



nywiciNEXT

For the Next Generation of Women in Communications

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Dear *nywiciNEXT* readers:

To everyone attending school in my favorite metropolitan mecca, New York City, **kudos!**

Actually, I'm jealous. After spending a sensational summer in the **city of my dreams**, interning at Lifetime Television and PowerHouse Books, I am back at Syracuse University to tackle another semester of college.

Can I trade it for one minute of **hustle-and-bustle** in NYC, please?

Right now, I know I can't. And I've come to terms with that because I still have the support of NYWICI within my reach. That is why I am thrilled to present to you the fall edition of *nywiciNEXT*. I encourage you to let this newsletter **connect** you with other student members, **inspire** ideas for your future, and **remind** you of New York. Anytime. Any day.

Here at *NEXT*, we are dedicated to helping you be part of the NYWICI life even if you are not here to experience it for yourself. You are the **leaders** of tomorrow, which means you need to know what is happening **today**. Check out the captivating Q&A with digital media specialist Tina Sharkey or scroll down to find out what a panel of women journalists had to say about **balancing empathy and ethics**. If college knowledge is more your focus, read and relate to the laugh-out-loud **Tales of an Intern**, or find out what it means to work and go to **grad school** with Sandra O'Malley in our first-ever professional commentary.

We are here for **you**, even though we are not all in the same city. It is important that we stay in touch, even while we pursue our degrees in different areas of communications across the country. Let communications bring us **together** in more ways than one!

~Sharon Clott, Managing Editor



Since joining the 2005-2006 NYWICI Foundation Board, Tina Sharkey, Senior Vice President of Network & Community Programming for America Online (AOL), is part of your professional sisterhood... but that's not your only connection with her. Most likely, her work directly impacts your everyday life.

Do you chat with friends on AOL Instant Messenger? Ms. Sharkey oversees the design, development, and programming of it, along with the other properties of the AOL network. Have you ever checked out *Cosmo* or *Marie Claire* online? Their Web sites are powered by iVillage, the online community for women that Ms. Sharkey pioneered. And do you pay every credit card bill on time thanks to AOL Bill Pay? Ms. Sharkey led the creation of this service, among many others.

On top of her achievements in digital media, Ms. Sharkey sits on the board of directors for **two** other non-profits – Baby Buggy, a charity that redistributes infant gear to needy families, and Sister to Sister, a foundation raising awareness of women's heart disease. As a working mother, she has a passion for making life easier for those with busy schedules. Her secret: helping people help themselves. This month in *NEXT*, that's exactly what she does for you by inviting you to explore the ever-expanding world of digital media and suggesting how you can develop and donate your talents.

~Tammy Tibbetts

NEXT: What opportunities do you see for young women in digital media that might not be available in other fields?

TS: I think that in digital media women have the opportunity to work in a technological environment without having to have a strong technology background. You don't have to be great with computers. All you need to know is how to type and send e-mails. Once you get into the business, you learn from your environment. Mentors and more experienced people from your team teach you how to develop something that goes into a Web site. You have the opportunity to mix with those types of people while applying traditional media skills.

NEXT: What do you wish you knew when you were 20 that you know today?

TS: That life is a series of chapters and the book is yet to be completed. You really want the job that you get early on to be about building your career. Use the first 10 years to not just get ahead, but to get educated. It's important from day one to start building your network – it's as much an art as a science. There are networking events you can go to and build relationships at. Relationships are an art, while the event is more prescribed. When building relationships, be mindful of the people you meet and use industry events to be visible.

NEXT: What attracted you to a career in digital media?

TS: I have worked in digital media since the inception of my career two decades ago. I was not trained with a technology background, but I was interested in how technology

changes the media landscape and enables people to do things that they weren't able to do before. Whether it's community building or technology-facilitated experiences, the user is creating it along with you. You're building media with a generation that is making their own stuff and enabling consumers to have their own dialog, whether through blogging or social networking.

NEXT: Where do you see the digital media industry going in the next 10 years?

TS: I think it's really becoming a citizen's media. It's getting into the hands of the users and allowing them to let their voices be heard. I don't think traditional media will ever go away; rather, digital media allows mass market to be at the table alongside traditional media voices, and that's exciting. It levels the playing field, and I think it's becoming a very personal media. Digital media is allowing us to have things on demand, and not just with TV. Digital media will enable all media to be on demand – on whatever platform, whatever time, and in whatever subjects you're interested in.

NEXT: You've overseen projects like AOL Bill Pay, AOL Food, iVillage, Sesame Workshop Online, the home shopping channel Q2, among others. Is there one project that was particularly rewarding to you and had an especially strong impact on you and your career?

TS: I think iVillage was a turning point in terms of working with an online community. It was the first online community I had ever built. Parent Soup (an award-winning site from iVillage) was one of the first parenting sites online and really helped connect moms from Tallahassee to Tennessee. I like building things that help people help each other, and I like to make the complex simple.

I've been fortunate that everything I love doing is what consumers love to use. I create things that play a role and impact people in their everyday lives, whether it's a mom with a child on her lap doing the Sesame Workshop or people managing their bills or trying to figure out what's for dinner.

NEXT: You're extremely involved in non-profits. How, and why, do you find time for it all?

TS: I just make time for those things that are important and then compartmentalize my life so when I'm at work, home, or doing service work, that's where my focus is. I've always done a lot of service work and I feel it's my responsibility to give back to society, be productive, and be a good person and parent.

Every non-profit has needs and you can just help with the skills you have, like newsletter writing, sales, fundraising, graphic design, PR...anything you can contribute. It's a great way to hone your skills and meet new people. So much can be done, especially in communications. You don't have to come in with category expertise around the subject matter, whether it's medical, environmental, or related to civic service. You can just come with photography skills. Skills are wanted, needed, and so valued.

Around the Room in 6 People - Six Degrees of Separation: NYWICI Student Career Conference 2005

Today, I was looking at the statue of David in my art history class, daydreaming about the 2005 NYWICI Student Conference, only to be distracted by the girl sitting next to me. She was fiddling and futzing with a piece of paper so loud, everyone in the 200-person lecture could hear! What was this piece of paper demanding so much attention? SUDOKU! If you don't know Sudoku is the crossword puzzle for number wizards – just fill in the grid so that every row, every column, and every 3-by-3 box contains the digits 1 through 9. Believe it or not, it's slowly taking over the print game world. Today I decided I should try this new phenomenon – and I may just buy a book to tune my technique.

Thank goodness the conference is coming up because now I have the chance to ask the book publisher herself at the publishing panel! **ESTHER MARGOLIS**, President of the New Market Press, published three books on the game. The books even made *USA Today's* bestseller list. Perhaps then, she already knows entertainment reporter and print journalism panelist **ELYSA GARDNER** of *USA Today*. Elysa is the theater reporter for the newspaper, spilling the real deal on what we must see on the Great White Way.

If Broadway doesn't get your party started, perhaps a conversation with **ADAM THEIR** of the marketing panel might. Adam works at what is often called "the world's most famous arena" – Madison Square Garden. The Garden hosts hundreds of sporting, entertainment, and music events each year. However, the Garden is not the only place with music in the zone. Panelist **DAVE POWERS**, knows *more* than a thing or two about the topic of entertainment, for he will be speaking about his experiences working as a writer and producer for MTV2. The youth market feeds his network, much in the same way it does for **JACKIE BENNETT** of Hearst Magazines' Teen Internet Group. Jackie will be speaking about the best way to reach over a million young women online at the advertising panel discussion. Her company produces the online companion to mag favorites like *Seventeen* and *CosmoGIRL!* Another special guest who inspires young women is keynote speaker, **RENÉ SYLER**, anchor of CBS News' The Early Show. Budding broadcast journalists and communication specialists alike can look up to her for her skills in the industry.

Take advantage of this day dedicated to teaching students about their future field, through the stories and advice of so many talented and successful people. The insider scoop – you will be so busy, you won't have time to play Sudoku!

~Sharon Clott

To learn more about the NYWICI 2005 Student Career Conference and register, visit www.nywici.org/foundation/conference.html today!

Top Women Journalists Set the Record Straight on Gender



Do women cover the news differently than men? This question was the topic of debate at the July 26 discussion entitled "Women Journalists: Balancing Empathy and Ethics," sponsored by the NYWICI Student Affairs Committee and the New York Press Club.

Susan Edgerley, metropolitan editor of *The New York Times* believes that gender does not make a difference. "I don't see it as an issue in my newsroom," she said. "The best candidate simply gets the job."

"In television we are encouraged from day one to be aggressive," said Linda Schmidt, anchor and reporter for WNYW-Fox 5 News. "This business is based on how intelligent, aggressive, and enthusiastic you are. I have never been handed a 'fluff' story because of my gender."

Susannah Meadows, senior writer for *Newsweek*, also agrees. "A good story is what does it in this business. It's not about being male or female. It's about getting a good story and having a diverse newsroom with people who have different takes on things," she said.

The panelists did note the advantage of having a source that is of the same sex when reporting. "It is more likely that women would feel more comfortable talking to another woman about rape," said Schmidt. "That doesn't mean a male reporter couldn't cover it, although I think it would be harder."

"Serena Williams allowed me to sit in the bathroom with her as she was getting ready," Meadows said. "Interviewing someone of the same gender allows connections to be made."

All of the panelists agreed women need to be supportive of each other in the journalism field. "Men from what I have seen have been more supportive of one another than women," said Schmidt. "We need to be more supportive of each other so that we can be successful. Women have a great responsibility to other women in this field."

~Kim Last, Washington College, junior American studies and political science major

I'm Nuts for Harry Potter

Before I start my story, there are two facts you should know about me. One is that I am severely allergic to tree nuts and the other is that I love Harry Potter.

This summer, I was incredibly fortunate to intern in the corporate communications department of Scholastic, Inc. Working at Scholastic would have been special enough, but to top it off, I was there in the midst of release of the sixth Harry Potter book, *Harry Potter and the Half-Blood Prince*. As a huge Harry Potter fan, nothing could have thrilled me more. My first month at Scholastic was frantically busy and exciting as I helped prepare for the book's release. As much as I enjoyed this time, I knew that nothing would be able to top July 15th, the day the book debuted.

How right I was.

I spent the morning of the launch following my boss, the executive vice president of corporate communications, and helping her manage the many interviews occurring simultaneously. At lunch, I casually grabbed a sandwich, forgetting the cardinal rule of nut allergies: ALWAYS CHECK FIRST. Upon the first bite, I could tell that something wasn't right, and after a careful inspection I unearthed nuts in the bread of my sandwich. After downing a few Benadryls, I headed back to work, expecting the tingling in my lips and throat to subside.

Instead, my stomach rebelled. After an hour of work, when I pretended to be fine for the benefit of my co-workers, I threw up! All over the street that Scholastic had turned into Diagon Alley. Yet, the fun didn't stop there. I continued throwing up inside and outside the bathroom, and even in front of my boss while trying to reassure her that I didn't need to go to the hospital.

Needless to say, the whole experience was incredibly humiliating. Don't worry though, there's a happy ending here. After being injected with medicine to stop the nausea, I returned to work, enjoyed all the Harry Potter festivities, and read the book the next day.

~Ilana Plen, Emerson College, freshman marketing major

One Publishing Intern Sings a Different Tune

This summer, I had the fantastic opportunity to be an editorial intern at Simon & Schuster, Inc. There was never a dull moment. Take, for instance, when my manager asked me one day if I could sing. I explained that I was no Mariah Carey, but sure, my days in musical theatre served me well. She responded with great enthusiasm and asked if I would sing along with a few members of our staff for the promotional CD for Alan Katz's *Where Did They Hide My Presents? Silly Dilly Christmas Songs*. "Christmas?" I thought, "In JULY?" Nonetheless, I agreed to lend my vocal talent. Later dubbed "The Silly Dilly Singers," our group of five recorded some rather hilarious

Christmas songs, from "Toy Catalogs" (in the tune of "O Christmas Tree") to the ever-amusing "Something's in My Brother's Underpants" (in the tune of "Winter Wonderland"). For weeks, our music decked the halls of Simon & Schuster and brought joy to all.

~*Anna Youngquist*, Western Connecticut State University, senior communications and human relations major

Office Manager and Dog Walker...All in a Day's Work

Interviewing with someone wearing a pair of cargo shorts and a button-down plaid shirt should have been my red flag that I was in for a different kind of internship. My potential boss was sitting on his reclined sofa chair and watching News Channel 4 in his living room when I interviewed with him for an advertising internship. I must admit, after getting past his unconventional presence, my boss was a wise man with an incredible wealth of knowledge. He could talk any advertiser into buying a page in one of our low-circulating, "who-the-heck-reads-this" magazines.

Still, I had no idea what I was in for.

Half-way into the summer, my boss had a family emergency. He left me and another intern to manage the entire office by ourselves. I learned to juggle quite a few hats during my time there. Not only did I manage the office, but I also did the "intern" jobs. That's right – I had to feed his cats and walk his daughters' two cattle-like dogs, all while making sure the office finances were in check.

By the end of the summer, I had to ask myself: What is an intern? It is only a name. I was over my head in this internship – from running the company to running the dogs – and my duties certainly can't be described in any classified ad.

I am hoping that my experiences this summer will lead me to higher and better places. If not, I could be a psychotherapist, a cat-sitter, or a professional dog walker. See how much I have my internship to thank?

~*Irene Chang*, Bard College, senior English major

Live, Learn, and Share the Lessons: A Part-Time Grad Student Reflects on the 'Best of Both Worlds'

Two days a week, I race out of work at 5:30 p.m. If I walk briskly, I can arrive just in time for my 6 p.m. class. After a full day's work, followed by several hours of class, boy, do I feel relieved when I arrive home at 10 p.m.

This time last year, I started the part-time MBA program at the Zicklin School of Business at Baruch College (NY, NY). I knew that I wanted to earn a master's in marketing, but I was concerned about balancing school with my fast-paced, full-time job as an assistant marketing manager at a digital marketing company. Now, I am a third of the way through my degree program, and I learned to manage school, work, and a social life.

I decided to attend school part-time because for me, an MBA will be a boost, but it isn't essential to becoming a marketing executive and an entrepreneur. While I'm earning my degree part-time, I'm also gaining valuable on-the-job experience in my field of interest. According to USNews.com, "more than 60 percent of all MBA students now go to school part-time." This experience has been a wonderful way to see how much I can achieve when I am busy, organized, efficient, and focused.

Some of the pros of working full-time and attending school part-time include:

- **Keeping student loans to a minimum** – having a steady income to pay for your living expenses, even if you need to borrow money to pay your tuition.
- **Qualifying for benefits through your employer** – important must-haves, like health insurance and a 401K plan, and maybe even extras like tuition assistance.
- **Learning in the real-world** – gaining practical, on-the-job experience.
- **Applying what you learn in school to your work** – as soon as you acquire the knowledge.
- **Getting the best of both worlds** – earning an academic credential while establishing yourself as a professional.

Some of the pros of attending school full-time include:

- **Being part of the school community** – having greater chances to network, participate in student groups, and attend lectures and other activities that primarily occur during the workday.
- **Graduating in less time** – most master's degrees can be earned in two years if you study full-time, versus three to five years studying part-time.
- **Interning** – gaining exposure to different work environments while still a student.
- **Devoting yourself** fully to your school program.
- **Qualifying** for fellowships, assistantships, and other financial aid programs that aren't available to part-time students.

Look at attending school as an investment in yourself and your career goals. The efforts you put into managing your career proactively will pay off like the profits of a Fortune 500 company, one of which just may need your communication skills someday.

~Sandra O'Malley

Getting Down to Business With Bloomberg

Is there something in the water? Or maybe it's in the free coffee, soft drinks or snacks that highlight each wide-open floor of the Bloomberg News headquarters in New York City. Wherever it comes from, there is a palpable energy among the people who work in the new, ultra-contemporary Bloomberg offices and studios. Even the abundant artwork, which ranges from a lengthy wall of pastel-colored light tubes that recreate the effect of dawn to a pre-tornado cloud formation sculpted out of sheet metal convey the message, "Exciting things happen here!"



Two dozen NYWICI student members and selected guests had a glimpse into the workings of Bloomberg News on September 21 during a guided tour and presentations arranged by Student Affairs Committee member Lauren Kerr who works in Bloomberg Sales.

Led by a friendly and well-informed Bloomberg financial trainee, Alexander Petisi, the tour started in the lower level of the remarkable

Cesar Pelli designed building, in the training area. After a brief stop at one of the company's many free snack bars, the group was seated in a high tech training room for presentations from Mr. Petisi and several other passionate Bloomberg employees.

Founded in the early 1980s by current New York Mayor Michael Bloomberg, the company has become the leading global provider of data, news, and analytics and employs approximately 8,000 people worldwide. Bloomberg News, launched in 1990, now operates more than 94 news bureaus staffed by 1,600 reporters.

Monica Bertran is a Bloomberg Television business news anchor, but her college degree from Xavier University of Louisiana is in mass communications.

"I sat with the smartest people I knew at Bloomberg to learn about the markets and I watched what they did," she explained. She also attended "Bloomberg University," a structured training and career development program for employees. Ms. Bertran worked in television in New Orleans and in radio in NYC before joining Bloomberg to help launch its flagship radio station, WBBR, in 1992.



Jennifer Geller, a breaking news segment producer for Bloomberg, produces news segments and secures high profile guest interviews for news across multiple media platforms – television, radio and wires. A graduate of Clark University in Massachusetts, with a degree in English, Ms. Geller said that "A

business degree couldn't hurt," if you have set your sights on working at Bloomberg News. "But if you're a journalist, talk and listen to people and you'll learn something you'll be able to use...Never say no to things. If you're busy, get busier. Work hard. Everyone at Bloomberg works hard."

That's certainly true of Bloomberg Television world and national news anchor Michelle Makori, who must report to work at 3:00 a.m. weekdays to prepare for the thrice hourly newscasts she writes, produces, and anchors every hour from 5:00 a.m. to 11:30 a.m.

"Bloomberg is a completely self-sufficient news organization. You have to pull your own video, do your own graphics and audio, write and file your script and make sure it is ready to go every 20 minutes," she explained. Ms. Makori is an expert in Middle Eastern politics and was a leading network news anchor in South Africa before joining Bloomberg. She describes her job as "very challenging, constant deadlines, constant pressure," but smiles broadly with each word. It's clear she, as well as the other speakers, thrive on the pace and demands at Bloomberg.

NYWICI Student Affairs Committee member Lauren Kerr said since joining the company three years ago she has found Bloomberg to be both respectful and friendly toward women in its workforce, noting that she is the only female on her sales team. The Villanova University sales and marketing major has worked at Bloomberg since graduating from college. During her typical 10-hour workday, Ms. Kerr services major accounts including ING, Lazard, and Vanguard where she interfaces with staff at all levels – from the trading floor to the CEO. "Bloomberg has a flat organizational structure and you have a lot of flexibility to do your work. You plan your day the way you want and you're very busy."

Following the presentations in the training area, the group headed for the building's sixth floor, which serves as a crossing point for people from throughout the company. Also on the Sixth floor, are the desks – not offices – of the company's chief executive officer and chief financial officer. Bloomberg is the ultimate open office environment. Staff members sit at long rows of sleek adjoining desks, nearly elbow to elbow, no exceptions. Conference rooms feature all glass walls, making it very easy to find people when you need them.

But how do you find your way in to a career Bloomberg?

"Bloomberg has an awesome internship program," television segment producer Jennifer Geller said. "It's managed through HR and you can apply online. It's very organized and very competitive." News anchor Michelle Makori advises aspiring Bloomberg journalists to be very proactive and well-rounded and knowledgeable. "I wanted to be as skilled behind the camera as I am in front of it. I can produce, write and edit as well as anchor."

~Joan Cear

Vice President, NYWICI Student Affairs Committee
Managing Director, G.S. Schwartz & Co. Inc.

Student Spotlight: Meet One Ambitious Adventurer

Hello, Ms. Shining Star. We want to introduce you and your talents to the world. But do you feel shy about e-mailing us to request your own student spotlight, even though we *INSIST* you do? If so, try this instead: nominate a student member you admire and who deserves her moment to shine in *NEXT*. That's how we found this month's globe-trotting student, who is already making her mark on the communications world.

Rachel Fradkin



Born and Bred: Washington, DC

She's Schooled: New York University, senior communication studies major

A Foot in the Door: I work for NYWICI member Francine Ryan as a public relations assistant at the Ryan Group. It's great because I get so much hands-on experience and have a lot of responsibility. I like being challenged and I'm learning so much every day about the world of PR and marketing. It's wonderful to be working in a place where my boss cares about my learning experience.

Dream Job: I've never wanted to do just one thing. I always want to be growing and changing, looking for my next adventure. I'd like to either take on marketing in the entertainment industry or do PR for a non-profit organization. Both really excite me.

Greatest Adventure: My trip to Senegal, West Africa over spring break with a group from school. It was partially a research trip about the difference between educational practices in Senegal and the United States. While traveling to all the great places in Senegal, we had the chance to visit several schools and interact with children. The experience was so humbling and I learned not to make assumptions about the values of others. My mother is African-American so I also felt like I was experiencing and learning about a huge part of my family history. I hope to return with her one day.

Source of Inspiration: My biggest source of inspiration is definitely my family. My mother, father, and grandmother worked extremely hard and overcame all sorts of obstacles to become successful and give me more opportunities than I ever imagined. I don't want to waste or take for granted anything with which I've been blessed.

*Mail Call:
What Will You Fix in 2006?*

You've heard the saying "today is the first day of the rest of your life." True to its meaning, you can set life-changing goals for yourself anytime, anyplace. However, New Year's resolutions are tradition for a reason – there's something special about giving yourself a challenge on January 1st. Looking ahead to 2006, what will be your professional or personal goal? Tell us, and we'll put it in print...then you'll have a whole team of NYWICI members to cheer you on throughout the year!

E-mail [nywiciNEXT@ hotmail.com](mailto:nywiciNEXT@hotmail.com)

~Tammy Tibbetts, Editor-in-Chief

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