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nywiciNEXT

For the Next Generation of Women in Communications

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Hello Summer-Lovin' Students!

Islands are synonymous with **summer** - they stir up images of sparkling waters and clear blue skies. If a trip to the Bahamas or Hawaii isn't in the picture for you either though, look on another **bright** side: we've got New York City!

New York City is not *exactly* a tropical paradise, but it's a paradise of future opportunities. Pursuing our dreams here begins for many of us by landing a summer internship (congrats!). New York is also where we gather for NYWICI events and network. But, as I'm discovering, NYC - and NYWICI - offer **more** than professional opportunities.

Take **friendship**, for instance. When I attended my first **NYWICI** events, I introduced myself to my peers. However, it was difficult to stay in touch because our campuses are scattered over the tri-state area. In the summertime, it's another story: NYC is our **common** stomping grounds. After our internships and jobs, we can meet up for a night on the town.

The friendships you develop through NYWICI are **invaluable**. With the potential and tremendous talent each of you embodies, it's like forming your own **dream team**. Your NYWICI gal pals **aspire** for different positions in the communications industry, but you cheer each other on as you strive to **score** your dream jobs.

Our journey to the **top** will be so much fun if we make it **together**. Through NYWICI, I've learned shared passions and ambition form unlikely friendships. That's something I hope you all **enjoy** this summer.

So, as the temperature rises, here's wishing you **sizzling success** and plenty of good times. **Keep showing New York who's NEXT!**

~Tammy Tibbetts, Editor-in-Chief

■ | *Meet a Matrix Winner:
Charlotte Otto on What it Takes to be a Leader*



Procter and Gamble is a part of your daily life: Brush your teeth with Crest toothpaste? Wash your hair with Clairol Herbal Essences shampoo? Clean up a spill with Bounty paper towels? But, because you're a young communications professional, P&G doesn't just give you products - it also gives you a lesson in public relations. And here to teach you is the 2005 Matrix Winner for Public Relations, Charlotte Otto. She is Senior Vice President and Global External Relations Officer for the company, not to mention their first female corporate officer.

Ms. Otto works with over a thousand P&G staffers worldwide, overseeing news media relations, product publicity, consumer relations, and corporate contributions. She's worked with P&G for 29 years, since graduating from Purdue University. Now, she shares the insights she's gained from her extensive experience with you, guiding you towards your own seat at the business table.

NEXT: How is the field of public relations different today than when you started your career?

Ms. Otto: I joined P&G Public Affairs in 1989, after 13 years in P&G Marketing. Back then, PR people were principally "order-takers." We were often called in at the last moment to take notes to prepare the news release, with little input on strategic direction and business plans. That has totally changed. Leaders have recognized the business-building potential of PR and the value of early PR involvement. As professionals, we have earned our seat at the business table.

NEXT: What does it take to earn a seat at the business table?

Ms. Otto: It starts with deep business understanding - what are the business goals, strategies, priorities, and challenges? Without this, we don't deserve a seat at the table. In addition, we must bring unique, professional added value, particularly through bringing outside perspectives to bear on business decisions. We must provide clear, strategic leadership, trusted counsel based on deep mastery and experience,

and strong connections to influencers and stakeholders. It takes time and results to earn this seat at the table, but it is essential to maximizing our contribution.

NEXT: How would you describe your leadership style? How do you make it effective?

Ms. Otto: I am a catalytic leader: a person who causes things to happen, often invisibly. I catalyze thinking and collaboration to create better strategies and plans. I am good at taking diverse, abstract ideas and integrating them into a practical whole. In contrast, I'm generally not the person that comes up with the idea no one has ever thought of before...but I can help those people make their "big ideas" work.



NEXT: What was your most challenging professional obstacle and how did you overcome it?

Ms. Otto: My biggest professional challenge was a personal one. When I first began interacting with the most senior levels of P&G leadership, I did not have a sophisticated understanding of how business was done at those levels. My boss put it succinctly: "You are terminally naïve!" My mentors helped me to understand how I needed to lead in order to be taken seriously (more like a mature business person and less like someone's daughter looking for approval). I've benefited from this kind of candid feedback and have tried to pass on this gift to others.

NEXT: What is your dream job? Are you living it? Where do you see yourself going in the future?

Ms. Otto: Without a doubt, I am living my dream job. I spend about a third of my time directing communication for the P&G corporation; about a third of my time helping develop the capability of 1,100 P&G external relations professionals around the world; and about a third of my time representing P&G externally, particularly in our hometown of Cincinnati. I'm now thinking about the legacy I want to leave after I retire in a few years. This includes building the P&G brand, which has largely been invisible over P&G's 165+ years of doing business, and developing a strong cadre of future external relations leaders.

NEXT: If you could tell aspiring communications professionals only one thing about the industry, what would it be?

Ms. Otto: Get experience wherever and whenever you can. The most important thing we bring to the business is experienced judgment. We have to assess situations quickly, integrate data and possibilities, and act decisively - often within one brief news cycle. While facts are very important, this also requires instincts that can only be developed through experience. This experience can come from internships, school activities, community volunteer work, and other sources - just get as much as you can.

NEXT: What motivates you?

Ms. Otto: I am motivated to make a difference in whatever I do. This sounds trite -



Roz Abrams with NYWICI's 2005 Scholarship Winners

who doesn't want to do this?! Yet, it's not quite as simple as it sounds. First, it's important to understand one's own unique strengths - this is where one's special contributions will come from. Then, it's critical to identify where those strengths matter, where they create an edge. Work hardest on applying them to the areas in which those strengths matter most. And last, have fun doing it. We spend too much time at work not to love (almost) every minute of it.

Six Degrees (Subway Stops) of Separation: Get Carded...with your MetroCard

You're smart. You're hot. You're confident. You're ready to take on the world.

We know. So are we. ;-)

But, listen girl (or more accurately, read on), it doesn't really matter how smart, hot, or confident you are if you cannot maneuver your way into the sites of your dream companies. Some will tell you it is your connections; others will tell you it is your talent. Many say it is a combination of the two.

If you ask me, the way to get into the companies is by showing up...literally, by getting your foot in the door. How?, you ask. **New York subway style**. For a \$2 subway ride, you can get to all of the offices of the following women, who took the stage at NYWICI's Annual Meeting on May 19 (where the new 2005-2006 Board of Directors was announced).

So, grab your MetroCard ('cause we all know you have one) and hop on the **yellow line N, Q, R, W**. In communications, our disciplines, our contacts, our businesses are all connected. Makes sense in this industry of connections, right? Right. In this season's issue of Six Degrees of Separation, we are traveling uptown, together. Billy Joel's "Uptown Girl" is playing on your iPod, and you have the latest wedge heels on with your colorful Bohemian skirt. Finally, infuse your connection...the train is coming!

Stop #1: **N, Q, R, W** to 14th Street To 215 Park Avenue South, between 17th and 18th Streets for **Dorothy Crenshaw**, President of Stanton Crenshaw Communications. Her company is the "nation's leading mid-sized public relations agency with strong specialty expertise in brand marketing, financial services, healthcare, business-to-business, and corporate communications" (stanton-crenshaw.com). She's returning as NYWICI's co-VP of Programs.

Stop #2: **R, W** to 23rd Street To 25th between Seventh and Eighth Aves. for **Lori Schwab** and **Jessica Eve Goldfarb** of Roz Goldfarb Associates. Looking for a job? Aren't we all. These women are here to recruit you. As recruitment consultants, their "primary job is simply to ensure that their clients (both big and small companies) consider the best available people to hire in order to meet their business goals" (rgarecruiting.com). From 2004-2005, they served as NYWICI's co-VPs of Career Development.

Stop #3: **R, W** to 28th Street To 26th between Broadway and Sixth Ave. for **Nancie Steinberg**, Senior Media Relations Specialist for City of Hope Cancer Center. City of Hope gathers some "of the world's most knowledgeable physicians, researchers, scientists, and health care professionals...to treat - and to one day cure - cancers and other life-threatening diseases" (cityofhope.org). Ms. Steinberg takes on this challenge while strengthening NYWICI as co-VP of Membership.

Stop #4: **N, Q, R, W** to 34th Street To 470 Park Avenue South between 31st and 32nd Streets for **Joan Cear** of G. S. Schwartz & Company. Ms. Cear acts as Senior Vice President at this "mid-sized independent public relations agency, which serves technology, business-to-business, financial services, and consumer clients" (schwartz.com). In NYWICI, she represents us, the students, as co-VP of Student Affairs.

Stop #5: **N, Q, R, W** to 42nd Street To 229 West 43rd Street between Seventh and Eighth Aves. for **Jyll Holzman**, of *The New York Times*. As past president of NYWICI, and new NYWICI Gratitude Foundation President, Ms. Holzman had a lot on her plate - hosting the Matrix Awards, appearing on television, attending functions, getting married (!), all while working as Senior Vice President of Advertising at the nation's most respected newspaper, *The New York Times*.

Stop #6: **N, Q, R, W** to 57th Street To 524 W. 57th Street between Tenth and Eleventh Aves. for **Roz Abrams**, co-anchor of WCBS-TV. Rambunctious Roz speaks eloquently every day on CBS 2 News at 5 p.m. and 11 p.m., but she blew the whole crowd away at the Annual Meeting. "**You have to be about something,**" she said. "**You have to understand that you can step off that cliff and know you have the wings to fly.**" By night's end, she instilled everyone with a bit of reality and, more importantly, inspiration.

And also at 57th Street...

Your new president of NYWICI, **Betsy Morgan**, Vice President of Business Development for CBS News! Don't you hear the happy bells chiming to ring her into her new position? Or is that just subway static???

~Sharon Clott

*Rubbing Elbows...then Getting them Rubbed:
A NYWICI Night at the Spa*

Massages and makeovers. Palm readings. Rubbing elbows with some of New York City's powerhouse women. Sounds like a VH1 episode of *The Fabulous Life*, until you



Elana Jacobs, Rima Abdelkader, Susan Sommers, Mildred Antenor, Joannie Danielides

add more than 60 aspiring young communications professionals and their mentors into the mix. *Then* you've got another first-class NYWICI student event.

The NYWICI Student Affairs Committee hosted the free, exclusive reception and spa evening on May 16 at the Aveda Institute in SoHo. Only NYWICI could turn a weighty theme like "Getting Ready for Your Future" into something spunky, relaxing, and professional.

It's been said that the future is in our hands - and members took that literally as palm reader Elyssa Saltzman told them what all the lines on their palms reveal. Meanwhile, Aveda cosmetic experts showed the young ladies how to put their best face forward with the perfect shades of makeup.

But no NYWICI soiree would be complete without capitalizing on its strength: superior membership and the opportunity to network, network, network! The Student Affairs Committee devotes itself to "helping the next generation of communications professionals chart a course toward success." What better way to do so than by bringing students face-to-face with trailblazers?



A NYWICI student member enjoys a massage at Aveda

Denise Martinez, a 2004 NYWICI Foundation scholarship recipient and freshman at New York University, appreciated the event as an opportunity to "reconnect." At the close of another grueling academic year, students like Martinez jumped at the opportunity to hobnob with the leaders of NYWICI and, while they were at it, sample a *well-deserved* mini massage.

It was an evening in "the fabulous life" of a NYWICI member: a woman armed with confidence, pampered like a queen, and backed by a group of professional women like no other. Leaving that night, she was encouraged once again to take on anything.

~Larae Booker



Inside the Job Recruiter's Mind: Differentiating Yourself in the Job Search

There are so many career options out there that helping others land a job is a career in itself. Some of these job-hunting experts work for **The Ayers Group**, the largest privately-held career management firm in metro New York. Ayers hosted a free seminar for college students on May 31 and reserved 20 spots for NYWICI student members. Students heard firsthand how to differentiate themselves on the job market. A panel of six recruiters gave their own tips for being NEXT in New York, and you know what that spells!

Network: **Cynthia Evans**, recruiter for the financial firm **UBS**, said talking with people in your target industry is key. They'll give you insider advice and, if you build a relationship with them, they could become exceptional references.

Educate Yourself and Have an Error-Free Resume: **Caroline Ceniza- Levine**, Senior Manager of University Relations at **Time, Inc.** said, "You need to know who you are, know about us, and how you would fit in." Time, Inc. owns over 130 magazines, so she's impressed by applicants who come in with a specific objective and clearly defined interests. **Mindy Gikas**, Managing Director of Human Resources at **Ogilvy Public Relations Worldwide**, recommended checking out your prospective employer's Web site for some background info. She also stressed the importance of getting right to the point in your resume, which MUST be flawless - one typo can land it in the trash.

X-pectations, Theirs and Yours: **Murray Coon**, Director of Global Campus Recruitment at **American Express**, said a student who vaguely asks him, "what positions do you have?," is an immediate turn-off. He expects applicants to articulate what kind of entry-level job they are seeking and approach him with a clear agenda, rather than take just an aimless shot in the dark.

Truth Above All: **Amanda Bailey**, Director of Human Resources at **Fairchild Publications**, and **Derek Loosvelt**, Finance Editor of **Vault, Inc.**, which provides career management services, both consider honesty the golden quality. Rather than tell the interviewer the textbook answers you think he or she wants to hear, speak from the heart and reveal your personality, because there's only one you. When sincerity wins you the job, your success will naturally be NEXT.

So, forget those dreadful calculus equations; knowing how to differentiate yourself in the working world is what will earn you the A - that is for Ambition and an Amazing future.

~Tammy Tibbetts

Student Spotlight:
Meet an Aspiring Journalist

In each issue, you'll meet a fellow member who's driven to achieve her goals, but also knows how to kick back and relax. Think you fit the description? E-mail us with your dreams and interests and you could be smiling in the spotlight NEXT!

Kim Last



Born and Bred: Forest Hills, NY

She's Schooled: Washington College (Chestertown, MD), American Studies and Political Science double major

Summer Job: Reporting internship with Manhattan Media (publisher of *Our Town*, *West Side Spirit*, *Chelsea Clinton News*, *Avenue*, and *The Amsterdam News*)

Dream Job: Reporting for the News and Metro sections of *The New York Times*. I love NY and *The New York Times* is most definitely NY!

Who I'd Love to Interview: A tie between Hillary Rodham Clinton and Paula Zahn. Both women have incredibly successful professional lives and are not afraid to speak their minds, which could serve as great topics to touch on during an interview. On top of that, both are inspiring and would have great advice to offer young

women who want to make an impact on the world!

Hobbies: Exercising, reading Nicholas Sparks novels, shopping (wish I had more money and time to do that!), and hanging out with my sorority sisters.

Greatest Challenge: Writing for (and soon to be editing) my college newspaper while carrying 20 credits and working a part-time job in school.

Best Piece of Advice I Received: My mother always told me that if the front door wasn't open when it came to chasing my dreams, that I shouldn't let it get me down. There's always a back door or a side window open to help me get back on track. She also told me to never be afraid of making mistakes because you can always learn something valuable from them.

What I Can't Live Without: My iPod, a pen, a notebook, and my cell phone.

Mail Call:
CALLING ALL INTERNS, INTERRRRRRRRRRRRRRNS!

Hi there, interns. Or shall we say, grunt workers, data imputers, and product sorters? Ever have to move boxes of heavy materials to a room 500 feet away? Did you have to retype a two-page story in a prettier format? What about having to organize a beauty closet at a magazine? Or sing for your boss? No, really, you are learning a lot,

we know. Your foot is in the door, your connection is made, and you are figuring out your future.

Interning is fun, no matter where you are, because it places you in an atmosphere of people who practice what they preach. Especially when we all know that **practice makes perfect**.

And we aren't perfect yet.

For Fall's *nywiciNEXT* we are featuring "Tales of an Intern" ... all the hijinks, mishaps, adventures, bloopers, and outrageous tasks that you had to endure, we want to hear about. We NEED to hear about them, so submit, submit! We want to share the pain, the laughter, the humility, the hilarity of your internships, because in this world filled with interns, we could all use a shoulder to lean on while climbing the ladder toward success.

~Sharon Clott, Managing Editor

Calendar: Save the Date

Register for these unbeatable opportunities at www.nywici.org before spots fill up!

Tuesday, July 26 **Women Journalists: Balancing Empathy and Ethics:**

\$15 for students, 6 p.m.

Julie Chen, co-anchor of CBS' The Early Show will moderate a panel of accomplished women journalists.

Saturday, November 5 **Student Career Conference:** cost TBD

René Syler, co-anchor of The Early Show, and Jeannette Walls, author and MSNBC.com journalist, will be keynote speakers. There will be nine panels featuring professionals from print and broadcast journalism, public relations, advertising, and entertainment, among others!

Links: Stay Connected

- [All the hottest trends in college life right now.](#)
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