



**...NYWICI ends the year with recognition & appreciation...  
 ...a closer look at the election & the media...  
 ...ladies behind the laughs...an artsy NYC summer...the next NEXT...**



**Dear Sammy,**

I don't know when yours happened, but my communications realization came in my junior year of high school. A fun activity, starting my school's TV station, suddenly turned into my dream job: a morning TV news host. It combined my love of performance in musical theatre, my creativity, and my passion for journalism. So, when I was asked in senior year to compile a mission statement for my Women in Leadership course, it's no surprise I came up with this:

**"My mission is to pursue passionately, radiate joyfully, and create imaginatively all forms of media expression to entertain and inform others."**

I may want to end up on your TV screen, but I am elated to be on your computer screen as the Editor-in-Chief of nywiciNEXT for the upcoming year. Why? Because I get to entertain and inform you, or at least I hope to!

Creating a mission statement was one of the best things I could've ever done (besides joining NYWICI!). Now if someone asks me what I want to do, I don't have to confine myself to a particular profession-I have an overall mission for the rest of my life, work and play alike.

So, girls, I am challenging you to do the same! Here's the simple formula I used from Laurie Beth Jones' book "The Path: Creating Your Mission Statement for Work and for Life" (New York: Hyperion, 1996):

"My mission is to: \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (your three verbs) \_\_\_\_\_ (your core value or values) to, for, or with \_\_\_\_\_ (the group/cause which most moves/excites you)."

Send your mission statement to [nywiciNEXT](http://nywiciNEXT) and it might be posted on the nextBLOG. If you do, you will be helping NYWICI fulfill its mission (yup, it has one too!):

**"NYWICI empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their success."**

Let's get sharing! Think of it as getting to know yourselves while getting to know each other. I can't wait to read what you come up with! And I can't wait for you to read this, your summer 2008 issue of nywiciNEXT. Enjoy!

**...Marie Dugo**  
 Vassar College '11  
 Media Studies

## ***...another year gone by... NYWICI gathers for the 2008 Annual Meeting***

On Tuesday, May 27, 2008, New York Women in Communications, Inc. (NYWICI) held its annual meeting in the New York City offices of Google. The opening remarks were made by current NYWICI president, Kristine Welker, Vice President of Sales & Marketing for Hearst Magazines Digital Media. Welker shared her insights on the organization's recently popularized mantra "Take the Lead."

"As women, we are so strained in so many ways, both personally and professionally," said Welker. "We wanted to take a minute to celebrate women, strong women who take the lead in their lives."

The night's featured speaker, Mary Lou Quinlan, challenged the organization members and the night's audience to think of times of personal success. Quinlan is the founder of the women's marketing company "Just Ask a Woman" and author of several books as well as a regular contributor on women's issues to The CBS EARLY Show, a contributing editor for *MORE* magazine, and the first female judge on the ABC reality show "American Inventor." Quinlan asked audience members daring questions and shared some of her own secrets, like when she decided on a whim to take an acting class just to do something different. She referred to these aspirations as "flowerpot dreams," and explained them as something sitting on the windowsill to envision.

"Some grow before others have a sprout," said Quinlan. "Women are like that. It's not just multitasking; it's multidreaming" She went on to advise trying new things: "Sometimes you just have to go with it and let it stretch you."

Reports of the organization's growth and successes were given by Treasurer Nancy Megan and Nominations Committee member Barbara Brennan. Awards were presented to three members of outstanding commitment and service.

Patricia Maloney was awarded the Liz Hoover Award. Maloney is a member of the NYWICI Student Affairs Committee and Communications Committee. The Liz Hoover Award was established in 1993 to honor members of great contribution and dedication to the organization.



*NEXT girl in action . . . Sammy Davis (left) receiving her Young Communicator Award from Kristine Welker.  
PHOTO THANKS TO MARYANNE RUSSELL*

The Young Communicator Award was given to Sammy Davis, immediate past editor-in-chief of nywiciNEXT, founder of the nextBLOG, and two-time NYWICI scholarship recipient. The Young Communicator Award is presented annually to a NYWICI Student or Young Professional member who serves as a role model for other members and who inspires and performs at a level of excellence.

This year's Distinguished Service Award was presented to Patricia O'Connell. The recognition is awarded to an individual who has demonstrated loyalty, exceptional service, and unselfish devotion to NYWICI. O'Connell has been a member of NYWICI since 1980 and is a past president of the organization. She has been the Board Representative/Contributor to the quarterly magazine, *CONNECT*.

The night concluded with remarks from the incoming President, Nancy Rabstajnek Nichols, Senior Vice President of External Affairs at Weber Shandwick. Nichols is a past president of the NYWICI Foundation Board and is now the 2008-2009 President of New York Women in Communications. Nichols described her desire to lead this organization beyond similar ones:

"This organization is about you, all of you. We want to position ourselves as thought leaders," said Nichols. "Here's to you and to us."

...[Selena Shen](#)

New York University '11  
Media, Culture, & Communications

*...ending the year in style...*  
**Cocktails & Cosmetics at Henri Bendel**

Makeovers, champagne and an evening of shopping were the perks at this year's Champagne & Cosmetics at Henri Bendel's on Tuesday, June 3. Located on Fifth Avenue, the three-floor store made a great host for this evening of glamour.

*New York Women in Communications members and their guests network over Champagne and hors d'oeuvres at Henri Bendel's.*

*PHOTO THANKS TO MARYANNE RUSSELL*

Each attendee received a \$15 gift card upon registration and was invited to the third floor for delightful refreshments. With the brightly colored women's clothing, white marble floors, premium beauty products and fashion items throughout the store, all that anyone could do was smile and start shopping. Then, the attendees were treated to makeovers by make-up artists from Laura Mercier.



For student members, a special treat surprised them in the store. Josephine Cusumano, a junior at The College of New Jersey, who was attending her first New York Women in Communications, Inc. event, was shocked when she spotted Hillary Duff shopping in the store. "Is that really her-is that really her?! This is the best event ever." If not the elegant nature of the event and all the perks that were included, Hillary Duff made her a New York Women in Communications believer.

After the makeovers, everyone was called upstairs to see who would be the winner of the silver snakeskin bag raffle. Patricia Baird became the lucky owner! Though the loss of the \$300 bag was a disappointment to some, the shopping (there were highly discounted designer items on the lower level!), the makeovers and the celebrity sighting were more than anyone could ask for. And we must not forget the goody bags which had makeup products and cosmetics from Henri Bendel, Laura Mercier and Chanel, to name a few!

*Two Scholarship Winners, Meredith Engel '07 (Left) and Katie Corrado '08, show off their Henri Bendel goody bags.*

*PHOTO THANKS TO MARYANNE RUSSELL*

After a fine year of accomplishments, the New York Women in Communications members finally let their hair down. Attendees left with a sense of confidence and assurance that hard work pays off. Not only does our organization provide sisterhood, career advice and camaraderie, but it can also give all the hardworking communicative women of New York City a night to relax and get pampered on Fifth Avenue.

...[Katerina Gkionis](#)

The College of New Jersey '09  
English

**...a closer look...**  
**2008 election + media = the ultimate case study**



Left to right: Jere Hester (moderator), Keli Goff, Amanda Michel, Jodi Kantor, & Liz Nord  
PHOTO THANKS TO MARYANNE RUSSELL

The 2008 presidential election may have been months away, but on **Wednesday, June 25th** more than 75 members of New York Women in Communications, Inc. listened as four prolific political journalists discussed how media on the campaign trail has converged with new media, such web, mobile, broadcast and virtual to inform and effectively reach target audiences.

The sold out event was presented by the Student Affairs Committee and held at the newly opened City University of New York Graduate School of Journalism. Moderated by Jere Hester, a CUNY professor and director of the NY City News Service, the panel event introduced members to four seasoned writers and political commentators. Each panelist had her own experiences and opinion of what media on the campaign trail can teach us about reaching target audiences and informed during this election season.

Political analyst **Keli Goff** and author of *PARTYCRASHING: How the Hip-Hop Generation Declared Political Independence* spoke on how media reaches youth and minority voters. Her book explains how the black youth generation of today - what she's dubbed as this election's "Generation Obama" - are influencing the vote and changing the way black Americans engage with the media.

Panelist **Liz Nord** spoke about her excitement working as a senior producer for MTV News during an election year with youth participation at unseen before levels. Nord runs MTV's [Street Team '08](#), a 51-member street team of citizen journalists who use new media platforms to cover the election from a youth perspective.

The Huffington Post's **Amanda Michel**, project director for 2006 Matrix winner Arianna Huffington's site coverage of the presidential election in "OffTheBus" and *The New York Times* election reporter **Jodi Kantor** contributed to the conversation, too. Panelists debated about how former Democratic nominee hopeful Senator Hillary Rodman Clinton was portrayed by the media. Kantor argued that media analysts will never have a candidate who is a "true" case study of how the media covers presidential candidates. Rather, it is more important to pay close attention to the behind-the-scenes coverage that escapes the scrutiny of the public eye.

Rookie New York Women in Communications member **Meghana Agni** was impressed by her first event. The young professional is a marketing and development freelancer for the career blog, [Brazen Careerist](#) and joined the organization in hopes of expanding her networking circle.

"The Ultimate Communications Case Study panel was my first NYWICI event and has definitely kept me returning to future events for more. I was impressed by the level of intelligent discussion and social awareness exhibited by the women who attended."

The examination of communications and its impact on the election is a never-ending study and doesn't end here - but lives on via the web! Read more about the panelists and how their news outlets are covering the 2008 presidential election:

Keli Goff - <http://pimpmyvote.wordpress.com/>

Amanda Michel - <http://www.huffingtonpost.com/amanda-michel>

Liz Nord - <http://www.liznord.com/articles.html>

Jodi Kantor - [http://topics.nytimes.com/top/reference/timestopics/people/k/jodi\\_kantor/index.html](http://topics.nytimes.com/top/reference/timestopics/people/k/jodi_kantor/index.html)

... **Sammy Davis**  
Assistant Editor of Social Media  
Hearst Digital Media

*...ladies behind the laughs...*  
a Task Force perspective on Ladies Who Laugh 2008



*The Task Force was responsible for recruiting this year's talent: (left to right) Amy Schumer, Maureen Langan, Becky Donohue, Leighann Lord, & Robin Gelfenbien.  
PHOTO THANKS TO MARYANNE RUSSELL*

On Wednesday, July 23, five comediennes graced the stage of Studio 6A at NBC in 30 Rockefeller Plaza for "Ladies Who Laugh," an evening of comedy to benefit New York Women in Communications Foundation Scholarships. This event featured women who have performed for HBO, the Ellen DeGeneres Show, Comedy Central, and VH1, was spearheaded by a sub-committee of the New York Women in Communications Foundation's Student Affairs Committee. We were members of this year's "Ladies Who Laugh" Task Force. This is an insiders' account of how this event came to be.

The planning process for "Ladies Who Laugh" began in January of this year. Our small team of both **student and professional members** had frequent conference calls and emails to organize all aspects of this event- everything from who would serve as emcee to what guests would be sipping on during the after-party. As student members, this was a great summer event in which to get involved. We realized that we do not need to be professionals to make valuable contributions. Each Task Force member had a different skill or connection to offer.

**Katerina:** I used my event planning skills as the event coordinator of my campus activities board at my college. Since comedy shows are a staple of campus activities, I looked into my board's archives to see what comediennes we brought to our campus in the past and what we thought of them. Then, I called agencies to inquire about the performers and sent a formal letter to the agent or publicist who represented the comedienne. I was able to secure three of the five comediennes, which made me feel that I had a real part in the planning process, even as just a college student!

Obviously, securing the show's talent was a huge part of the planning process, but the finer details of the event contribute significantly to the success, impact, and perception of the show. It was a definite plus that our group is well-connected. For every member with a **great idea**, there was another member who knew exactly who to call to make it happen. As student members, we may not have all the contacts, but the other members of the committee gave us assistance and helped us **shine**.

But even without the help of the more networked members, student members can **network** their contacts - developed through past internships, professors, parents, and people you meet at events.

Early **challenges** turned into later **successes** as we secured generous product sponsors for refreshments and raffle prizes. And it turned out to be a great success! Joan Cear, co-chair of NYWICI's Student Affairs Committee, is pleased with the second annual show. She said, "The Student Affairs Committee of New York Women in Communications Foundation organizes several events each year, but this one makes everyone happy, and that's a very nice feeling." She noted that the event raised enough money for a scholarship in 2009.

If you want to have a greater part in NYWICI, **join a committee!** Each committee has a different specialty and you'll likely find one that's just right for you. Then you can say you took the lead and made a difference for New York Women in Communications!

For more information on New York Women in Communications Committees and "Ladies Who Laugh," visit [nywici.org](http://nywici.org).  
...[Meredith Engel](#), Fordham University '08, Communications and Media Studies

...[Katerina Gkionis](#), The College of New Jersey '09, English

# ...summer in the city...

## Get *artsy* with the NYWICI Girls' Guide!

### film screenings



Despite the fact that summer is coming to a close, there is still plenty of time (it doesn't officially end until September 21, 2008) to meet up with friends or family and enjoy the magic of New York City. Now, what to do? I propose catching a flick, and I don't mean the latest blockbuster. Twelve dollars for an adult cinema ticket can get costly, especially if you visit the concession counter. Instead, why not pack a snack and drop by the following free film screenings? There are still a few left this summer!

*A large crowd gathers early in anticipation of a Bryant Park film screening.*

#### Movies with a View: Brooklyn Bridge Park Summer Film Series

Pre-movie music begins at 6 p.m. and the movies begin at sunset. You can bring a low chair if you like, but there are also chairs for rent, as well as concessions.

August 28: *The Shining*

#### Central Park Film Festival

Rumsey Playfield (enter at 5th Ave and 69th Street), 8 p.m. (Gates open at 6 p.m.)

This outdoor festival kicks off with *Working Girl* and continues with *The French Connection* the next day, covering many Central Park attractions. Rain or shine!

August 19-23

...[Aaliyah Miller](#), Western Connecticut State University - MFA, Professional Writing

### waterfalls

In New York City? Yes! Move over Niagra Falls!!

Thanks to Mayor Michael Bloomberg and the Public Art Fund, *The New York City Waterfalls* public art project is a series of four waterfalls constructed of scaffolding and envisioned by Danish artist *Olafus Eliasson*. This is definitely the biggest public art project in the city this summer, and a must see! So gather up some of your favorite NYWICI girls and head toward the river!

#### The Times:

June 26th - October 13th

The Waterfalls are open daily; Su,M,W,F,S 7 a.m. -10 p.m., T,Th 9 a.m.-10 p.m.

\*Try catching the scene at sunset when the waterfalls are illuminated!

#### The Locations:

- >> under the Brooklyn Bridge
- >> the Brooklyn Piers
- >> lower Manhattan at Pier 35 north of the Manhattan Bridge
- >> the north shore of Governors Island

#### The Vantage Points (*Time Out NY*)

- >> the Manhattan Bridge pedestrian walkway



*One of the four Waterfalls flows under the*

>> Pier 17 - South Street Sea Port  
 >> Battery Park City Esplanade  
 >> Fulton Ferry Landing  
 >> Brooklyn heights promenade between Joralemon and Remsen Streets  
 >> a special **30 minute boat tour** on Circle Line Downtown. The tours depart every day from Pier 16 and South Street Seaport between 9 a.m. and 8:30 p.m. For FREE tickets (we know the paycheck of an intern is... nonexistent) visit [their website](#) and follow the instructions!

*Brooklyn Bridge.*

**The Best Part:**

*The Waterfalls* are green! They were designed to be sensitive to the environment, protect all aquatic life, and run on "green power," electricity generated from renewable resources.

Since summer time in New York City can be such an energy waster with the AC pumping to combat the blistering temps and insane humidity, you'll feel good about visiting *The Waterfalls*.

For more information on *The Waterfalls* visit [www.nycwaterfalls.org](http://www.nycwaterfalls.org).

...[Kaitlin Marie Tambuscio](#), TCNJ '10, Journalism, Multimedia, & Photography

**t h e a t r e**



Most Broadway shows offer **Student Rush** programs that allow students to purchase tickets at discounted prices. Rush tickets can save patrons up to **80% off** the original ticket price and are a great, inexpensive way to enjoy Broadway. There are also rush programs that offer **lottery drawings** of tickets to the general public at reduced prices.

There are a few basic guidelines to keep in mind with the programs:

...The tickets are sold **the day** of the performance when the box office opens, and people start lining up early!

...Some box offices may only accept **cash** payments, so theater-goers should prepare accordingly!

...For the Student Rush tickets, **valid student IDs** must be presented!

All productions have different programs in place, and the best way to receive accurate information is by calling the theater directly. The box office can be helpful with suggesting the best nights to obtain discounted tickets.

*Thanks to your student ID, you can see the original, live Broadway rendition of Mamma Mia! for the same price as your movie ticket & concession counter treats!*

P.S. [Talkin' Broadway](#) maintains a great list of rush performances and guidelines!!

...[Irmingard Mayer](#), Montclair State University '08, Communications Studies

**p o e t r y**

Sure, appreciating others' art is fun, but why not create some of your own? That's what [Sarah Stapperferne](#) (Ithaca College '12, Cinema & Photography) does! Check out her poem "Summer for the Obligated" on the nextBLOG!

Follow her lead! Once you appreciate hers, it's your turn to get creative. Your inboxes should contain a special opportunity thanks to Sarah & the nextBLOG...

**...t h e n e x t N E X T...  
 getting to know the new NEXT staff**

**[marie dugo](#) . . .editor-in-chief**

**Born and Bred:** Born in Manhattan, brought home to Brooklyn, & relocated to Staten Island (three out of five!).

**Attends:** Vassar College in Poughkeepsie, NY and loves every second of it.

**10 years down the line:** you'll be tuning in & waking up while I get your day off to its sunniest start via TV screen.

**The biggest hurdle:** finding a balance between work & the rest of life.

**Words to live by:** "Have a Magical Day" - cast members at the Disney Resorts

**A day in the life of:** Meredith Vieira or a Disney Princess. Whichever comes first.

**NYC's hottest spot:** Central Park, where nature meets city & people meet people.



**[nancy sai](#) . . .managing editor**

**Born and Bred:** Great Mills, Maryland

**Attends:** The College of New Jersey

**10 years down the line:** re researching for a non-profit organization.

**The biggest hurdle:** no internet.

**Words to live by:** Don't take rejection personally - lesson learned from NYWICI

**A day in the life of:** NYTimes columnist Nicholas Kristoff.

**NYC's hottest spot:** Bryant Park, people watching with an ice cream.

**[kelli plasket](#) . . .blog EiC**

**Born and Bred:** Mount Laurel, NJ (20 minutes outside of Philly)

**Attends:** The College of New Jersey, double majoring in Interactive Multimedia and Journalism

**10 years down the line:** I'll be at the cutting edge of the latest multimedia trends for a major publication!



The biggest hurdle: overcoming my high school shyness to become proactive in my career and life.  
Words to live by: "We are almost there and no where near it, all that matter is we're going" - Lorelei Gilmore  
A day in the life of: an Entertainment Weekly EW.com employee - I'm not picky!  
NYC's hottest spot: Theater District, where I realized all the city has to offer!

## save the date!

### NYWICI Student Career Conference

saturday,  
november 15th,  
2008

Grand Hyatt, NYC

## reminder!

Love NEXT?  
Love event discounts?  
Love the membership  
database?

Then *LOVE* your student  
membership...

[renew it!](#)



### Educational Housing Services *Quality Student Living*

EHS provides the very best in student housing, offering top quality residences in the best NYC locations! Please visit our website:



[www.studenthousing.org](http://www.studenthousing.org)  
or call us at 1-800-297-4694

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to [nywicinext@hotmail.com](mailto:nywicinext@hotmail.com) by [nywicinext@gmail.com](mailto:nywicinext@gmail.com).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



New York Women in Communications, Inc. : Student Affairs Committee | 355 Lexington Ave 17th Fl | New York | NY | 10017-6003