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Issue 2011.1

March 4, 2011

the NEXT season!

Dear Sammy,

Repeat after me: **deep, cleansing breath.**

Midterm assignments and exams are the **rush of responsibilities** without the satisfaction of finishing a semester. But don't despair! *nywiciNEXT* is here to remind you of all the good that is to come with **spring**. *(Shout out to my hometown hero Staten Island Chuck for predicting an early spring this Groundhog Day!)*



We start off with a great new feature that recently launched and is sure to only grow in terms of success: **#nywicichat on Twitter!** Once again, New York Women in Communications, Inc. is utilizing the **latest technology** to serve and engage its members.

Next, it's the event of our year: the **Matrix Awards!** Amanda Quick previews the **phenomenal line-up** hitting the Waldorf=Astoria on **April 11**. In honor of this, our **Student Spotlight** feature catches up with past NYWICI Foundation **Scholarship Winners**, the other, younger half of that line up! I can't wait to see who 2011 brings to the scholarship family.

Ever wonder what it's like to be a panelist at a NYWICI event? We hear from the student and young professional members who spoke at **Pay It Forward**, the latest event brought to you by the Student Affairs Committee.

Last but certainly not least, our **Girls' Guide** has everything to make the most of your **spring break** in every way possible--from museum exhibits to preparing for your summer gig!

So, take the time to relish in the organization that offers the ultimate light at the end of the midterm tunnel: a network of industry icons, role models, and peers dedicated to making your career an A+!

As always, we are looking forward to hearing from **you!** Update us on what you're up to. Let us know **what you think** of the issue and any ideas you have for the next one--we are always welcoming new

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contributors! Don't be shy about clicking "forward." All of our social networking sites are to the right, and our email is nywiciNEXT@gmail.com. Talk/tweet to you soon!

NYWICI love,

[Marie Dugo](#)

Vassar College '11; Media Studies, Urban Studies



P.S. I am thrilled to announce that I have been accepted into the NBC East Coast Page Program! I begin this summer after graduating, and can't believe I get to go from Vassar College to 30 Rock! I could not have done it without the encouragement and support from NYWICI -- thank you to everyone reading this for making yet another dream of mine come true.

P.P.S. In preparing for my transition from student to young professional member, it's time to start setting up the next *NEXT* masthead! If you are interested in getting more involved in *nywiciNEXT* production, please reach out!

If you're a student or intern looking for summer housing in New York City, it's time to raise your standards!

Educational Housing Services
www.studenthousing.org
 1-800-297-4694

life, career, success: the makings of a successful #nywicichat launch!

February 22 marked the debut of NYWICI's Twitter chat series, and judging by the inspirational and thought-provoking tweets that were posted, it was a great success!

The chat was hosted by Ellyn Spragins and Mary Lou Quinlan. Spragins is the author of *What I Know Now About Success* and *If I'd Known Then: Women In Their 20s and 30s Write Letters to Their Younger Selves*, and Quinlan is founder and CEO of [Just Ask a Woman](#), a women's marketing company.

Spragins will be hosting the [Letters To My Younger Self event on Tuesday, March 8](#) at the Sony Wonder Technology Lab. NYWICI President Linda Kaplan Thaler and Trish McEvoy, makeup artist and founder, Trish McEvoy Ltd., will also be in attendance.

Until then, check out some of our favorite tweets from [#NYWICChat!](#)

-
 @MaryLouQuinlan: the future is so easy to write about because you haven't done it. the past is your mirror to reality.

@EllynLetters: I'm happy about this event because i get to bring the concept to life with such great women and such great letters

@MaryLouQuinlan: i wonder what would happen if everyone actually spoke aloud what they felt in biz. could be quite a firestorm of emotion.

@EllynLetters: No one leads a charmed life, however much it looks like it

@MaryLouQuinlan: too often we wait for permission from others to follow our instincts. that's where writing it down helps to tap inside.

@EllynLetters: For me working with the women on the letters taught me that there is more that binds us together than sets us apart

NYWICI is just
as
c o n n e c t e d
as you are

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View our profile on [LinkedIn](#)

spread the
[NYWICI](#) l o v e

reminder!

love NEXT?
love
event discounts?
love the
membership
database?

@MaryLouQuinlan: i would be bolder sooner. i would speak up louder. i would cherish the early years more.

@EllynLetters: When I worked on the Success book I found myself thinking alot about the difference between success and happiness

@MaryLouQuinlan: and remember, every journey has detours, potholes and accidents. so go easy on yourself.

@EllynLetters: This is why I created the books! RT @NYWICi:
@MaryLouQuinlan Can your younger self be you... yesterday - so you can make changes [#nywicichat](#)

~Chelsea Orcutt, nywiciNEXT Managing Editor, Syracuse University '13, Public Relations & Political Science

**Then *LOVE* your
student
membership...**

[renew it!](#)

...Matrix 2011: honoree spotlight...

By Amanda L. Quick, Syracuse University '14, Broadcast Journalism & International Relations

The Matrix Awards is always one of the most memorable NYWICI events - from listening to stories from honorees to recognizing scholarship winners, there never seems to be a dull moment. Read on to find out more about this year's "women who change the world!"



Connect with the women who connect the world

NEW YORK WOMEN IN COMMUNICATIONS



2011 MATRIX AWARDS

Monday, April 11, 2011
Waldorf=Astoria, New York City

Hosted by meredith

WOMEN WHO CHANGE THE WORLD

Join us, with Emcee **Sandra Lee**, as we celebrate The Matrix Awards... honoring the extraordinary achievements of these outstanding women in the communications industry with **Special Lifetime Achievement Award Winner, Betty White**.



THE 2011 MATRIX HONOREES INCLUDE:



Cindi Berger
Chairman and CEO
PMK™/BNC
Public Relations



Gwen Ifill
Moderator and Managing Editor "Washington Week"
Senior Correspondent "The PBS NewsHour"



Robin Koval
President
The Kaplan Thaler Group



Idina Menzel
Tony Award-winning Performer



Abbe Raven
President and CEO
AETN, A&E Television Networks



Sheryl Sandberg
Chief Operating Officer
Facebook



Gina Sanders
President and CEO
Fairchild Fashion Group

Individual tickets, information on sponsorships and advertising opportunities are now available at www.nywici.org.



Emcee: Sandra Lee
Editor in Chief, *Semi-Homemade Magazine*
New York Times bestselling author and Food Network celebrity



Betty White will receive the 2011 Lifetime Achievement Matrix Award at the upcoming ceremony. White is best known for starring in "The Mary Tyler Moore Show" and on "The Golden Girls." As a versatile and well-known face in entertainment, White is not only an actress, but also an author and game show host. Additionally, White has won seven Emmy awards and is a strong advocate for animal rights.

Cindi Berger is Chairman and CEO of PMK*BNC Public Relations, an entertainment publicity and marketing agency. The agency's clients include John Legend, Jessica Simpson, and Shakira. Berger was named one of New York's Most Powerful Women and is involved with the American Foundation of AIDS research and UNICEF.

Gwen Ifill is the moderator and managing editor of "Washington Week" and senior correspondent for "The PBS Newshour." Ifill's reports often focus on foreign affairs and American politics. Before PBS, Ifill served as a political correspondent for NBC News, a White House correspondent for the New York Times and a local and national reporter for the Washington Post. Ifill has received many honorary doctorates and is on the boards of the News Literacy Project and the Committee to Protect Journalists.

Robin Koval is the president of the Kaplan Thaler Group. The group has been recognized as a leader in the advertising industry and is ranked as one of the fastest growing agencies in the nation. Koval is responsible for client services, strategic development and new business. Koval was also named as one of Self Magazine's top 50 "Women Entrepreneurs Who Inspire Us" and one of the "Top 20 Female Entrepreneurs in the U.S. by blogtrepreneur.com. Additionally, Koval is a best selling co-author, a recipient of the Women's Leadership Exchange Compass Award and a nominee for the YWCA's Academy of Women Achievers.

Idina Menzel is a Tony Award-winning actress. She is best known for her roles on Broadway as Elphaba in the musical "Wicked" and Maureen in "Rent," and her appearances on FOX's "Glee." She has captured audiences through her strong and emotional performances both onstage and off.

Abbe Raven is the president and chief executive officer of the A & E Television Networks (AETN). She was featured in The Hollywood Reporter's "Women in Entertainment Power 100 List" and has received many prominent awards such as the New York Women in Film and Television "MUSE Award" and the "Preserve America Presidential Award" from Laura Bush.

Sheryl Sandberg is Chief Operating Officer at Facebook and oversees the firm's business operations. Sandberg helped launch Google.org and previously served as Chief of Staff for the United States Treasury department under Bill Clinton. She was featured as one of the 50 Most Powerful Women in Business by Fortune and one of the 50 Women to Watch by The Wall Street Journal.

Gina Sanders is President and CEO of the Fairchild Fashion Group (FFG). Sanders oversees all brands of the business, which include WWD.com, Style.com, Menswear and Fairchild Books. Sanders has an abundance of experience in the magazine and fashion fields; prior to her work at FFG, she served as the vice president and publisher of Lucky, publisher of Teen Vogue and publisher of Gourmet.

...panelist access...

Student Affairs Committee's latest event 'Pay It Forward'

Pay It Forward offered an incredible inside look at the women who will be entering our respective industries. As panelists, we spoke of our own challenges and opportunities that have guided us through our educational and professional careers. The students in attendance were eager to learn and came prepared with thoughtful questions. They were excited to hear our words of advice and encouragement. It was an honor to sit with such a diverse group of women who exemplify the values of NYWICI and were willing to speak from the heart to what will surely become the next generation of NYWICI members and leaders.



~Stefanie Jacobson, Marketing/Program Manager, [Girls on the Run NYC](#)

Since I joined NYWICI as a college sophomore, I've looked forward to the day I could "pay it forward" to the next generation -- I just didn't think it would happen so soon! Being a part of the panel was a great experience, I hope we helped reduce some of the anxiety about the college process for the audience. I was too nervous to make eye contact with anyone as we spoke, so at first, I couldn't tell if anything we were saying was helpful or interesting to the girls in the audience. But then the audience Q&A portion began, and I was blown away by their thoughtful questions and the accomplishments they shared with us! It was clear everyone in that room will go far, and I hope to see some of the girls again as future scholarship winners!

~Kelli Plasket, Reporter, [TIME For Kids](#)



I am delighted that I was able to serve as a panelist for the Pay It Forward event. The young women were all so very eager and excited to hear what we had to say about applying to college and finding internships. (I actually had to remind myself that these ladies were only in high school!)

I reminded the students to be optimistic in everything that they do. I told them how I (reluctantly) attended a state school over a private



school and though upset with my decision at first, I changed my attitude on the first day of college and made the most of my time in college by getting involved in extracurricular activities and landing internships in New York City. The power of personality is extremely important and with the correct attitude and proper manners, you can really excel in anything that you want to do.

~ Katerina Gkionis, Editorial Assistant, [Weight Watchers Magazine](#)



As a sophomore, I still have quite a way to go before I'm fully qualified to give good advice on the wonders of college. I'm glad I got to share what I've learned so far at NYWICI'S Pay It Forward event. The best advice I could offer is something my mom used to say to me when she dropped me off at school everyday. She'd say, "have an interesting day!" and wave me off with a smile. Today, I know that it's not about having the best day everyday, because inevitably there will be bad ones. What's important is having the positive attitude to take on each day knowing that even if things don't go the way you expected, you'll learn something. That's the best way I can pay it forward.

~ Kayla M. LeGoff, Fordham University '13, Communication & Media Studies

...student spotlight... catching up with former scholarship winners

The 2011 Matrix Awards will be here before we know it! Although members are excited to hear from and learn more about the field from 8 amazing honorees, they may also want to check out what past scholarship winners have been up to! From summer internships to sports reporting, the 2010 winners have wasted no time diving into the communications field and taking advantage of all that NYWICI has to offer.

It has been a whirlwind out here at Marquette. I have become very active in sports broadcasting, doing work for our television station, MUTV, and WMUR, our radio station. I have gotten a tremendous amount of on-air experience while in Milwaukee and was even given the opportunity to cover a game before I attended a class! Over the course of the year, I have worked with men's and women's soccer, men's and women's basketball, and volleyball teams. In addition, I am active in our Hall Council and was selected to be a tour guide for this upcoming fall.

~ Tess Quinlan, Marquette University '13, Broadcast and Electronic Communication
2010 Scholarship Winner



I can't believe that another year has gone by! I have had a fantastic experience at Syracuse so far and have had the opportunity to get involved in an abundance of communications activities. I have a radio show that focuses on entertainment and music, I am co-editor of Project Feed Me magazine, a new publication on campus that highlights community service, and I am one of the student representatives for the S.I. Newhouse School of Public Communications. This past summer I had the chance to intern at my local newspaper, the Times Leader, which is located in Wilkes-Barre-Scranton, Pa. I look forward to attending the 2011 Matrix Awards, maintaining my NYWICI connections and enhancing my skills to begin a career in broadcast journalism!

~ Amanda Quick, Syracuse University '13, Broadcast Journalism & International Relations
2010 Scholarship Winner



This summer I will be interning with CNN in London. I am really grateful to NYWICI because I was able to further connections with people within the company, specifically within the New York bureau. I have had the opportunity to sit down and personally chat with women who have become fond mentors. My career goal is to become a multimedia platform journalist, specifically through online media/web publishing and television, and pursue graduate studies in communications and ethnic studies.

~Liane Membis, Yale University '12, English
2010 Scholarship Winner



I interned at Gotham Inc. and now intern in the college relations department at Manhattan College. I'm co-editor of the first communication department newsletter, "COMM[unity]." I founded the Manhattan College chapter of She's The First, (NYWICI Scholarship Mother Hen Tammy Tibbetts's non-profit organization) and was featured with Tammy on News 12 New Jersey's "Spotlight" segment last month.

~Amanda Ferrarotto, Manhattan College '12, Communication & Economics
2010 Scholarship Winner

The summer after winning my 2010 scholarship, I interned with past NYWICI president Joannie Danielides at her public relations firm, Danielides Communications.

I am currently a junior at Fordham University. On campus, I'm actively involved in Fordham Nightly News, serving as both an anchor and our on-air coordinator, handling all scheduling and management of talent. You can watch us every weeknight at [5:30 p.m. online!](#) Right now, I'm interning in Online Communications at Ralph Lauren. I've been here since September and have learned a lot about using Facebook, Twitter, blogs and forums for business. I'm also spearheading the re-launch of [Fordham's Her Campus branch](#) with two other students. All these activities are definitely giving me exposure to all different areas of the communications industry!

~Katie Corrado, Fordham University '12, nywiciNEXT Development Director
2009 & 2010 Scholarship Winner



I am currently a sophomore at Fordham University studying communications and media studies. I am heavily involved in the university's television program, Fordham Nightly News, as an anchor and producer. When I'm not reporting, I write for my blog, [Big Apple Appetite](#). I also remain active with NYWICI as the co-editor-in-chief of nextBLOG. I adore social media, and I was able to combine it with my love of food this summer while interning at Zagat. I hope to pursue a career that involves television and good food.

~Kayla M. LeGoff, nextBLOG Co-Editor-in-Chief, Fordham University '13,
Communications & Media Studies
2009 Scholarship Winner

...Girls' Guide... making the most of spring break

*Just because school is off for a few days, doesn't mean that you shouldn't get **ready, set, go**-ing during Spring Break 2011. Make your time off productive, but don't forget to have fun by visiting friends and exploring some hidden NYC gems!*

Ready!

Hand-write letters to past bosses or internship supervisors:

Send a handwritten letter updating your past employers what you have been up to. Keeping up connections and **maintaining relationships** is crucial in the communications field. This simple note clearly demonstrates your appreciation for that person.

Work on internships/jobs:

With a few days of down time, now is the perfect chance to start or finish sending internship and job applications. Even if you've sent in an application already, **keep perfecting** your resume and cover letter.

Prepare for the coming weeks of school:

Between naps and TV marathons, take some time to **get ahead** on material or reading in the classes you are taking. When the stress of school sets back in, you'll be glad you got a jump start!

Start looking digital:

With the industry looking toward the interactive and digital media in the future, it is important to **create a positive presence** for yourself on the Internet. Consider setting up a blog or social media account (Facebook, Twitter, LinkedIn) where you will be able to represent yourself well to others on the Web. While you're online, check out UrbanInterns.com, Cyberinterns.com, InternQueen.com for internship listings from top companies!

Set!

Create something:

Work on music, film, art...anything that you enjoy and can showcase your talents.

Produce reels, packages, projects, movies, websites, graphic designs or anything else that you normally don't have time for when school is in session.

Volunteer:

Spend a few hours a week at the local hospital or nursing home visiting patients or lend a hand at the homeless shelter and soup kitchen in your town. It's a **rewarding experience** that does a lot of good.

For high school students:

This is the perfect opportunity to look into colleges that offer a major that you are interested in. If you are a junior, **begin narrowing down your college choices** and even **plan campus visits**. The more prepared you are, the easier the college application process will be in the fall.

Enjoy the weather:

Spend the day at one of the most relaxing and **free** places NYC has to offer, Central Park! Whether you want to visit the Central Park Zoo, rent a boat with a friend, or just have a picnic on the Great Lawn, there is plenty to do to enjoy a beautiful spring day.

Curl up with a book:

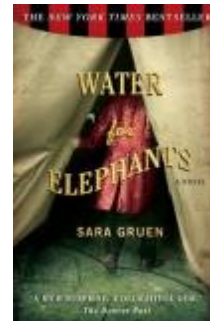
We all know how difficult it is to find time to read for fun in the midst of a busy semester. We recommend getting lost in one of these books over break:

The Girl Who Kicked the Hornet's Nest by Stieg Larsson

Battle Hymn of the Tiger Mother by Amy Chua

Eat, Pray, Love by Elizabeth Gilbert

Water for Elephants by Sarah Gruen



GO!



Head out to the New York Botanical Gardens Orchid Show (3/5-4/25):

After all the harsh winter snow showers, we could all use a heavy dose of spring flowers! Architect Raymond Jungles created living art with mosaics, fountains and over 30,000 dangling species of orchids for the seventh annual Orchid Show.

only in March!

Head out to Madame Tussauds wax museum in New York for half price

BAM!:

The [Brooklyn Academy for Music](http://BrooklynAcademyforMusic.com) offers Shakespearean plays throughout the upcoming months, including King Lear and Macbeth during spring break.

Mini spring break:

You don't have to book a vacation in advance to get away. Make plans to visit a friend for a few days somewhere nearby! Drive yourself, or take advantage of Greyhound and Peter Pan buses' affordable rates. Have a **quick getaway** to catch the "break" you need!

A day at the museum:

New York City is one of the **cultural centers** of the world thanks to its variety of museums. Spend the day at an art museum like the Guggenheim, the Cloisters, MOMA, the Met, the Frick Collection, or check out the Museum of Natural History just opened a new exhibit titled "Brain: The Inside Story." Each museum has special student discounts, so be sure to **bring your school ID** in case!

~Jacqueline Bryk, Columbia College '13
~Amanda Ferrarotto, Manhattan College '12, Economics & Communication

...in case you missed it...

NYWICI nextBLOG

[Take the new WEEKLY poll!](#)

Lately, nextBLOG has been all about the numbers! Check it out:

- ~ [7 tips for online writing](#) from Kevin Donahue, managing editor of MensHealth.com
- ~ [5 ways to break into magazines](#) from NYWICI's "Breaking Into the Magazine Business" panel at Hearst
- ~ Spring cleaning for your inbox: [30 websites to add to your Google Reader](#)

~

Anything you'd like to see us cover on nywicistudents.wordpress.com?
Shoot us an email at nywici.nextBLOG2010@gmail.com. Tweet (or DM) us [@nywici_nextBLOG](https://twitter.com/nywici_nextBLOG).

PLUS: Keep an eye out for upcoming Matrix 2011 previews & coverage!

...Megan Hess & Kayla M. Le Goff, *nextBLOG* Co-Editors-in-Chief

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