991. She brought in a dynamic group to plan the 1992 Matrix luncheon—chaired by John Mack Carter, then editor-in-chief of *Good Housekeeping*—and including previous Matrix honorees Carolyn Carter and Charlotte Kelly Veal.

Cultural bridges and social responsibility have been important themes throughout Fortuna’s career, from her college days through the 1990s, when she was appointed to a special commission on jury reform by New York State Chief Judge Judith Kaye. In 2002, she contributed a chapter to Marjorie Agosin’s book, **Taking Root: Narratives of Jewish Women in Latin America**, which is carried in college bookstores from Harvard to Australia. Fortuna also is a trustee of the CUNY Graduate Center Foundation.

As the 21st century approached, Fortuna moved once again into a new field of communications. She and her son Stephen Roth, a graphic artist and high-tech specialist, formed Coral Communications Group, LLC ([www.coralcomgroup.com](http://www.coralcomgroup.com)), which produces audiobooks exclusively in Spanish for distribution under the pioneering Nueva Onda label.

“This was putting a long-held dream into action,” Fortuna recalls, “making classic, contemporary and self-help works widely available to Spanish-speaking audiences.” Since 1989, Nueva Onda has also made enjoyment of literature and educational opportunities accessible to people who are visually impaired.

Active on the Past Presidents Council created by President Nancy Rabstajnek Nichols, Fortuna looks forward to NYWICI’S 80th anniversary: “The economic crisis of the early nineties found NYWICI ready to adapt and support members in new, often entrepreneurial careers. Now, the organization and its foundation are even better prepared to face the current challenges and search for new solutions.”

*Patricia O’Connell, who followed Fortuna Calvo-Roth as NYWICI president in 1992–93, remembers the standards Fortuna set for professionalism and teamwork.*

Clockwise: Fortuna as editor of *Visión*  
Fortuna with Perú’s then president, Fernando Belaúnde Terry, in the early 1960s  
Cartoon with heading “Agárrala!”

**TO READ MORE, VISIT  
[WWW.NYDAILYNEWS.COM](http://WWW.NYDAILYNEWS.COM):**

“The First Thing Is Passion”  
by Alison Bowen  
June 6, 2007

“Books On Audio Tape Have Spanish Accent”  
by Claire Serant  
January 27, 1999

# NETWORKING FACE TO FACE: 5 TIPS

By Ginny Pulos

**P**resident Harry S. Truman once quipped, “It’s a recession when your neighbor loses his job; it’s a depression when you lose yours.” We all know the bad news. The good news is that there are more tools available today to help people connect than ever before. Yet even with help from online tools (see page 12), networking is still a face-to-face job. So chin up. You can keep a position, move ahead or land a new job even in today’s unnerving economic climate. Here are five tips.

**1 Develop stories to tell about yourself.** I recently coached someone who hated speaking about herself. I suggested that she ask a client, good friend, boss and co-worker to tell her via email what they know and like about her—and why they value her. Reviewing the responses, we saw certain recurring words—leader, go-getter, ethical. I asked her why people used these words to describe her, and we uncovered the stories around those words. Then we honed the stories so she could relate them effortlessly. Last week, she was offered her dream job and said she’d never have succeeded in the interview process without those stories. Moral? Perfect stories to tell confidently about yourself—and insert them when you believe they will entertain people, assist them with a problem or help them get to know you.

**2 Make your stories brief.** Be sure to tell about a person, engage an emotion and end on a high note. For instance, I often tell people that when I started my business, in another down market, I felt as though natives were chasing me toward some cliffs and sharks were swimming below. So I held my nose, took a dive and outswam the sharks! This vignette usually leads to a conversation about being scared, taking risks, overcoming pitfalls and gaining the strength to go for it. Stories that create pictures and invoke positive emotions make us memorable.

**3 Think fun and be friendly.** If you’ve lost your job, you haven’t lost your identity—you’re still a superb editor, an amazing PR executive, the most creative ad woman this side of Mars—so introduce yourself in the present tense. Not I was, but I am! Then tell people what you believe is the right next step on your career path. But don’t take yourself too seriously. I can say I’m president of a speech, media and training consultancy that helps your CEO look and sound like Cary Grant or Audrey Hepburn in the media spotlight. Or, I can say I’m a third-generation Greek-American who had her own Big Fat Greek Wedding in Greece. Use your imagination to be memorable and engaging—and open the path toward a friendship.

*Ginny Pulos is president of Ginny Pulos Communications, Inc. ([www.ginnypulos.com](http://www.ginnypulos.com)), a speech and media consultancy, and adjunct professor at NYU’s School of Continuing and Professional Studies.*

**4 Be aware of your nonverbal behavior.** People make instant judgments about us in the first seven seconds we meet, so if you have energy, you create impact. Are you frightened, desperate, depressed, down? Alter your state of mind in a nanosecond with this little trick that's silly but effective and fun. Before meeting someone, play the "Miss America" or "Rocky" theme in your head as you walk into the room. While you're feeling as if you have the world at your feet or just conquered Mount Everest, take in the energy of the room. Then engage.

**5 Do your homework.** If you'd like to meet someone specific, call everyone you know to practice your own "Six Degrees of Kevin Bacon." Contact friends or colleagues who might be willing to introduce you. It's a great excuse to connect, talk about goals and ask for what you need. Be patient. Ask gently. All the energy in the universe is bound to assist you. Meanwhile, get familiar with your target person's outlook and interests. By now, we all know about Obama's passion for key issues and also about his hobbies—basketball, family, reading, staying connected via BlackBerry and housebreaking puppies. See? We could engage him easily.

Networking can happen anywhere—in the grocery store, at a child's softball game, even on the subway. When I found myself lost in Forest Hills recently before I could get off a diverted train, I asked a young woman for help. As we settled in for the ride back toward Manhattan, I learned that she was looking for an entrée into the nonprofit world. I suggested she contact a New York Women in Communications colleague to ask for guidance. Within two weeks, she not only got inside the door, she got a great job.

Networking is best when it's a way of life. We get back what we give. Through consistent acts of friendship and generosity, we can ensure our own future viability and our resilience in any economy.

## NYWICI NETWORKING TIPS

### ■ Meet other members at our events.

Introduce yourself to NYWICI staff or board members, identified by ribbons on their nametags, if you need a place to start.

### ■ Use our Member Directory on

[nywici.org](http://nywici.org) to find women in specific fields or at specific companies.

# The 15-Second Pitch You've Met 40 People. Now What?

By Tekla Szymanski

**W**hile networking in 2002, Laura Allen (right) noticed that few people knew how to present themselves succinctly—and the idea for her company, 15SecondPitch, was born. The company has grown into an endeavor that's more than 13,600 members strong, with more than 17,300 member pitches filed online at [15secondpitch.com](http://15secondpitch.com).

Do you know how to make a lasting impression fast? First, says Laura, you want to create a pitch for every niche you can serve, and put it out there. If people don't know exactly what you do, they won't connect to you. Don't focus on the past, say what you do now, and include:

- Who you are (full name, title or tagline)
- What you do (be very specific)
- Why you're the best go-to person in your field
- What action you would like people to take next

Try to connect a new contact to someone you already know; helping others will help you in the long run. People will remember you. But keep an A-list of clients to whom you'll introduce only a very few, trusted people.

Establishing credibility takes time. People don't trust someone they have just met. Find a reason to follow up with your new connections regularly. Stroke their ego, send them relevant material. Build your network diligently and be honest about what you are willing to give and deliver. And realize that sometimes connections can also dry up.



**Build your network diligently and be honest about what you're willing to give and deliver.**

# Social Networking, NYWICI-Style

By Sammy Davis

**You can stay up to date** on New York Women in Communications events, discuss career issues and connect with other members on one of the following social networks. But before you add, friend or follow NYWICI, it's important to know the dos and don'ts of digital networking. For successful social networking without ever having to leave your computer (or your BlackBerry), follow these tips. Happy connecting!

## TWITTER, FOR FUN

Twitter.com

**What it is:** Users send micro-blog updates of 140 characters or less about what they're doing at the moment, to be read and commented on by a collection of followers.

**NYWICI connect:** Go to [www.twitter.com/nywici](http://www.twitter.com/nywici). Once registered, click "follow."

**Lingo to know:** Your "followers" are users who opt to receive a feed of your updates. Each time a new user follows you, an alert is sent to your email.

**Networking how-to:** Follow other NYWICI users and reply to their updates with comments, questions or positive feedback. Use [search.twitter.com](http://search.twitter.com) to find non-members in your industry.

**Networking not-to:** Asking for career advice or to meet for coffee. Using Twitter for personal updates. Everything on Twitter is searchable on Google, so keep your updates professional.



## FACEBOOK, FOR SOCIAL CONNECTIONS

Facebook.com

**What it is:** A community of profiles detailing personal and work information, plus photos, videos and other media applications.

**NYWICI connect:** From the Facebook homepage, click groups and search for the New York Women in Communications group (different from the "fan" page). Click "join group."

**Networking how-to:** "Friend" members you've met at NYWICI events, sending messages saying that it was nice to meet them. To arrange personal meetings or ask career-related questions, email other members using information from their profile pages.

**Networking not-to:** Writing on a new contact's wall or commenting on their photos. And sending them messages during the workday with a request for coffee or a career-related question makes you look unprofessional.



## LINKEDIN, FOR PROFESSIONAL CONNECTIONS

LinkedIn.com

**What it is:** A community for professionals where members can connect with others in their companies, organizations or personal networks. Networks are determined by profile details.

**NYWICI connect:** Visit <http://www.linkedin.com>, or if you are already logged in, visit [linkedin.com/groups?gid=967217](http://linkedin.com/groups?gid=967217). Click "join this group."

**Networking how-to:** Use the message field to introduce yourself when adding members to your network, and then use information from their profiles to follow up with email introductions. Start a discussion about a recent event by messaging the NYWICI group.

**Networking not-to:** Requesting to connect with NYWICI members simply for the sake of connecting. LinkedIn is used for career connections only. Using LinkedIn to send resumé or cover letter materials or sending a mass message asking to network or for a job opportunity will make you seem inexperienced.



# Anatomy of a Business Card

By Patricia Maloney

## Business Card

Almost everyone to whom NYWICI member and freelancer Michelle Lodge hands her business card comments that they love the design. Take these cues from Michelle to create a memorable card.



### FIND THE RIGHT DESIGNER

When Michelle worked at Time Inc., she admired the bold, sleek designs of colleague Munehito Sawada (tmsawada@gmail.com). Even though he didn't specialize in business cards, she knew he was the right designer for hers.

### TALK IT THROUGH

The standout Q&A format was inspired by an initial conversation with Munehito about Michelle's love of asking just the right questions for profiles, including those she did for *Time* magazine of well-known figures such as Nobel laureates former President Jimmy Carter and novelist Toni Morrison.

### BE PICKY ABOUT COLOR

One of the colors in Munehito's first designs was red. Michelle thought red wasn't right for a journalist, but they agreed upon this rich blue, a color the designer mixed himself.

### PAY ATTENTION TO DETAILS

Review designs carefully—the colons in Michelle's cards were placed incorrectly at first—and get recommendations for a quality printer. Ask for paper samples and approve a color proof. Michelle even attended the press run and made color adjustments.

### CHOOSE FONTS WISELY

Fonts can distinguish a design. Stay away from workhorse fonts like Times New Roman and Arial. Knockout is used for the "Q," "A" and Michelle's name, and Hoefler Text for the rest.

*Design costs for a business card range from \$300 to \$1,000 or higher, depending upon whether matching letterhead, envelopes, etc., are needed; printing costs start at about \$200 for 1,000 cards.*

# Outsmarting the Recession

By Loraine Miller



Smart Money

**“Budget:  
a mathematical  
confirmation of  
your suspicions.”**

—A.A. LATIMER

**T**his recession has hurt almost everyone. Stocks, bonds and real estate have all been painful, and there is plenty of blame to go around—the CEOs, the politicians, the crooks. But there is an adage in financial planning: Personal finance is 80 percent behavior. Consider the facts that 43 percent of American families were spending more than they earned, the average credit card debt approached \$9,000, and the personal savings rate turned negative. This is not a good position to be in when a crisis hits.

The economy is what it is, and in the end, you are alone with your money. And the only thing you have control over is your behavior with your money.

First, a little cold-blooded perspective: If you are young, in your 20s or 30s, the drop in your net worth is virtually irrelevant, as your peak earnings years are ahead of you, and you will be investing into markets that are much more reasonably priced. So stop worrying and look at this as a wake-up call to optimize your financial habits.

If you're in your 40s or 50s, you have decades ahead of you, and if you have a reasonable portfolio, you stand a good chance of recovering your money. For retirees, and those who have been living on the financial edge, the choices likely involve a reduction in spending or a lifestyle change—like moving to a smaller home. Here are some tips to help you outsmart the recession:

## HELPFUL WEBSITES

### [fdic.gov](http://fdic.gov)

Has an easy online tool to calculate your deposit insurance coverage

### [sipc.com](http://sipc.com)

Online claim forms if you were a victim of fraud or failure

### [economicrecovery.gov](http://economicrecovery.gov)

Helpful information for small businesses

### [bankdeals.blogspot.com](http://bankdeals.blogspot.com)

Search engine for the best CD rates

### ■ Review the bear market rules:

Preserve capital, take profits, cash is king.

■ **Be safe.** Have at least 12 to 18 months of living expenses safely stashed away. If you lose your job, it could take a while to find a new one.

■ **Know what safe is.** The Federal Deposit Insurance Corporation (FDIC) insures bank deposits and CDs up to \$250,000 per account owner (at least until Dec. 31, 2009), but you can increase your coverage if you title your accounts in different ownership categories and place them in different insured banks. The Securities Investor Protection Corporation (SIPC) helps investors who have lost money due to brokerage failure. Maximum coverage per client is \$500,000, of which \$100,000 may be cash.

■ **Don't get too scared.** Back in 2002, at the bottom of the last market rout, investors ran from equities and bought products like fixed annuities and principal-protected products. These are typically good investments to make BEFORE the market crashes, not after. No sense closing the barn door after the cows get out.

■ **Consider investment-grade corporate bonds and municipals.**

They were hurt badly in the crisis, as investors fled to the safety of Treasuries.

### ■ Pay off your credit cards.

My MasterCard charges 19-percent interest; Saks charges 22 percent. (This is legal!) Pay them off, and effectively make 22 percent, a great return in a bear market.

■ **Don't sell all your stocks, re-evaluate them.** Where will they be in 10 or 15 years? Focus on stocks that have the best chance of surviving—good product, low debt, single-digit price-to-earnings ratio, decent yield. Look overseas—we are witnessing a shift of power and capital away from the United States.

■ **Buy into declines and sell into rallies if you have to rearrange your portfolio.** It's not a straight line down. Even in the Great Depression, the market rallied 54 percent in 1933.

■ **Ask yourself if a Buy and Hold strategy allows you to preserve capital and play defense.** Because it doesn't.

Your advisor should be attuned enough to the market to make ongoing reallocations.

As in many crises, there may be a silver lining—the opportunity to take a fresh look at your priorities. Live below your means. Practice gratitude. America is still the place where Bill Gates could start a revolution in his parents' garage and two kids could create Google and change the world. The economy will eventually recover. We are still extraordinarily blessed.

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

# 2009 MATRIX WINNERS & PRESENTERS

The 39th annual Matrix Awards luncheon, hosted by *seventeen* at the Waldorf-Astoria Hotel on Monday, April 27, 2009, honors the extraordinary achievements of outstanding women in the communications industry. This year's honorees and presenters are:

## Award Winners

## Award Presenters

### ADVERTISING



**Linda Sawyer**  
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*Deutsch, Inc.*



**Donny Deutsch**  
Chairman  
*Deutsch, Inc.*

### ARTS & ENTERTAINMENT



**S. Epatha Merkeron**  
Award-Winning Actress



**Jeff Zucker**  
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Chief Executive Officer  
*NBC Universal*

### BROADCASTING



**Campbell Brown**  
CNN Anchor  
*No Bias, No Bull*

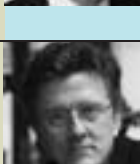


**Brian Williams**  
Anchor and  
Managing Editor  
*NBC Nightly News*

### DIGITAL MEDIA



**Dany Levy**  
Founder and Editorial Director  
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**Kurt Andersen**  
Writer

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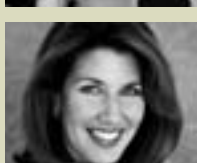


**Linda Wells**  
Editor-in-Chief  
*Allure Magazine*

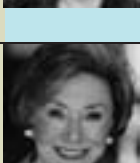


**Julianne Moore**  
Actress

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**Joan Ganz Cooney**  
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*The Wall Street Journal*



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