



# nywiciNEXT

For the Next Generation of Women in Communications

January 31, 2006

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Hola *nywiciNEXT* readers,

When I left to study abroad in Spain last semester, there was one moment from my overnight Atlanta -to- Madrid flight that I'll never forget. It was just before most were about to fall asleep, when the pilot announced we were flying over New York City. Although I've always admired the NYC skyline, the aerial view of **this sparkling city** blew me away. The old adage about **stepping outside your box** made literal sense to me, as I was looking down at a small version of what was and will always be the Big City. I was ready to embrace something entirely new.

Now I realize that whether we study abroad or stay in the States, we all are on a journey as students. Each day we have the opportunity to widen our perspectives – no passport required. It just takes some **exploration** in the communications world of the **possibilities** that lie **beyond our comfort zone**.

Time often gives us a new point of view, especially in January when we reflect on the year past and the one to come. In this edition of **NEXT**, two young professionals share insights of their career growth: **Nadine Haobsh**, the beauty blogger who turned a lost job into a promising

future, and **Julie Ruggiero**, a NYWICI member whose love for TV production brought her to sports.

But even as we look back on our travels, we're always looking ahead, too. A sneak peak of the **Matrix Awards winners** (aka King Kong's worst enemies – read on to explain that one) will inspire you to make your own meaningful contributions to the industry. Judging by what you told us you'd like to fix in **2006**, we can't wait to see where your destination will be.

~ Tammy Tibbetts, Editor-in-Chief  
The College of New Jersey, junior journalism/professional writing major

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## TO BLOG OR NOT TO BLOG:

Ask Editor Nadine Haobsh, "Poster Girl of the Blogger Generation"



ummer, there was one blog that had women's magazine editors hooked – "Jolie in NYC." Jolie, an anonymous beauty editor, dished celebrity gossip and beauty advice, while divulging the perks and problems of her job. But when the identity of this insider was revealed to be **Nadine Haobsh**, Associate Beauty Editor of *Ladies' Home Journal*, a blog that was meant to provide laughs ended up creating a career setback.

Ms. Haobsh lost an offer for a new job at *Seventeen* after *The New York Post* outed her, and her story was picked up nationally by CNN, MSNBC, and *People*, among many other media outlets. She quickly earned the title of "poster girl of the blogger generation," and before long, what looked like failure turned into a success story. Now, Ms. Haobsh has signed a book deal and is typing her way to the top once again – only this time, she brings the insight from some hard-earned lessons with her.

At 25-years-old, Ms. Haobsh belongs to *our* generation of women in communications – and she openly shares with you what it takes to make it **NEXT**.

~Tammy Tibbetts

### **NEXT: What inspired you to start "Jolie in NYC"?**

**NH:** Initially, I started the blog simply because a few other friends of mine had blogs and I wanted to jump on the bandwagon! It seemed like the thing to do, and I've always had the writing bug. This was a simple way to be able to get my feelings across daily and to let my friends know what was going on in my head. Over the following two months, my friends e-mailed it to their friends and so forth, and eventually it got picked up by Gawker and my readership exploded. That's when I started writing more beauty content; at first, it was mostly celebrity gossip (so embarrassingly lowbrow...but you've gotta love it).

### **NEXT: After what happened to you, what recommendations would you give to a young professional who wants to blog, when the world of blogging is hardly anonymous?**

**NH:** Two options: only blog if you are 100% committed to keeping yourself anonymous, or let your employer know before you start writing it. Write away about things like your personal life, your musings on political issues, or your thoughts on the creepiness of Scientology, just be sure not to write about your job in any capacity, otherwise it could come back to haunt you later.



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(Actually, come to think of it, writing about your personal life or political issues could come back to haunt you, too, especially if you're planning on running for Senate. Scientology is safe, though. Go nuts with that.)

**NEXT: Are there ways blogging can enhance one's career?**

**NH:** I think it really depends what kind of career you have. If you're a writer or an aspiring one, absolutely. Not only are agents on the hunt for bloggers with (at least a tiny bit of) talent and marketability, but it's just good daily practice. However, if you work as, say, a banker, a lawyer, a veterinary assistant, a shop clerk? Probably not. It might be a great emotional outlet and allow you to enjoy your job more, but the more controversial a blog is, the better your chance of getting it noticed...and that's not the best way to actually \*keep\* your job, as I learned!

**NEXT: How did you react to your outing and handle it in a way that turned your career around?**

**NH:** I completely freaked out! I thought my career would be ruined. That might sound kind of silly, since I was only 24, but I'd spent the last five years working my way up magazine mastheads. By the time I got hired/dumped from *Seventeen* as (theoretical) beauty editor, I'd already been at five magazines as intern, assistant, assistant editor, and associate editor! I immediately called Jessie, one of my best friends and a publicist, and said, "I need your help, ASAP!" My phone was ringing off the hook and news stations were buzzing my door, something I attribute only to the fact that it was late July and must have been a slow news time. Jessie was absolutely phenomenal, handling all the calls, booking shows, and juggling media requests. *The New York Post* article that outed me mentioned that I'd been working on a book, so several agents called me, and Jessie set up all of those appointments. If Jessie hadn't helped, I probably would have curled into a ball, cried for a few days while watching old episodes of *I Love Lucy* on DVD and eating copious amounts of pasta, and then finally gotten around to calling them...at which point I'm sure they no longer would have cared. It was all timing, and I just got fantastically lucky. We signed with an agent, found a great entertainment lawyer, and then I started writing and blogging as fast as my fingers could move!

**NEXT: You held many coveted internships in the media world: CNN, *InStyle*, *Harper's Bazaar*, *FHM*. What did you learn as an intern that stays with you today?**

**NH:** Number one, to remember that interns are people, too! So many editors walk all over interns and treat them like pieces of trash. In fact, a few actually pride themselves on showing them who's boss, and it's just not necessary. Number two, to be as detail-oriented as possible (a real struggle for me!), since you can do a job that's 99% phenomenal...but it'll be that 1% mess-up that people remember. Do the best you can, listen to criticism and learn from it, but don't let mean bosses get you down or damage your self-esteem. Just learn and then move on!



**NEXT: You graduated from Barnard in 2002 and were associate beauty editor at *Ladies' Home Journal* by 23. How did you step up from the assistant level so quickly?**

**NH:** I started interning my sophomore year in college and then interned every single semester thereafter (except for spring of my junior year, when I studied in Paris). My senior year, I actually had two internships at the same time: at *FHM* and *Harper's Bazaar*. I took unpaid positions, applied for as many openings as I could, and then did the very best I could while actually at the job. April of my senior year, I found the contact for HR at Condé Nast, sent in my resume for an open photo assistant position (hoping they'd notice my good but photo-experienceless resume, which they did!), and then phoned to set up an informational interview. I called back once a month until there was a beauty assistant position, interviewed for it, and then started (at *Lucky*) a week later. I was at *Lucky* for a year-and-a-half, then moved to *Ladies' Home Journal* as assistant editor. They were looking to expand the beauty department, so rather than hiring above me, they promoted me to associate and hired a beauty assistant underneath me – another lucky stroke.

**NEXT: What real-life messages will the fiction book you are working on impart to young professionals? When can we expect to see it in bookstores?**

**NH:** I'm not sure when it will be published yet, but the tentative date is in early 2008. One of the messages I hope people take away from it is that women can be supportive of each other in business without compromising their professionalism. We haven't managed to take advantage of other women in the industry in the same way that men have with the "old boys network," and there is a fair share of cattiness when you get large groups of women together in the workplace. On the other hand, I've been privileged to encounter some of the strongest, most supportive, respect-worthy women you could imagine in my short magazine career, and I plan on dedicating my book to them.



## SIX DEGREES OF SEPARATION: King Kong's Worst Enemy Revealed!

Winter's biggest blockbuster was King Kong – the ape who went from jungle drab to city chic. And though King Kong may be the biggest ape to storm New York City, he's got nothing on the ladies of the 2006 Matrix Awards. They are fierce, they are smart, they are strong, and they are at the **top** of their field – without ever having to climb the Empire State Building to prove it. Need verification? Proceed...

### KING KONG VS. 2006 MATRIX WINNERS

#### ROUND 1: JUNGLE LIFE

- [King Kong](#) – Retrieved, rescued, taken – call it what you will – he was in a jungle of trees and dinosaurs, neither of which look like fun friends.
  - **Matrix Winner BOOKS CANDACE BUSHNELL** – Wrote bestselling novel *Lipstick Jungle* about “three sexy, powerful career women who will do anything to stay at the top.” This jungle has intrigue, delight, and fictional friends.
- POINT: MATRIX – the jungle is more fun with lipstick.

#### ROUND 2: CLIMB TO THE TOP

- [King Kong](#) – Using his force with one ape hand over another, Kong made his way to the top viewing platform of the Empire State Building.
  - **Matrix Winner CORPORATE COMMUNICATIONS BETH COMSTOCK** – Using her talent, she made it to the top of the industry. Promoted last year from her position as senior vice president of NBC Communications, she is now the president of NBC Universal Digital Media and Market Development, reaching new platforms of a different style.
- POINT: MATRIX – talent takes you to the top.

#### ROUND 3: GLAMOUR GIRL

- [King Kong](#) – Naomi Watts played Ann Darrow, the beauty who tamed Kong's heart.
  - **Matrix Winner MAGAZINES CYNTHIA LEIVE** – Naomi Watts graced the March 2005 *Glamour* cover, a choice made by editor-in-chief Ms. Leive. She spotted this beauty before the beast, which makes her a trendsetter and a hero.
- POINT: MATRIX – to the trendsetter.



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## ROUND 4: EXPLORING THE CITY

- **King Kong** – too busy in shackles and tearing up the city to truly appreciate the unique culture NYC has to offer. Shame on Kong.
- **Matrix Winner RADIO JOAN HAMBURG** – listeners tune in to her weekday morning program on WOR New York to hear the latest dish on the best and the better of NYC.
- **Matrix Winner FILM KATHERINE OLIVER** – as the commissioner at the Mayor’s Office of Film, Theatre, and Broadcasting, she heads the team that helps the entertainment production industry roll on the reels.

POINT: MATRIX – two against one – and both of them could have told/shown Kong what he was missing.



## ROUND 5: THE HUMANITARIAN FACTOR

- **King Kong** – NONE – destroying any part of New York City is not to be heralded, even if it is fictional.
- **Matrix Winner NEWSPAPERS JILL ABRAMSON** – managing editor of one of the most influential newspapers in the world, *The New York Times*, Abramson is responsible for maintaining the mission statement of the company: “to enhance society by creating, collecting, and distributing high-quality news, information, and entertainment.”
- **Humanitarian Award Winner and Host ELLEN DeGENERES** – host of *The Ellen Show*, she’s a giver – making life-changing contributions to Hurricane Katrina victims and more. Perhaps her most priceless are the immeasurable smiles and laughter she gives

the world each day.

POINT: MATRIX – 3-hour King Kong movie can’t beat the daily pleasure of *The New York Times* & *The Ellen Show*.

## WINNER - MATRIX!

Brace yourself. If any of these winners had to face Kong himself, they would win in a heartbeat. They have the strength of NYWICI behind them and the talent within them to show Kong that New York is theirs for the day – April 3, 2006 at the Waldorf=Astoria. The 2006 Matrix Awards, hosted by Oh! The Oxygen Network– BE THERE.

For more information on the Matrix Awards, the rest of the winners, the latest press releases, or to register – visit <http://www.nywici.org/matrix.2006.html>.

~ Sharon Clott, Managing Editor

Syracuse University, junior magazine journalism and communications & rhetorical studies major



## COMMUNICATIONS CAREERS IN SPORTS: A Young Pro's Advice

*And the Yankees have taken the lead on Bernie Williams' triple! The second home run of the night! Major league history was made here tonight!* The very same words that create pandemonium among sports fans are the ones that make my job in a television studio so exciting.

Television is not just my career. It's my passion.

As an associate producer for the Yankees Entertainment and Sports (YES) Network, my job consists of writing (and consistently re-writing) scripts, screening and selecting the best footage, and choosing music and graphics. Pre-production is key when producing anything for television. If all the elements are in place before stepping foot into the edit room, the session will be easier.



At the network, there is no such thing as an off-season, even when the players are on break. Rather, we're always looking to keep what's on our air fresh and innovative, whether it's a game-specific spot or a campaign of four 15-second spots. Part of my job is to pitch new ideas and work with the graphic designers on these kinds of larger projects.

To break into the Yankees world required patience and drive. I graduated from Hofstra University's School of Communication program as a video/television major in May 2002. In addition to my heavy workload at school, I interned during every vacation. My efforts paid off, because the full-time internship I landed at ABC the summer before my senior year turned into a part-time job that fall.

As graduation approached, it was difficult to find a staff position in production. When ABC offered me a job as a sales assistant, I took it, knowing it could be my stepping stone. In the meantime, I made contacts at the newly-launched YES Network. They helped me get my foot in the door with a job as a scheduling coordinator for the promotions department. Nine months later, I was promoted to production assistant. A year after that, I pitched the associate producer position and here I am today, writing and producing exclusively for on-air.

Sports television was not exactly where I pictured myself, but life rarely works out the way you



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plan. I still wouldn't call myself a die-hard sports fan, but almost by default I have fallen in love with the game. Ultimately, I would like to work in live or live-to-tape format for an entertainment genre such as morning talk shows, entertainment news, or even soap operas. Working in sports television just brings me one base closer to my dreams.

### Coach yourself toward a career in sports TV

- Do your research by reading up on a company, the games they cover, and the programming. Go on informational interviews even if the company isn't hiring.
- Being a sports junkie means nothing if you don't have the skills for the job. Being professional, eager, and hard-working means more than knowing every player or statistic.
- Try to work as a PA at local games.
- Participate in campus media. Volunteer for your school's radio station. Write for the sports section of the newspaper, or produce the sports block for the TV news program.
- Pursue internships, and be sure to keep a portfolio of all your work.
- Don't pigeonhole yourself. A well-rounded person is a good candidate for a job.

~ Julie Ruggiero, Associate Producer, YES Network  
Student Affairs Committee member

## NETWORKING EXTRAVAGANZA: Student Career Conference Review

### An Anchor and an Author Offer Career Advice

"You can't steer a still ship. You can be going in the wrong direction and you can turn things around," René Syler, anchor of CBS News' "The Early Show" said as she advised the more than 300 students attending the Annual NYWICI Foundation Career Conference to keep moving.

(L to R) NYWICI Student Affairs Co-President Joan Cear, 2005 Scholarship Recipient Laura Zirinsky, NYWICI President Betsy Morgan, Rene Syler of CBS's *The Early Show*



Delivering the breakfast keynote at the conference, Ms. Syler told students that she started in broadcast news as an unpaid intern in Sacramento, CA. Her first paying TV job didn't pay much. She found herself gladly accepting hand-me-down apparel from a more senior newscaster and keeping potatoes in her desk drawer that she could microwave for a cheap lunch.



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Her career has come a long way since that job in Reno, NV, and she described her current position at "The Early Show" as being "like a fairy tale."

Ms. Syler admitted that TV news "is a pressure cooker" and cautioned aspiring broadcast journalists, "You will work with people you would not wish on your worst enemy." She advised those entering TV news careers that they should plan to stay in their first job at least a year because it will take that long to learn the community. She admitted that not everyone is well-suited for an on-camera career. "Some people can bust through a camera. Some people are meant to be on TV and that's not meant to be cruel. They have the ability to communicate through a lens," she explained.

Ms. Syler's "Golden Rules": find a mentor, treat others the way you want to be treated, take the time to learn someone's name, and remember that his or her job is no less important than your own.

Luncheon keynote speaker, Jeannette Walls, author of "The Glass Castle" and writer of the "The Scoop" gossip column on MSNBC.com, grew up in a transient, sometimes homeless family that was often hungry and doing a "skedaddle" from something. Yet her challenging childhood does not limit her goals nor her success.

"I always thought others had perfect lives. Everybody has something," she said. "Don't be ashamed of your scars, physical or emotional. Scars are a sign you survived."

Ms. Walls' story, as shared during her address and in her book, "The Glass Castle," is highly textured and inspirational. The book's title was born of her father's dream to build an amazing house. Although the castle was not to be, the dream serves as a metaphor for Ms. Walls and others. "Never be afraid to dream," she advised. "Don't be afraid to change the blueprints, your definition of the dream."

Another piece of advice that Ms. Walls learned from her father and passed along to attendees was to "Face your demons. Fear is a coward." She recalled how as a youngster, her father made her hunt down the demon under the bed that was the source of her childhood fear.

Ms. Walls is married to writer John Taylor and they live on a sprawling homestead outside of Washington, DC – a lifestyle that is a long way from that of her childhood.

~ Joan Cear

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





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### Panel Perfection: Recapping the Rest of the Conference

Where can you find hundreds of students, groups of professionals, loads of advice, and unbounded dreams? The Annual NYWICI Foundation Student Career Conference, of course. On November 5, 2005, the grand ballroom of the Roosevelt Hotel transformed into a networking extravaganza – and **every communications student's dream**.

Besides two extraordinary keynotes, the conference offered nine panel sessions for students to learn more information from industry professionals. The array of panel topics included:

**Broadcast Journalism, Publishing and Public Relations, Print Journalism, Marketing and Corporate Communications, Off-Camera TV Careers, Advertising, and Entertainment.** Both informative and intimate, the panel sessions gave students insight into starting out in the respective fields. Questions triggered a captivating flow of answers and anecdotes as panelists were willing to share their experiences. They instantly became our mentors.

Corporate style consultant and Student Affairs Committee member Susan Sommers ended the conference with gusto. Founder of DressZing, a company “designed to empower men and women from diverse industries by helping them create a first impression that sells them and propels business and personal success,” Sommers wrapped up the day with a mini-event titled Impress for Success – revealing the kinds of outfits that make the right statement at a job interview.

Like many of the other students I talked to that day, I walked away from this conference feeling more confident that I have what it takes to make it in the world of communications. NYWICI is a great resource for networking and, most importantly, for providing the first step toward a communications career: access.

~ Irene Chang, Barnard College, senior English major



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## IMPROVING OUR FUTURE: What Would You Fix in 2006?

Nobody's perfect. Neither is the world. But that doesn't mean it can't be improved. And who better to spark change than NYWICI's rising stars – the student members! We are dreamers, we are doers, and we can make it happen. It's a new year in New York – let's resolve to make the most of it! Find out what other dreamers are talking about – what would you fix in 2006?

**"I would like to see a shift in the media's focus from superficial celebrities, who influence so many young people today, to more realistic elements of society that educate the public. This will encourage young people to become more cultured as attention is redirected from empty tabloid headlines to current world and local events."**

~ Kelly Dolan, Colgate University, sophomore Chinese and Spanish major

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**"I would raise starting salaries tremendously. Our field is one of the most competitive out there – getting a communications job is a feat in itself, but once we accomplish that, the many important tasks we do make us invaluable to our companies. Let's finally see that reflected in our paychecks!"**

~ Donna Kardos, December '05 graduate of The College of New Jersey, journalism/professional writing major

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**"The inequities in higher education. I would do an overhaul of the entire education system, starting from preschool and working my way up."**

~ Nicaila Matthews, University of Pennsylvania, senior communications major

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**"I would fix the way immigrants are treated, especially the students whose futures would be more promising if the DREAM Act were to be passed."**

~ Lisa O'Connor, Baruch College, senior corporate communications major

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**"I would like to create a theoretical framework that emphasizes the interaction between marketing and policy-making and poses interesting implications for conflict zones around the world. Hopefully, this project would lead to further collaborative efforts between marketing professionals and policy analysts in not only tracing historical changes, but also in predicting or creating future changes in the world."**

~ Rima Abdelkader, Pace University, senior marketing major

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**"I would make colleges stress the importance of internships. Colleges tend to give students this idea that as long as they get high GPAs and graduate, companies will gladly open their doors to them, which is just not the case. Employers are looking for education AND experience."**

~ Maria Farris, Pace University, senior communications major

## STUDENT SPOTLIGHT: Meet an Up-and-Coming Broadcaster

### Tenisha Malcom

**Born and Bred:** The beautiful island of Jamaica but hails from Newark, NJ

**She's Schooled:** Bloomfield College, senior communications/broadcast journalism major

**Favorite NYWICI Event:** The student conference was my favorite event because I left René Syler with a question that she was somewhat stumped on answering. I asked her if there is any advice that she wishes she had received before entering her field. She held the mike for a couple of seconds and then said, " I have to think about that one." I went up to her after her speech and asked her again and she laughed, gave me an answer, and took a picture with me.



**My Stepping Stones:** I work full-time as a research editor for Burrelles Luce, a media monitoring company in Livingston, NJ. I have been volunteering for the past two years with a local Caribbean broadcast called Muzik Media, where I assist in writing the news, operate the teleprompter, and am fully in charge of the graphics. In the summer, I will intern with ABC.



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**My Dream:** To be a broadcaster. I want to communicate in a way that educates people worldwide. I like to keep people on their toes and always leave them with a thought, allowing them to stretch their minds and sometimes take a step outside the box.

**My Hobbies:** I love to travel and learn about different cultures and religions. I'm always up for reading a good book and spending time with my family. And because I'm a social butterfly, I am constantly attending networking events.

*MAIL CALL:*

*Preparing for Pomp and Circumstance*

**Attention seniors graduating this May! You've looked for advice from NYWICI professionals before, and now is your chance to give some of your own to younger student members. As you embark on your final semester, what do you consider the greatest lesson you learned in college? Whether it took place inside or outside the classroom, we want to hear your words of wisdom. Send them to [nywiciNEXT@hotmail.com](mailto:nywiciNEXT@hotmail.com) and we'll share them in April.**

*Links: Stay Connected*

- [You Can Get a NYC Internship - Let EHS Get You Housing](#)
- [Jeannette Walls Gossip Column...Yum!](#)
- [A Blogging Bonanza for Women](#)
- [Nadine's Blog, See For Yourself](#)

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