



# nywiciNEXT

For the Next Generation of Women in Communications

February 13, 2007

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**Dear nywiciNEXT readers,**

For the past three-and-a-half years, I felt eager to graduate college and embark on the career of my dreams. But when the ball dropped on 2007, it hit me that **this is it** – the ultimate transition from undergraduate academia to full-fledged, working adulthood. Like many graduates-to-be, I’m scared of failure and mistakes.

My experiences as a NYWICI student member push these fears aside. **NYWICI changed my college career.** NYWICI connects me to New York City when I am more than five hours away at school in upstate New York. As a member, I’m armed with an alliance of strong, intelligent women who support me on my climb to the top. The women I’ve met, from young professionals to Matrix Award winners, all value student opinions, our ideas, and our futures.

Therefore, for this first issue of 2007, **we rediscover the strength of NYWICI** by looking toward the future of student life. We start by interviewing the **newly elected NYWICI president, Kristine Welker**, who as publisher of *CosmoGIRL!* **says she’s in love with our generation.** Then, join us as **we vicariously explore Los Angeles and London** through students Ana Liss, Sammy Davis, and Kim Last. We also meet an up-and-coming editor and blogger in our student spotlight and remember the wisdom of the Student Career Conference keynotes.

I’m not quite sure where I’ll be one year from now, but I do know I can always turn to a woman in NYWICI and feel inspired. May you be inspired this year, too.

~Sharon Clott, Editor-at-Large

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## BORN TO LEAD: Meet NYWICI President & CosmoGIRL! Publisher/VP Kristine Welker

It is not uncommon for magazines to give their readers a mantra of few words. *Marie Claire*? "More than a pretty face." *Fitness*? "Mind, body + spirit." **CosmoGIRL!**? "**Born to Lead.**"

Bingo. In the least number of letters, "Born to Lead" says the most about the Millennial generation, especially the 167 student members of NYWICI. Who, then, as the **2007 president of NYWICI**, is better to engage our talents than the woman who created this campaign to recognize accomplished young women? Meet **Kristine Welker**, the **CG! VP/publisher**, who proves that passion brings early success.



**Kristine Welker**

Welker became the publisher of *CG!* when she was only 32. Hearst Magazines took a chance it never regretted in hiring her: Welker made the magazine profitable within three years, when the industry standard is at least five. Her journey to the top spot in NYWICI is no coincidence – you'll learn it all traces back to her college days.

~Tammy Tibbetts, Editor-in-Chief

### What opportunities did you take advantage of in college that contribute to your success today?

I went to an all-girls college, Marymount College. I didn't know it when I was there, but reflecting back, I realize that it benefited me tremendously. That is where I learned to surround myself with smart women. I really believe that has put me on a course; it gave me a value system and an appreciation for the female network that has taken me far in my career. That's why I'm excited about being involved with New York Women in Communications. That's why my role models are women, why I enjoy *CG!*, which has the Born to Lead mission to give power to young women.

### What was it about Marymount that unconsciously impacted you?

Marymount's mission was to provide a tradition of excellence in preparing women for leadership roles *in a rapidly changing society*. That statement was written in 1908. It could have been written yesterday. When I reflect back on all these things that are converging in my life, I realize this is a mindset that I have carried throughout my entire career and life, with my involvement in Marymount [Welker is creating a scholarship fund], the mission of *CG!* to empower young people, and now linking that up to NYWICI. These mission statements are so close in their philosophies, and one was written in 1908.



## Who do you look up to in the publishing world?

[Donna Lagani](#) [senior VP and publishing director of the *Cosmopolitan* Group] has been my mentor and the biggest influence on my professional career, without a doubt. She hired me at *Ladies' Home Journal* when I was 21. Donna was able to see potential in people and she nurtured that potential. She also hired me to launch *CG!*

In coming to Hearst, my role model has become [Cathie Black](#), who is the president of Hearst Magazine Group. She and Donna are women who can be credited for challenging the glass ceiling, which is not something I really confront that much, thanks to the generation of female executives before me.

## What skill is most valuable in a young professional?

My father would say blind ambition. And I think he's right. Even though Donna Lagani invited me to pitch the job to be publisher of *CG!*, I was the underdog. I was up against experienced, seasoned publishers. I went into it and realized that nobody wanted it as much as I did. That's what got me that job.

We launched without any resources. When I walked in here, we had three people on the business side. We didn't have a computer, a pencil; nobody had even ordered us paper, it was insane. My point is that I didn't see it. I was so excited at the opportunity that was in front of me that I only saw the potential. Sometimes the focus, drive, and the passion in what you're doing keep the distractions, obstacles, and voices to the side.

## What is your overarching goal for the NYWICI presidency?

When I look at my skill set, my resources, and where my passions are, I believe they align very well with student involvement, career development, and young executives. I believe that I will be able to have the most impact in taking the organization's goals to the next level in those areas. I've been probing about how to get more young people involved in the organization and engage them so that they'll stay longer. I think it's just about focusing on what's working and then building from there.

## When executives sit around a conference table, what are they dying to know about teens and young women?

I'll tell you my experience with Born to Lead. It's always a debate: Do all young women really want to be leaders? What we have found is Born to Lead is more of an internal mantra; it's not really so much about leading others. It used to be, but now it's about leading yourself. Whether that is a leadership role in your community as a stay-at-home mom or as an executive in New York City, it is just about taking on a leadership role.

I've fallen in love with young people today. This is a generation who has a voice and they're not afraid to share their opinion. They don't set out to change the world, but if they see something wrong, they're going to try to make it right. As a result, something great comes out of it.



## ACCESS HOLLYWOOD: A Semester in the City of Angels

I go to school in upstate New York, but I spent the fall semester of my senior year in Los Angeles, preparing for a future in broadcast journalism. In the process, I met a few famous people, like Andy Dick and Backstreet Boy Nick Carter, and was even a contestant on *The Price is Right*. (Sadly, not a winner!) But most importantly, I learned what it feels like to finally be an adult. **I lived and worked on my own in a city almost a thousand miles from home.** I felt scared, spent too much money, and ate too many burritos. Looking back, I wouldn't change a thing.



**ana LISS and HANSON at KTLA!**

I wanted to learn how news is covered in such a large and diverse region. Not to mention, I craved insight into the notorious tabloid industry. Fortunately, Ithaca College's Park School of Communications has a satellite campus in Hollywood and a large network of alumni in the industry, making internship opportunities plentiful.

I scored a five-day-a-week internship at KTLA Channel 5 News, L.A.'s CW (formerly the WB) affiliate. Even though I had to start at 5:30 a.m. every day, a cup of coffee and a bagel were enough to fuel the next three hours of sheer madness. I worked under Sam Rubin, KTLA's popular morning entertainment anchor. He has a knack for stacking his stories in creative patterns, peppering his segments with obscure and hard-to-find video clips.

I did the usual intern stuff, like rummaging through tape libraries and loading clips onto our server. But one of my duties was extra special: **I greeted celebrity guests!**

Perhaps the crowning moment of my celebrity-guest greeting capers was meeting Hanson. My former seventh-grade self was, to put it lightly, *obsessed* with the Hanson brother boy band. Every mmm-bop they sang drove me wild, as they taught me the true meaning of unfettered, unrequited love. Nine years later, there I was at a local news station in Los Angeles, about to meet them. They were really nice, down-to-earth guys. I didn't freak out *too* much.

My semester in L.A. gave me much more than an appreciation for beach-hopping or authentic Mexican food. I finally cut the umbilical cord and lived across the country, on my own, for four months. I used public transportation to travel to and from KTLA, where I'd put in eight-hour days working hard and having fun (sans pay). I'll never forget what my boss told me at KTLA: **"East Coast kids make the best interns because they work the hardest."**

Ultimately, I learned to appreciate my New York roots. Southern California is awesome, but I can't venture far from the land where my feet remain firmly planted on the ground, where people tell you like it is, and where the seasons change so beautifully.

~Ana Liss, Ithaca College, senior journalism major



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### IT TAKES TWO: NYWICI Sisterhood in London

When Kim Last, a Washington College senior, and I first met at the star-studded Matrix Awards last April, little did we know that in half year's time we would not only be studying abroad in the same city, but also living within five blocks of one another's flats in London's South Kensington neighborhood.

Kim and I experienced British culture while interning in our respective fields. An affinity for fashion rewarded me with an internship at *Draper's*, a weekly fashion trade publication similar to *Women's Wear Daily*. While I interviewed boutique owners and researched the latest collections to hit the catwalk, Kim, a native New Yorker and aspiring political writer, worked as a digital media and research assistant at BBC headquarters. She wrote stories about Parliament, the heart of England's political activity.



**kim last and sammy davis**

**Our interests in the communications field may be different, but a mutual passion for culture and exploration brought us together nearly 3,000 miles from the Big Apple in true NYWICI-style sisterhood.** Whether we met for drinks at the neighborhood pub or for a bit of shopping at our favorite High Street shops, Kim and I experienced London side by side and bonded over shared tales of assimilating to British culture.

Living and working among British citizens who both intrigued and baffled us, Kim and I exchanged equally embarrassing stories of behaving as stereotypical Americans working in the more reserved British workplace. U.S. culture encourages an outspoken enthusiasm not seen in the U.K., and it was this difference that Kim and I struggled to adapt to the most.

**Our larger-than-life personalities set us apart from our English counterparts, while making us more confident in ourselves and our ability to live in a foreign environment.** Recognizing our American mannerisms helped us develop a deeper understanding of a culture so similar, yet so different, than our own.

Because our experiences as eager American interns adapting to British culture were so alike, Kim affectionately named us "Barbie and Midge," after the archetype American dolls. As the dolls represent, it was our strong, supportive relationship, one of the cornerstones of the NYWICI philosophy, which helped us embrace a city of unknown and exciting opportunity.

~Sammy Davis, Temple University, junior magazine journalism major



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## STUDENT CONFERENCE KEYNOTES: They Practice What They Preach

For many aspiring TV news reporters, rejection from more than 30 stations – even the ones in middle-of-nowhere Virginia – would spur a career change. But not Hoda Kotb, a *Dateline NBC* correspondent. This was only the beginning of her riveting journey to network news, which she shared at the Student Career Conference hosted by the New York Women in Communications Foundation on November 11.



Hoda Kotb, "Dateline NBC" correspondent  
and host of "Your Total Health" photo by Marianne Russell

Kotb, the luncheon keynote speaker, told the 350 students who filled the ballroom of the Grand Hyatt Hotel to **keep trying after every failure**, as each can become a learning experience. "When you fall, and you will, always fall on your back," she said. "This way **if you can see up, you can get up.**" Kotb's insight came not only from her own relentless road trip to find a job, but also from her reporting in the wake of the 2004 tsunami and Hurricane Katrina.

Kotb quelled any student's fear of failure, while breakfast keynote speaker Bonnie Fuller, chief editorial director of American Media, Inc., reassured them of "**The Joys of Much Too Much.**" As the woman who oversees *Star*, *Shape*, *Men's Fitness*, *The National Enquirer*, and 12 other magazines as she raises four children, this is both her mantra and the title of her book. She said young women should "not feel guilty" about trying to balance careers with family and romance; instead, "**feel entitled.**" Fuller gave permission to "never face the facts." She meant we don't have to listen to the negative voices telling us we can't accomplish something – if she had, she might still be a newspaper reporter in the Canadian suburbs, never becoming editor-in-chief of *Glamour*, *Cosmopolitan*, and *YM*, before reigning over American Media today.

Between the keynote speeches, students attended panel discussions tailored to specific facets of communications, like broadcast journalism, marketing, and public relations. Panelists were open and accessible; they often announced their phone numbers and e-mail addresses to the entire audience. Students mingled with them one-on-one afterward. At this conference, *everyone* had a VIP pass.



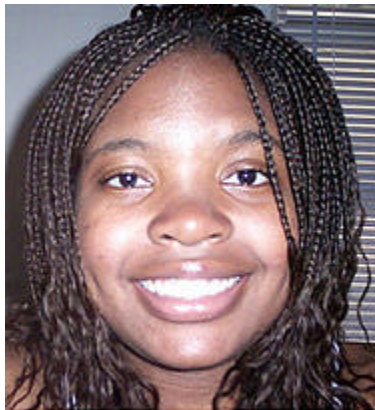
Bonnie Fuller signs a copy of her book, "The Joys of Much Too Much," for TCNJ student Sharon Tharp  
photo by Marianne Russell

~Kaitlyn Moore, Syracuse University, freshman broadcast journalism major



STUDENT SPOTLIGHT:  
Blogging Today, Editing Tomorrow

**Ashley-Nicole Weatherington**



OUR STUDENT SPOTLIGHT  
ashley-nicole weatherington

**Home Sweet Home:** Bloomfield, New Jersey

**She's Schooled:** Rutgers University-Newark, sophomore journalism & media studies major

**My Dream Job:** An editor at *CosmoGIRL!* or *Cosmopolitan* or the founding editor of my own magazine. It would be multicultural; you would read about the best South Asian food in New York, hair styles for women of color, and Irish pubs in lower Manhattan all in one publication.

**Blogging to my own Beat:** I recently started a blog, "[Ash Magazine](#)," to report on trends in beauty, music, and lifestyle. It's a place to develop my voice and prepare for the magazine industry.

**I Wish I Could Lunch With...** Amy DuBois Barnett, the first African-American to lead a major consumer publication. She was the founding editor of *Honey* magazine, but she then left to become *Teen People's* managing editor in 2003.

**If NYWICI Could Take Me Anywhere Behind the Scenes, I'd Want to Go to...** *Cosmopolitan's* office, to see how they come up with those irresistible cover lines and brainstorm article ideas.

**If I Could Add a Book to Oprah's List, It Would Be...** "The Accidental Diva" by Tia Williams. The novel stems from Williams' own life as a beauty editor and woman of color. Now those are some high-heeled footsteps I'd love to follow in.



## NYWICI GIRLS' GUIDE TO NYC: Dining Delights

Ditch the self-critical New Year's resolutions and try a fun one: Commit to spending more time developing your friendships, especially those that grow from NYWICI events. I'll recommend some fun places to reunite with your friends; you just have to send out an invite. As a bonus, resolve to meet again in five years – then as successful editors, producers, and advertisers reminiscing about your student days!

### **Around the Clock - 8 Stuyvesant St., between 3rd Ave. and 9th St.**

With anything from fajitas and stir-fries to sandwiches and pastas, this diner pleases all appetites. Appetizers and entrees range from \$3 to \$12; top recommendations are the fried calamari and the Lafayette, a sandwich with grilled chicken, mozzarella cheese, and pesto sauce on garlic bread.

### **Williamsburgh Café – 170 Wythe Ave. at N. 6th St., Brooklyn**

The cozy atmosphere, enhanced by a brick oven and enclosed space, creates an environment where you can snuggle in a seat and exchange stories with friends and family. On Tuesday nights, there is even live jazz music. The ultimate winter item on the menu is the \$10 pumpkin waffles. They are served with warm Vermont maple bourbon syrup, candied pecans, and sweet whipped cream.

### **Sundaes & Cones – 95 East 10th St., between 3rd and 4th Ave.**

Nothing screams comfort more than homemade ice cream. There are more than 40 flavors to choose from, including Wasabi, Tiramisu, Chrysanthemum, and Maple Walnut. The gourmet coffee, European-style hot chocolate, fruit smoothies, and milk shakes are affordable and smell sensational. The seating area, filled with a shelf of 50 magazines, is the perfect place to sit and dish with friends (literally!).

### **\*Splurge: Gusto Ristorante e Bar Americano – 60 Greenwich Ave., at Perry St.**

The dark seats and dim candlelight give this restaurant a sophisticated flair. Positioned in the quirky Greenwich Village, Gusto serves very traditional, elegant Italian food for about \$20 per entrée. Linguine Agli Scampi, a combination of pasta, fresh prawns, and a light tomato cream sauce, is a favorite.

~Olivia Ner, Managing Editor



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## WEB UPDATE

There are now student discussion boards on [nywici.org/forum](http://nywici.org/forum), where you can seek internships and advice. Also check out the new "From the Desk of..." blog, which a different professional will update each month on the NYWICI home page.

## SAVE THE DATE

On **Feb. 20, 6-9pm at Time Life**, pull up a seat to an intimate discussion led by a pro at NYWICI's Student Career Roundtables. Register [now](#), so you get your first pick from among the following topics: broadcast news anchoring and reporting, entertainment radio, TV production, fashion and entertainment magazine writing, event planning, branding, digital media, community relations, and sports journalism.

## MASTHEAD

### nywiciNEXT

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

Olivia Ner, Managing Editor  
Hunter College

Sharon Clott, Editor-at-Large  
Syracuse University

### Links: Work the Web

[Safe + Affordable Housing in NYC = Educational Housing Services](#)  
[CosmoGIRL! Project 2024](#)  
[Summer Internships Work in Progress, TIME Blog 100 New Young Role Models](#)

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