



**...A Very Good Morning America...  
 ...Career Conference Prep: Who's Talking & How to Make the Most of It...  
 ...Q&A Student Spotlight on Zanade Mann...  
 ...A Media Maven Girls' Guide to NYC...**



**Dear Sammy,**

There's nothing like autumn in New York City, and there's certainly nothing like the Communications Career Conference.

As the fall leaves prove there's beauty in diversity, New York Women in Communications, Inc. is getting ready to prove there's diversity in the communications industry.

And so is the fall issue of NEXT!

As many students and young professional members discovered behind-the-scenes at ABC's Good Morning America, there's much more to television broadcast than just the anchors.

Zanade Mann is living proof that communications can go way beyond business and strike a personal chord that connects past experiences to present volunteering to bright futures.

As for the Career Conference, Debbye Turner Bell and Kate White are just two of the many speakers that are lined up and preparing to show attendees all the industry has to offer--from public relations to broadcasting to entrepreneurship. Looking at the panel list and the day's schedule, planning your approach to the Conference can get pretty overwhelming; luckily, we have the tips that will make the most of your conference experience and we're ready to share! And new this year - we have affordable student lodging for the conference available through Educational Housing Services!

The Girls' Guide to NYC features the sights media mavens like you want to see. The changing leaves are signaling the coming of cold weather, so get out while you can! In fact, scope them out when you're in Manhattan for the Conference on Saturday, November 15th!

As for me, I'm just as busy as you are! So, let's get down to business: the fall 2008 issue of nywiciNEXT. Enjoy!

...[Marie Dugo](#)  
 Vassar College '11  
 Media Studies

P.S. Don't forget to check the [blog](#) for updates! Some great new stories have recently been posted that you definitely want to check out (like Ladies Who Laugh interviews, a student budget guide, an Olympics internship experience, a study abroad experience, and more!). It's your constant connection to NEXT, so go [explore!](#)

***...a v e r y g o o d m o r n i n g a m e r i c a...  
 students and young professionals go behind the scenes***



*Attendees hear from the GMA Control Room Senior Producer on the set after the show.  
PHOTO THANKS TO MARYANNE RUSSELL*

When *Good Morning America* anchor Robin Roberts was asked "What is a typical day like for you?" she said, "Nothing is typical. There is something new everyday!" For New York Women in Communications members, this was certainly **not a typical day**. The Student Affairs Committee organized a special behind the scenes event for its student and young professional members. As New Yorkers headed to work the morning of September 25th, attendees lined up outside the studios of *Good Morning America* in Times Square waiting to gain full access to the set.

They witnessed television production at its finest. The ladies stood in amazement as the lights started flashing back and forth and the 20 crew members--each with **individual responsibilities**--waited for their cue. It got silent in the studio while hosts Diane Sawyer and Robin Roberts read the teleprompter.

The attendees were told that Roberts had to leave the studio because of a prior engagement, but she wanted to speak to them first. She walked out with confidence, greeted all the members and took some pictures with them. Then, Diane Sawyer approached the ladies and reminisced with them about her New York Women in Communications Matrix Award. She gave many encouraging words and advised them to visit the set again.

After the show, the group was invited to check out the set (including the green room!) and meet a few production members. Roberts's producer Quiana Burns advised the student members to do internships because they were valuable, and for the young professional members to join professional associations.

Co-host Chris Cuomo came out and said he would answer all questions that they had. One woman asked him, "What is your most memorable story?" and he gave the best answer they had heard: "The next one!" With that response the women left the studio inspired and eager to broadcast to the entire world!

...[Zanade L. Mann](#)

CUNY Hunter Graduate School, 2nd Year  
Communications/Media Studies

## ***...look who's talking...*** **a preview of the Student Career Conference**

*Debby Turner Bell and Kate White are just two of the many fabulous women in communications who will be addressing students at the 2008 Student Career Conference on Saturday, November 15, 2008. Here's*

*some background information on the two accomplished women to take with you!*

## who: debbye turner bell

**How you know her:** *Yikes! I'm a grown up contributor for CBS News' The Early Show (and a veterinarian)*

**How they know us:** Her topics include personal excellence, determination, goal setting and the importance of a solid education. She inspires students to never give up and lift their limitations and barriers.

**Fun fact:** She was finally crowned Miss America in 1990 after seven years and eleven tries in two states.



## who: kate white



**How you know her:** Editor-in-Chief of *Cosmopolitan*

**How they know us:** "I like to hear talks myself because I always come away with at least one inspiring nugget to act on and I hope people who hear me give talks do the same. For those trying to break into communications, do enough homework to know how the operation breaks down and also how you might best fit in (it's shocking how many people tell me they want to be in articles or fashion. You have to know which); be well prepared for the interview (again, I'm stunned sometimes) and show your passion. Its the hot tamale, not the cool cucumber, who gets the prize."

**Fun fact:** "I write thrillers and mysteries not just because I like to write. I love the macabre."

*Who doesn't want to hear more from these two? If you aren't already registered for the Career Conference, what are you waiting for?! Go to [www.nywici.org](http://www.nywici.org) to register and remember to check out the new student lodging option so you can spend the entire weekend in New York City!*

...[Dana Rivera](#); Ithaca College '12; Cinema & Photography

# ...communications [ a t t h e ] conference...

## how to make the most of your 2008 experience

Here are the necessary steps (compiled from past experience and basic industry standards) to take to guarantee yourself a successful 2008 Communications Career Conference. Because--trust someone who's been there--Saturday, November 15th will be a day you won't want to forget!

1. **Be on time.** Double-check your alarm before dozing off - missing your train or bus will cause you to miss some important moments of the conference!

*It is probably the only thing that can get me out of bed at 6 a.m. on a Saturday.*

2. **Be prepared.** This means: getting your morning coffee, making sure that you have a notebook and lifetime supply of pens on hand because you are going to want to write down every word of what Kate White, Debbye Turner Bell, and the fabulous panelists have to say.

*I practically have every word of Linda Wells' amazing speech from last year in my designated NYWICI notebook, and I relive the moments [online](#) from time to time.*

3. **Be BEYOND prepared.** This means having sparkling copies of your resume with you. Another easy way to pass along your contact information to anyone you meet: **business cards!** Get free ones made up at [vistaprint.com](http://vistaprint.com), or make your own.

4. **If you have a question - ask it!** This is your opportunity, so why waste it?!

*My only regret from last year's experience was not asking Linda Wells my **million dollar question**. And think about it: it may be a little while (but not forever) before you will have the attention of industry professionals of this caliber again!*

5. **Be patient and dedicated.** DO NOT be intimidated by the lines that form around panel speakers after the panels have concluded. If you were interested in what they had to say, or think you would be a fabulous intern, do not be afraid to go up to them and **introduce yourself.**

*I actually know a NYWICI girl who landed her dream internship after keeping in touch with a speaker from last year's conference. Although you may think it will be difficult to leave lasting impression when speakers have probably met hundreds of girls, **emails** are always a great way to follow up.*

6. **Dress to impress.** You will be surrounded by the likes of Kate White, Debbye Turner Bell and other **amazing women.** You could potentially meet your **future boss!** So what better way to impress everyone, besides your amazing resume, than your choice of attire? Look **professional.** You do not want to give the wrong **impression** to your future employers.

7. **Enjoy yourself!** It only happens once a year!

*We know this one won't be too difficult.*

See you there!

...[Kaitlin Marie Tambuscio](#); TCNJ '10; Journalism, Multimedia, Photography  
...[Josephine Cusumano](#); TCNJ '09; English, Professional Writing

## ...student spotlight...

### a Q&A with [Zanade Mann](#)

Unlike the coddled, young socialites of New York City's upper eastside, Zanade Mann didn't "have it all" growing up. The Hunter College graduate student was born and raised in an impoverished neighborhood on Staten Island, where just making it from day to day was a struggle. But Zanade isn't the norm- she's far from it. She made a promise to herself early on that she was going to take control of her destiny. She broke out of--no, shattered--her shell, and paved a golden road to opportunity and success. The Pink Polka Dot Foundation (PPDF) is merely one of her great accomplishments. At 25 years old, Zanade is an unstoppable force.

**Q: How did you get involved with New York Women in Communications, Inc. (NYWICI)?**

**A:** I became a member of the Student Affairs Committee, and then began going to events.

**Q: You've remained very active in the communications industry by founding the Pink Polka Dot Foundation. What would you say is your organization's mission statement, its purpose and goals?**

**A:** Our mission statement is to enrich the lives of underprivileged girls ages five to 21 in the New York area by giving them an outlet and resources. We give girls opportunities that they know are out there but are too scared to go out and get by themselves. We go to them so that they don't have to leave their comfort zone.

**Q: What was your motivation for starting the PPDF?**

**A:** I was an underprivileged girl. I had so many things going against me. I'm African-American, I grew up in an area similar to the projects, my father wasn't around, and I had no one to force me out of my comfort zone. No one took the time to help me because my family was struggling enough just trying to survive. But I pushed myself out there, and I keep pushing myself out there because that's the only way to get anywhere. One day, I came home to the area where I grew up and said, "Wow, they need this." I wanted to start with the young girls, because they need to be educated now. I had a child at 15 years old. I had no guidance at that time, but I managed to graduate before my peers, got my degree, and had a full-time job by the time I was 19 years old so I could take care of my daughter. I didn't want my daughter to look at me and think it's ok to have a child at 15 and not go to school. There's a lot of motivation behind me, and I want the girls to use me as an example.

*Below: Zanade Mann definitely gives a lot of love, but she definitely feels it back!*



nobody else will.

**Q: What would you consider to be the greatest and most rewarding accomplishment since founding the PPDF?**

**A:** Securing a 2-year contract with Stapleton Community Center in Staten Island. I pitched the PPDF to so many community centers that said no. Now I have a stable place to run my programs.

**Q: You have displayed an incredible amount of activism through the organization of the PPDF. Why do you feel activism is important and what does it take to be as committed as you are?**

**A:** The youth is going to run this world when we're senior citizens. We need to educate and train them. As far as commitment goes, it takes a lot of rejection to make me stick with it. It makes me work harder. I know what I want, and I know what needs to be done. I don't think there are enough people that do what I do. There's nothing but death that will stop me from doing this. We're going to change [these girls' lives] if

**Q: What are your goals for the future of the PPDF?**

**A:** I would really like the PPDF to go worldwide and connect with other organizations like Girl Scouts and Girls Inc. I want to get these girls full scholarships to college. I see communities we work with now ultimately becoming middle class neighborhoods, and these girls becoming doctors and lawyers.

**Q: What advice would you give to a NYWICI member interested in being more involved in the industry?**

**A:** You can do so much! Join as many organizations that are specific to your major as possible. Find at least two mentors, one in NYWICI and one that knows you more personally. Get your face out there as much as often as you can. Be resourceful and knowledgeable. Get involved in community service, because people look at you differently as a person when you volunteer. And most importantly, learn. Don't run your mouth all the time, and actually listen to what other people are saying.

...[Whitney Young](#)  
Penn State '12  
Journalism

## ...media hot spots... the Girls' Guide does sightseeing for media mavens!

*It's time to savor the warm weather while it lasts! Get out into NYC and enjoy the above-freezing temperatures and beautiful foliage -- while you're out there, check out these media landmarks!*



### hearst tower

Midtown at 300 West 57th Street

Visiting the city? Hearst Tower, **hub of the media world**, is the place to go! The Tower hosts 15 newspapers and 19 magazines, with popular favorites such as *Cosmopolitan*, *Esquire*, *Good Housekeeping*, and *Seventeen*, just to name a few! A great opportunity to visit the Hearst Tower will be on December 2nd when NYWICI hosts the event "It's Not Easy Being Green." More information coming soon!

...[Stacy Lipson](#); Temple University '10; Print Journalism, Magazines

### viacom

1515 Broadway - Times Square

If you grew up with cable television, you likely watched at least one of the networks owned by media conglomerate VIACOM: MTV, VH1, Nickelodeon, BET, and more! The Viacom building stands tall in the center of bustling Times Square. While you are there, stop by the MTV Store for some gear or look up to MTV Studios from the street!



...[Kelli Plasket](#); TCNJ '10; Interactive Multimedia, Journalism



### the village voice

36 Cooper Square  
A, C, or E train to West 4th Street

Want to see where one of NYC's most prominent weekly newspapers is created? This significant address--wedged between an NYU building and a Kaplan Learning Center--stands across the street from a shiny high rise, and mirrors the crossroads the newspaper itself is facing in an ever-changing Lower Manhattan. *The Village Voice* has boldly addressed the changes in the community, both the good and the bad, while continuing to provide the most innovative stories on NYC art and culture. Go see it for yourself!

...[Samantha Neugebauer](#); NYU '10; Journalism, English, Creative Writing

### condé nast building

4 Times Square

Built in 1999 and home to magazines such as *Glamour*, *Allure*, *GQ*, *Teen Vogue*, and *Vogue*, the Condé Nast building is one of the many places to see and visit for aspiring media mavens. In addition, the Condé Nast building is an astonishing 48 stories high and the centerpiece of Times Square 42nd Street's redevelopment.



...[Dara Adeeyo](#); Hofstra University '11; Print Journalism

From the shiny to the historic, there are plenty of media sites to see this fall. Let us know of the media sights you see! Send any pictures and travel diaries to [nywicinext@gmail.com](mailto:nywicinext@gmail.com).



**it's coming!**

**The 2008 NYWICI  
Student Career Conference**

**saturday,  
november 15th,  
2008**

**Grand Hyatt, NYC**

**[register now!](#)**

**reminder!**

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