



nywiciNEXT

For the Next Generation of Women in Communications

October 26, 2006

Welcome back, nywiciNEXT readers!

October is the perfect opportunity to **reconnect**, because by now, we've adapted to all the **changes** September brings – new classes, new on-campus activities, new internships, maybe even a new job if you just graduated. Here at *NEXT*, we're changing right along with you. On September 1, we named Fordham University freshman **Olivia Ner** your **new Managing Editor**. **Sharon Clott**, who first held the position, is now **Editor-at-Large**.

What does this change mean for you? It means you can look forward to a newsletter with more perspective – Olivia lends a strong interest in public relations, which you'll see in her **interview with the Director of Public Relations for the Four Seasons New York**. It means you have yet another student member to contact with your thoughts and ideas, another face to recognize at events, another person who would understand why as a kid, you wanted to watch Barbara Walters on *20/20* more than cartoons.

And speaking of connections, even if you haven't been watching ABC's new drama **Six Degrees**, about New Yorkers who go through their lives not realizing the impact they have on one another, you'll love the NYWICI take on this theory. Sharon shows us how **the careers of six speakers at this year's November 11 Student Career Conference are intertwined**. I hope to see you at the conference – after all, you never know what new connections you'll find there, in this big city that really is just a small world.

Sincerely,
Tammy Tibbetts, Editor-in-Chief

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SIX DEGREES OF SEPARATION: STIRRING UP THE STAR FILES: Get Connected at the Student Career Conference

In the young, empowered student world, culture and communications fit together. On the culture side, gossip mags and reality TV are our guilty pleasures. Yet, just as we track the sensationalism of celebrities, we follow the substantive issues in the communications world. NYWICI knows this, and tailored this year's Student Career Conference to incorporate the best of both worlds—culture and communications—for a star-studded student event in New York City that you won't want to miss.

To get in on the action, [reserve](#) your seat now for the event of the year for young women pursuing communications: **The Annual NYWICI Foundation Student Career Conference on November 11 at the Grand Hyatt by Grand Central Station.** There, you will have the chance to meet communications professionals who will tell you how they crafted careers that made them stars.

The secret to their stardom: all of their careers are connected.

Let's begin with **Charisse Jones**, a national news correspondent for *USA Today*. Millions of people know her (2.28 million to be exact), as she writes for the nation's highest-circulated paper. At the conference, she'll be featured on the [newspaper/wire journalism panel](#). Jones is a star (not to be confused with Star Jones) for informing millions of people about important stories on a daily basis.

For example, when the World Trade Center revamped site plans in September, Jones covered it. So did **Dari Alexander**, a New York FOX 5 anchor at 6 p.m., and one of the conference's four [broadcast journalism panelists](#). Alexander has covered some of the channel's biggest stories, including September 11, 2001.

Before Alexander anchored, she traveled across America as a correspondent for FOX News. Travel is a subject [public relations panelist Carla Caccavale](#) knows, loves, and lives. Caccavale is a partner in Quinn & Co., a public relations firm that specializes in travel industry clients. One superstar client is Hilton International, the Americas division. Today, Hilton means more than hotels. The word is synonymous with one of the biggest names in celeb-reality: socialite and *Stars Are Blind* recording artist, Paris Hilton.

Unbelievably, Paris serves as the connection between Caccavale's PR firm and another star on the [off-camera TV career panel](#): **Miranda Chatham**, Senior Production Coordinator of ESPN. Paris dated some of the most eligible bachelors in sports today, like Andy Roddick and Matt Leinart. They are just two of the many athletes Chatham tracks daily for her job at ESPN.



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Yet, to know these names, you don't have to be a big tennis or football fan, respectively. Just flip the pages of *Cosmopolitan* magazine to see them in the "Fun Fearless Male" section. Editors crowned Leinart with the honor this year (sorry, Roddick). Ask Associate Editor **Christie Griffin** about the section (or the "Guy Without His Shirt" feature), as she is a part of the **magazine journalism panel**.

One former *Cosmo* editor made a career specializing in the star factor: **Bonnie Fuller**, Editorial Director of American Media and **keynote speaker at the student conference**. It is her job to direct more than 15 magazines like *Fitness*, *Globe*, *National Enquirer*, *Men's Fitness*, *Shape*, and (drum roll, please...) *Star*.

Hope you can make it to the star-studded student event on November 11. Remember to practice your smile before you get there, as NYWICI reps will be snapping lots of photos of communications' future stars.

Consider yourself formally invited.

~Sharon Clott, Syracuse University
senior magazine journalism and communication & rhetorical studies dual major



Bonnie Fuller



DARE TO DREAM ABOUT THIS JOB: PR Director of the Four Seasons New York

If just hearing of the **Four Seasons Hotel New York** brings to mind first-class architecture, elegant dining, or stunning uptown views, then Leslie Lefkowitz and her colleagues have done their job. As Director of Public Relations for the luxury landmark on 57 East 57th Street, Lefkowitz fulfills her passion for writing, creativity, and being a self-starter by strengthening and promoting the hotel's brand. Her 8:30 a.m. to 6 p.m. workday consists of constant communication with journalists and event planning that will show off the hotel's latest projects, like the opening of its new restaurant L'Atelier de Joël Robuchon in September.



Leslie Lefkowitz

Lefkowitz is proof that success comes from being true to yourself, even if that means drifting away from your first career choice. She started studying graphic design at Cornell University, but decided it was too technical for her. So she transferred to the hotel school at Cornell to finish her education. While working the front desk at the Four Seasons Hotel, Lefkowitz discovered she loved the hotel business and helping people within the brand. She befriended the previous Director of Public Relations while moving up the ladder as a sales and then PR manager. When the director left the company, he recommended Lefkowitz to fill his position. **"Get with an organization where you feel good,"** she said. With luck, the right opportunity will come at the right time; but don't forget, as Lefkowitz said, that **"skills will keep you in the job, not luck."**

When noteworthy events occur at the hotel, such as a special Mother's Day brunch, Lefkowitz phones editors at *New York Magazine*, *Gourmet*, *Bon Appétit*, and *Travel & Leisure*, among other publications. With the opening of L'Atelier, her team devoted four months to the pre-opening plan, which consisted of coordinating photo shoots, writing press releases, scoring articles with *The New York Times* and *W Magazine*, and organizing media dinners.

When presenting your brand to the public, Lefkowitz recommended establishing a mystique about the brand. Know what information should be revealed to the public, versus what should be kept secret. Also, be selective with your brand's partners to protect its integrity and avoid oversaturating the market.



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Lefkowitz complements her verbal pitches to editors and clients with well-written press releases. Here are her tips for writing winning press releases, with examples taken from a press release she wrote for the opening of L'Atelier:

- **For the headline or introduction, use a catchy line or quote to grab the reader's attention.**

Example: "'Even perfection has room for improvement,' says Ty Warner, the multi-billionaire for whom making the best hotels, resorts, and golf courses in the world even better is a personal mission."

- **Too many adjectives make the press release sound insincere – choose your words wisely.**

Example: "[Chef] Robuchon's ideology, where indulgence and minimalism co-mingle, led Mr. Warner on a quest to bring L'Atelier de Joël Robuchon to New York." This sentence uses strong nouns and verbs to highlight the chef's standout qualities.

- **Keep it real by supporting why something is so wonderful with solid facts.**

Example: On why the chef has such an illustrious career: "Chef Robuchon's global influence include[es] a strong affection for Asian cuisine with its simplicity of presentations, flavorful pure sauces, and focus on single, perfect ingredients..."

For Lefkowitz, the job has its perks. She can stay at Four Seasons Hotels anywhere in the world for free. When she meets with journalists, she is treated to free meals, and she gets to put her social skills to work hosting parties. Of course, while getting wined and dined has its glamour, on a night after a long day's work, there's nowhere Lefkowitz would rather be than home sweet home, with her husband and baby boy.

~Olivia Ner, Fordham University, freshman communications and media major



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PURSUE YOUR PASSION: Advice from NYWICI Panelists

On August 8, five director's chairs were lined up in front of the windows of the penthouse of the New York Press Club, which gave a bird's-eye view of Manhattan from 42nd Street. Filling them were five leading ladies in the communications world, including panel moderator **Mary Alice Williams**, the Emmy-Award winning, **CNN-founding news anchor**. And facing them were students and professionals eager to learn "How I Turned My Passions for Food, Crafts, or Beauty into a Communications Career."



A passionate panel: L-R, Mary Alice Williams, Hannah Milman, Wendy Waxman, Kate Slate, and Amy Keller.

courtesy of Maryanne Russell

Amy Keller, **Beauty Director at Shop Etc.** magazine, started off in journalism the way most students do, by writing for the high school newspaper. After moving to New York City, she landed a job as a copy editor at *Redbook*; however, Keller dreamed of breaking into beauty or fashion. As she diligently checked grammar and punctuation, Keller wrote notes and questions in the margins of the edited pages, which impressed the beauty editor.

"It doesn't matter where you're starting out," said Keller. "As long as you're making an impression." And that's exactly what she did by paying attention to detail, being assertive, and showing interest. When the associate beauty editor left, she was asked to join the beauty department.



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Kate Slate, **Food and Entertaining Editor of *Hallmark Magazine***, used to indulge her passion for food by making her own mustards, ketchup, and tofu. She kept her hobby at home, not realizing it could become a career. As a French major, Slate figured she'd get a job as a translator. But as fate would have it, "I didn't end up choosing my career; it chose me," she said.

While a researcher at Time Life, Slate said, "I actually had a knack for doing (research), but I didn't really know how my passion was going to fit into it," she said. When Time Life relocated, Slate found a job as Senior Editor at Beard, Glaser, Wolf, where she edited books about recipes, restaurants, and cooking equipment. At last, she had found what she calls "the intersect" between her skill sets and a topic she loved. She recommends getting general experience in publishing and then showing an interest in the genre you enjoy.

Deciding what surface the salmon will look best on for a cooking show is part of **Wendy Waxman's** job as **Design Director at The Food Network**, where she creates sets and tabletop displays. Though a college education at Case Western Reserve University in Cleveland landed her a degree, it was her childhood that really mapped her career.

"I came to realize that I was influenced by tabletop design at my kitchen table in West Hartford, Connecticut where I grew up," she said. Shopping with her mother and sisters introduced her to the world of design through wardrobe, she said. During college, she snuck off to *Jeopardy* tapings, where she discovered she would be happier working in a studio rather than a cubicle.

As **Editorial Director of Crafts at *Martha Stewart Living*** magazine, it's up to **Hannah Milman** to fashion a wreath out of cranberries or figure out a craft using sea glass, a material she loved collecting as a child.

"Try everything," she said. "I never knew you could be a stylist for a living." It's important to "embrace the things you loved when you were six," she added, echoing Waxman's experience. Milman fondly remembers collecting sea glass at Cape Cod with her siblings, and she continues the tradition to this day. Except now, she said, "I collect sea glass under the Brooklyn Bridge."

Regardless of the passion in your heart, keep in mind the advice of these four fulfilled women. As moderator Mary Alice Williams reminded, "You can do anything you want." You just have to build up a portfolio of transferable skills, she said – like solid writing, good brainstorming, and thoughtful speaking. From there, the possibilities are as unlimited as the hours you could spend doing what you love.

~Kaitlyn Dreyling, Temple University, junior magazine journalism major



STUDENT SPOTLIGHT:
She Communicates in Four Languages

Kelly Dolan



Kelly Dolan

Born and Bred: Mahwah, New Jersey

She's Schooled: Colgate University, junior **Chinese** and **Spanish** major

On Being Multilingual: I was inspired to take Chinese after an internship I had in Singapore with American Express. I feel that language is essential to improving and promoting cross-cultural communication, because **English** really isn't the global language. I enjoy language so much that I've decided to take up **Italian** this fall.

Looking Ahead: I love to write and one of my goals is to become a fiction writer. I also want to take language education to the next level by pursuing more foreign languages and traveling.

Her Other Sisterhood: I am Vice President of my sorority, Gamma Phi Beta. By being together and supporting one another, Gamma Phi Beta has become my family away from home. The Gamma Phi Beta network relates to NYWICI in the way that members reach out and provide opportunities for their fellow members. This helps to develop strong, lifelong relationships.

Making a Difference: Last summer, I volunteered in Memphis, Tennessee at the headquarters of Up 'til Dawn, an organization that raises funds for St. Jude Children's Research Hospital. I interacted with patients and their families to better understand their diseases and to see how our fundraising at CU gives them hope for a healthy future.

She's Got Spirit: Cheerleading has been a passion of mine ever since second grade. As a CU cheerleader, I love representing my school while interacting with the crowd. Cheerleading has taught me the importance of teamwork, the art of perseverance, and how exciting it is to achieve success and victory as a unit.



NYWICI GIRL'S GUIDE TO NYC: Exploring the East Village

[*Editor's Note:* In the summer edition of *NEXT*, various NYC-savvy student members shared their favorite places to dine, shop, and unwind in the Big Apple. Because their recommendations were so popular, we decided that in each issue, we would invite a student to be a guest editor and share her insider knowledge on an area of the city. If you'd like to be our next guide, e-mail nywiciNEXT@hotmail.com. In the meantime, take out a notepad and add these finds to your Things to Do list!]

October Guide: Nancy Lan, Drexel University, sophomore PR & Corporate Communications major

When I am not working or studying, I like to swipe my Metro Card and take the subway all around Manhattan. A favorite destination of mine is the East Village. Not only is it an interesting place because of the underground culture, but it is also in the New York University area, so you meet lots of college students. The hip, artistic student culture that surrounds the **East Village** helps maintain its down-to-earth and affordable atmosphere. These are some of my favorite hangouts:

Eateries:

Klong – St. Marks between 2nd and 3rd Ave. – This Thai restaurant has great ambiance: the moment you walk in, you are greeted by a large Buddha statue, and there is a gentle stream of water that runs across the edge of the right wall. The restaurant is dimly lit and soft music plays in the background, which makes for a perfect date or for a fun outing with friends. The restaurant is decorated from front-to-back with a modern Asian flair. Although the restaurant serves up different specials each night, two dishes that I have always enjoyed are the spicy basil noodles and the Panang curry (don't fret – Klong caters to your pallet and makes dishes as spicy or as mild as you like). Klong also boasts a killer lunch special: you can get an appetizer, entrée, and coffee or tea for as little as \$6!



Nancy Lan takes a bite out of the East Village
(7th Street & Second Avenue)

Pommes Frites – 2nd Ave. between 7th and 8th St. – This is a really cool hole-in-the-wall that serves up fresh-cut fries, along with more than 40 different, inventive dipping sauces. My latest fave: a mango curry sauce.



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Australian Ice Cream – St. Marks between 1st Ave. and Ave. A – This is the best ice cream I've had in New York. They keep their ice cream at a temperature that creates a consistency between gelato and regular ice cream, making it extra smooth, creamy, and rich. For a healthier alternative, try the sorbet, which is hands-down amazing. Each mouthful tastes like a fresh fruit melting in your mouth.

Entertainment:

Metropolitan Playhouse – 4th Street between Ave. A and Ave. B – This is a creative theater with a large range of shows, from modern to classical plays. The setting is more intimate than bigger theaters, giving you more connection with the actors. Also, the theater is student-friendly and usually offers tickets between \$10 and \$15 with a student ID. They also have student rush tickets for \$5

Anthology Film Archives – 2nd Ave. and 2nd Street – The Anthology Film Archives shows independent films from around the world that have been preserved in the archives and are generally not released to the public. Aside from being a movie theater, it is a film museum, archive/library, and gallery. Admission is \$6 with a student ID.

Shopping:

East Village Flea Market – 12th Street and Ave. A – The East Village Flea Market, although small, has an enormous selection of antique items. The last time I went there, one friend picked up a baby Buddha statue, while another checked out a microwave that was a couple decades old! There are usually people selling great old movies (yes, those cassette tapes that existed before DVDs), and as always, racks and racks of clothing. Since it is after all a flea market, you can expect to get your money's worth. Try to go during weekend afternoons, when it is bustling and there are more items up for grabs.



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SAVE THE DATE!

Bonnie Fuller, Chief Editorial Director of American Media – aka creator of the celebrity news weekly phenomenon – is a keynote speaker for the 2006 Student Career Conference. [Plan](#) to be at the Grand Hyatt on Park Ave. at Grand Central Terminal on **Saturday, November 11** to meet her and the highly accomplished women speaking on nine panels: Broadcast Journalism, Advertising, Public Relations, Magazines, Newspapers/Newswire Journalism, TV Production, Marketing, Digital Media, and Film.

On **November 30**, meet gossip columnist Liz Smith! \$35 for members. More info to come on nywici.org.

If you're up for a good discussion on the writing of *Desperate Housewives*, among other TV shows, consider the mediabistro course "How to Write for (and Pitch to) Women's TV Networks" on **November 6**. Register for the \$65, three-hour class on mediabistro.com.

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Tammy Tibbetts, Editor-in-Chief
The College of New Jersey

Olivia Ner, Managing Editor
Fordham University

Sharon Clott, Editor-at-Large
Syracuse University

These Sites Deserve Your Hits

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[Water Cooler Wisdom: career advice blog](#) [Get the scoop on Bonnie Fuller](#)

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web: <http://www.nywici.org>