

**Eight women who are obviously  
to salute the 75th anniversary  
year's honorees.**

**Ann Fudge**

**Bernadette Peters**

**Susan Petersen Kennedy**

**Paula Zahn**

**Martha Nelson**

**Alix M. Freedman**

**Nell Merlino**

**Debra Shriver**

**COSMOPOLITAN**  
**FUN FEARLESS FEMALE**

**COSMO**  
*girl!*  
**BORNTOLEAD**

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*girl!*

## From the Luncheon Chair

I attended my first Matrix Awards luncheon almost two decades ago. All the honorees were successful, all were dynamic speakers. But I remember one woman in particular. She was inspiring. She believed and made me believe that everyone can achieve their full potential. She became for me, as for millions of women, a personal hero.

The year was 1985. The woman was Helen Gurley Brown—*Cosmo's* original Fun, Fearless Female if ever there was one. She is truly a woman who has changed the world.

“Women Who Change the World” continues to be the theme of the Matrix Awards, and the women who grace the dais year after year continue to inspire. Every year, for 75 years, NYWICI has presented women with a goal: achieve the excellence of which you are capable.

As do the two magazines I am intimately familiar with. That is why I am especially pleased that *Cosmo* and *CosmoGIRL!* are hosting this Matrix Awards luncheon. Like NYWICI, *Cosmo* has always been, and always will be, an agent of change, helping women live more fulfilling lives; helping women be the best they can be. Now readers of *CosmoGIRL!* also have a magazine of their own, dedicated to a new generation of young women who are Born to Lead. And what is leadership except the ability to leverage change?

Perhaps at today's celebration there is a young woman attending her first Matrix Awards event. What changes, I wonder, will she see when she attends the Matrix of 2024? Perhaps a *CosmoGIRL!* will be president.

Why not?

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*New York Women in Communications, Inc.*

*and the 2004 Matrix Award honorees*

*Alix M. Freedman*

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Joannie C. Danielides  
President  
Danielides Communications, Inc.



## From the President

Welcome Matrix Winners, Presenters, Guests and most importantly, NYWICI Members,

This year marks a milestone for NYWICI—our 75th Anniversary Year. As we salute 2004's well-deserved Matrix awardees, we also celebrate the achievements of past Matrix Winners, NYWICI Presidents, Board Members, Committee Members and Chairs, supporters and friends who impressively contribute to the communications industry. Today, and tomorrow at our 75th Anniversary Conference, we have the privilege of being in the company of leaders who paved the way for all of us. Take a look around—these women have helped to make great strides and shape our business into what it is today. Great insight, intellect and integrity are just a few of the traits that make our membership and Matrix winners—*Women Who Change the World!*

All of our Matrix Award winners are amazing women personally as well as professionally—they “multitask” with great aplomb and are the most savvy in their field. These women are role models for all of us and especially to our next generation of leaders—the NYWICI Foundation scholarship students. Congratulations to you all.

Special thanks to this year's Matrix Awards hosts—*Cosmopolitan* and *CosmoGIRL!* and luncheon co-chair, Donna Kalajian Lagani, Senior Vice President & Publishing Director of The Cosmopolitan Group. Today's event would not have been possible without all of the efforts and talents of the Cosmo staff. Donna and her team are definitely “fun, fearless females” with a special style—they have helped to make our Matrix Monday a day to remember.

Thank you all for coming today and for your continued support of NYWICI. I know you will be moved and inspired by our Matrix recipients throughout 2004. Here's to the next 75 years!

All the Best,

*Joannie C. Danielides*

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# NYWICI Today



This year NYWICI celebrates its 75th Anniversary. From humble beginnings we've become the premier organization for female communications professionals in the New York Metropolitan area. Our membership is dynamic and diverse—a mirror of our rapidly evolving field. We

- practice in a broad range of disciplines, media and industries;
- span the career life cycle and each strata of success;
- create everything from communications plans to cartoons, promotions to plays, publications to programming code;
- run billion-dollar businesses and one-woman enterprises; and
- change the world.

To reinforce the role of women in the communications landscape, NYWICI promotes our professional development, helps us network, inspires us to achieve and share success, coaches us to achieve balance in our lives and nurtures our future leaders. The Matrix Awards are central to this mission. Honorees, who become lifetime members, often participate in our programs and assume leadership roles.

Although we number more than 1000, NYWICI members share a spirit of sisterhood. Our gatherings are notable for their warmth as well as for their high-powered networking.

- Industry related programs feature nationally recognized speakers and past Matrix winners, who provide insight into the most topical issues and trends affecting our members.
- Expert-led career development workshops and informal monthly Cocktails & Conversation networking events help members deal with work-related issues, hone career-building skills, and cope with the ever-changing employment landscape.
- Our Annual Career Conference and related young professionals events enable students and junior communications professionals to discuss career and industry issues with leading practitioners.
- Our NYWICI Foundation Awards events help raise scholarship monies which are awarded to undergraduate and graduate students working towards degrees in the communications industry.
- Our Annual Meeting and New Member Receptions provide the opportunity to meet fellow members, learn about new programs, and recognize exceptional service.

While some of the most valuable benefits of belonging to NYWICI are intangible—networking, personal and professional growth, support, friendship—our members also value the professional contacts, business-development and job leads, and referrals.

Specific benefits include:

- listing in our membership directory, a valuable resource for the communications industry;
- access to low-cost health insurance programs;
- free career coaching and mentoring services;
- special retail and personal service discount programs;
- subscription to our quarterly publication, NY Matrix;
- free job, internship, and career-opportunity listings on our widely visited website;
- advance notification of our events; free or discounted admissions to NYWICI programs, including the Matrix Awards Luncheon

If you are not currently a NYWICI member, please consider joining us.

Beth-Ellen Keyes, VP, Membership

For more information or to join, visit [www.nywici.org](http://www.nywici.org) or contact us at:

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# MATRIX Committee Volunteers

NYWICI wishes to thank all member volunteers who helped make possible the Matrix Awards Luncheon.

## Awards

Lisa Caputo  
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Nancy Evans  
Patricia Fili-Krushel  
Jyll Holzman  
Donna Kalajian Lagani  
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*Cosmopolitan & CosmoGIRL!*

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- Kristine Welker
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# Paving the Way: A Timeline of Women in Communications

Women have played a role in world communications for over three and a half centuries. This timeline pays homage to the pioneers—those who were first to overcome a barrier or break new ground in advertising, arts and entertainment, publishing, broadcasting, new media or public relations.

**1638**  
**Elizabeth Glover**  
Set up and owned the first printing press in the American colonies at Harvard.

**1845**  
**Margaret Fuller**  
The first American writer to address the issue of women's equality by writing *Woman in the 19th Century*.

The first American female foreign correspondent for the *New York Tribune*.

The creator of the first "rap sessions" or "organized conversations" for women.

**1849**  
**Amelia Bloomer**  
The first woman to own, operate and edit a newspaper for women, *The Lily*.

**1869**  
**Louisa May Alcott**  
Wrote *Little Women*, becoming a pioneer in American literature by changing the focus of juvenile literature to include sensitive portrayals of young adults.



**1889**  
**Elizabeth Cochrane** (pen name Nellie Bly)  
A pioneer of investigative reporting as a journalist at the *New York World*.

"Nellie Bly" became a synonym for a star female reporter.

**1902**  
**Jessie Tarbox Beals**  
First female news photographer in the U.S. when hired by two newspapers.

Gained prestige with publication of her photographs of the 1904 St. Louis World's Fair.

**1912**  
**Christine Frederick**  
Founder of The League of Advertising Women that became AWNY (1934).

**1922**  
**Anne Elizabeth O'Hare McCormick**  
Hired as a regular correspondent for *The New York Times*, McCormick was the first female appointee of *The New York Times* Editorial Board.

First woman to receive a Pulitzer Prize.

**1929**  
**Virginia Woolf**  
An influential 20th century feminist writer with the publication of *A Room of One's Own*, in which she addressed the obstacles that previously hindered female writers.



**1935**  
**Margaret Bourke-White**  
First female photojournalist hired by *Life*.



**1938**  
**Hedda Hopper**  
One of the first gossip columnists with a column, "Hedda Hopper's Hollywood," in the *Los Angeles Times*.

**1828**  
**Sarah Josepha Buell Hale**  
The first female editor credited with insisting on publishing only original work by Americans.

The first editor credited with marketing her magazine, *American Ladies' Magazine*, to men, encouraging them to buy subscriptions for the women in their lives.

Recruited as editor of *Godey's Lady's Book*. Under her editorship, the circulation grew to over 150,000.

**1868**  
**Susan B. Anthony & Elizabeth Cady Stanton**  
Started publication of the newspaper *The Revolution*.

Led the campaign for women's right to vote—the ultimate form of self-expression.

**1852**  
**Harriet Beecher Stowe**  
Wrote *Uncle Tom's Cabin*, which was one of the most important anti-slavery works in history.

The book broke sales records—300,000 copies in the first year and 500,000 by 1857.

**1882**  
**Emily Edson Briggs**  
Broke ground as one of the first women to report hard news and to acquire a national reputation as a journalist.

The first woman to report directly from the White House (during the Lincoln administration).

The first president of the Women's National Press Association.

**1909**  
**Georgina MacDougall**  
Primary founder of Theta Sigma Phi, which became the Association for Women in Communications (1972).



**1890**  
**Helen Adams Keller**  
A pioneer in communication, she overcame her deafness and blindness by learning to express herself without speech or the written word.

**1919**  
**Cora Rigby**  
Founder and first president of the Women's National Press Club, which promoted the role of female journalists. It later merged with the National Press Club (1985) under the banner NPC.

**1918**  
**Peggy Hull**  
First official American accredited female war correspondent.

**1933**  
**Eleanor Roosevelt**  
Broke new ground for female journalists by holding women-only press conferences (1933–1945), which prompted all-male news organizations to hire their first female reporters.





**1951**  
**Esther Pauline Friedman**  
 (pen name Ann Landers)  
 Introduced a new forum for the candid discussion of topics that was so popular she became the most widely syndicated columnist in the world.

**1962**  
**Lucille Ball**  
 First woman to head a major studio by buying Desi Arnaz's share of Desilu Productions.



**1965**  
**Helen Gurley Brown**  
 Named editor-in-chief of *Cosmopolitan* and remade it into a splashy, upbeat magazine targeting young women with such topics as career, love and sex. Circulation and advertising revenues skyrocketed during her editorship.

**1939**  
**Eleanor "Cissy" Patterson**  
 Known for her spectacular news presentation, she combined two Washington, D.C. papers into the *Washington Times-Herald*, which became the city's No. 1 paper.



**1971**  
**Helen Thomas**  
 First female officer when the National Press Club opened its membership to women.  
 First female member of the Gridiron Club (1975).



**1969**  
**Mary Wells Lawrence**  
 The highest paid and most well-known woman in American business, earning \$225,000 as CEO, chairman and president of the advertising agency Wells, Rich, Greene Inc.

**1971**  
**Katharine Graham**  
 Transformed the relationship between American journalism and the government by deciding *The Washington Post* would publish the Pentagon Papers and would allow Woodward and Bernstein to continue investigations into the Watergate scandal.

**1971**  
**Gloria Steinem**  
 Cofounded *Ms.* magazine, leveraging her power as a feminist leader and social activist to raise the expectations of women.



**1976**  
**Pauline Frederick**  
 First woman to moderate a televised presidential-election debate.

**1976**  
**Lesley Visser**  
 First female NFL beat writer, covering the New England Patriots for the *Boston Globe*.



**1976**  
**Barbara Walters**  
 First female network evening news co-anchor.  
 First female anchor for ABC.



**1986**  
**Oprah Winfrey**  
*The Oprah Winfrey Show* enters syndication to remain the No. 1 talk show for 14 consecutive seasons.

**1988**  
**Gayle Gardner**  
 First female sports anchor to appear weekly on a major network (NBC).



**1995**  
**Cathleen Black**  
 First female president of a major magazine publishing company, Hearst Magazines.

**1977**  
**Kay Koplovitz**  
 Founded USA Networks, becoming the first female television network (broadcast or cable) president.



**2000**  
**Geraldine Laybourne**  
 Launched Oxygen Media. Introduced television and Internet programming simultaneously rather than adding a Web site to established programs.

**2001**  
**Charlotte Beers**  
 Named Undersecretary of State for Public Diplomacy and Public Affairs by Colin Powell. Uses her years of marketing expertise to promote America's image, values and belief systems abroad.



**2002**  
**Halle Berry**  
 First African American woman to win an Academy Award in the Best Actress category.

**1996**  
**Oprah Winfrey**  
 Introduces Oprah's Book Club to help create excitement about reading. Her sticker has resulted in the selections becoming instant bestsellers.

# Signs of Success

A horoscope created with you—and Matrix—in mind.

We know you're a Fun Fearless Female who was Born to Lead. Read on to discover what makes you a woman who can change the world, plus find out which past Matrix Award winners share your sign.

## ARIES

March 21 – April 19

As the first sign of the zodiac, you're a natural-born leader—adventurous, enthusiastic, sometimes headstrong (you're the sign of the ram, remember), always sure of where you want to be and full of ideas about how to get there. You love being a trendsetter and your pioneering spirit welcomes all challenges. Just one thing, Aries. Your sign is known for going to extremes, so be conscious of where to draw the line.

**Aries who have changed the world:**  
*Gloria Steinem, Maya Angelou*



## TAURUS

April 20 – May 19

Your keen mind, even temper and talent for getting things done—no fuss, no muss—inspire trust, admiration and loyalty. When everything's falling apart, you're the calm, cool, collected one who steps in and saves the day. No wonder you're so well compensated! And what do you do with all that bling bling? If you're a typical Taurus you spend on luxury and beauty. (Oh, did we mention you also have a streak of self-indulgence?)

**Taurus who have changed the world:**  
*Nora Ephron, Cathie Black*



## GEMINI

May 20 – June 20

Talk about communication! Gemini, with their awesome verbal skills, are in a class of their own when it comes to explaining, convincing, and generally selling an idea, product or point of view—always in a fascinating, entertaining style. As a Gemini, you're versatile and thrive on excitement and novelty. (You actually like juggling multiple projects.) Careful, Gemini: Your search for variety, thrills and chills can bring you awfully close to the edge. Don't fall off!

**Gemini who have changed the world:**  
*Eve Ensler, Joyce Carol Oates*



## CANCER

June 21 – July 21

Cancer, did you know that yours is considered the most complex, multi-faceted sign of the zodiac? Yes, family and home are priorities, but brilliant and famous Cancers are dominant in almost every field—most especially in literature, journalism and the arts. Outwardly, you appear uncompromising, purposeful and shrewd. Shhh! We won't tell a soul that inside, you're a marshmallow. Stress is hard on your sign, so learn how to chill. Massages at least twice a week. Doctor's orders!

**Cancers who have changed the world:**  
*Meryl Streep, Anna Quindlen*



## LEO

July 22 – August 22

Magnetic, big-hearted, positive, independent, awesomely self-confident. That's you, Leo. And no one has to tell you that you're happiest in the spotlight—either literally, on stage, screen or tube, or figuratively, when you're out there mesmerizing the public in some other capacity. You like to lay the groundwork for large-scale, lavish endeavors. Penny pinching is beneath you, and there's the rub. Mind the budget; you can't expect to charm your way out of every situation.

**Leos who have changed the world:**  
*Charlotte Beers, Helen Thomas*



## VIRGO

August 23 – September 21

When they say "still waters run deep," they're probably talking about you. You don't show your cards until the timing's just right—but when you do, you're holding the winning hand. With your intellect, powers of observation, and talent for organization, you tend to finish a project before anyone knows you've even begun! Typical Virgos have a cool, aristocratic bearing, which keeps some of us lesser mortals at a distance. So warm up, Virgo, and give us a kiss!

**Virgos who have changed the world:**  
*Joan Lunden, Kate White*



## LIBRA

September 22 – October 22

You could charm the birds out of the trees, Libra, and your easygoing sociability, and sense of fair play, plus the diplomatic way you handle conflict make you everybody's favorite industry bigwig. But no way are you a pushover. You're the first to ferret out the flaws in any endeavor, and you know immediately how to fix them! Just one thing: Libras can be highly susceptible to flattery, so keep those legendary critical faculties well honed.

*Libras who have changed the world: Penny Marshall, Annie Leibovitz*



## SCORPIO

October 23 – November 21

Intense and passionate, yours is one of the most forceful signs of the zodiac. You could move a mountain if you really put your mind to it! Brain power? You've got that, too. (Line up a hundred geniuses and chances are there'll be more Scorpios among them than any other sign.) You expect perfection of yourself and others, and almost always get it. And when you don't? You tend to get the blues. Hey, Scorpio, cheer up. No one bats 1000 all the time, not even you!

*Scorpios who have changed the world: Whoopi Goldberg, Jane Pauley*



## SAGITTARIUS

November 22 – December 20

You're the sunny optimist of the zodiac. In your view, all good things are not just possible, they're inevitable. No wonder you're a whiz at what you do. With that attitude, success is practically guaranteed! Even when things don't work out exactly as you hoped—rare, but it happens—you bounce back undaunted, eager for the next challenge. Sags are known for their generosity, giving freely of their time and resources. Whoa, Sag, keep a little something for yourself!

*Sagittarians who have changed the world: Lesley Stahl, Bette Midler*



## AQUARIUS

January 20 – February 17

If you're a typical Aquarian, you like nothing better than to puncture pomposities, reveal hypocrisies and trumpet the truth at all costs. Your honesty and idealism endear you to most—and irk others. But no one doubts your integrity, which has garnered you enormous respect in your field. You may feel the urge to retire from the world occasionally. Your Aquarian nature needs regular recharging and refreshing, so don't fight it. How about a spa? Ahh.

*Aquarians who have changed the world: Shelly Lazarus, Liz Smith*



## CAPRICORN

December 21 – January 19

Like a rock, that's Capricorn. Resourceful, determined, with awesome follow-through, you're the mainstay of any organization lucky enough to have you. You persevere while others fall by the wayside, one reason you've come so far so fast—and are so very well rewarded. All that focus can make you seem quiet and reserved. But then your deliciously witty, wicked sense of humor comes out of hiding and surprises everyone. Keep 'em guessing, Cap!

*Capricorns who have changed the world: Diane Sawyer, Katie Couric*

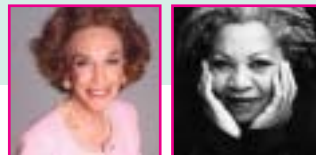


## PISCES

February 18 – March 20

Pisces, did you know that you're really an artist at heart? Maybe you don't paint, sculpt, write books or poetry, but the creativity is there just the same. It's your fertile imagination that makes you the great generator of new ideas that you are! Your "people skills" are extraordinary and it shows in the way you manage your staff—they'd practically lay down their lives for you! Your romantic nature longs for travel to remote, exotic places. Bye-bye, Pisces. Just be sure to come back.

*Pisces who have changed the world: Helen Gurley Brown, Toni Morrison*



Created by

**COSMOPOLITAN** home of the Bedside Astrologer,  
the best-known, best-read horoscope feature ever.

**COSMO** girl! home of the Backpack Astrologer,  
a must-read for teens everywhere!

"Unfortunately, no one  
can be told what the  
Matrix is...you have to  
see it for yourself."

- *Morpheus*

Congratulations!

# Ann Fudge

Chairman & CEO, Young & Rubicam Brands  
Advertising Honoree of NYWICI's Matrix Award 2004

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**Y Ann R**

**The name says it all.**

Congratulations to Ann Fudge and all the other 2004 Matrix Award winners.

*Y&R*



2004 Matrix Awards honoree: **Advertising**

## Ann Fudge

Chairman and CEO, Young & Rubicam

Ann Fudge is Chairman and CEO of Young & Rubicam, a global network of pre-eminent companies that cover the full range of marketing communications. She also serves as Chairman and CEO of its largest

division, Y&R Advertising. Y&R companies also include Burson-Marsteller (public relations/public affairs), Wunderman (direct and database marketing), Landor Associates (brand consulting and creative design), Sudler & Hennessey (healthcare communications), among others.

Prior to Young & Rubicam, she served as President, Beverages, Desserts and Post Division—a \$5 billion unit of Kraft Foods. She served on Kraft's Management Committee and has managed many businesses including Maxwell House Coffee, Gevalia Kaffe, Kool Aid, Crystal Light, Post cereals, Jell-O desserts and Altoids. Before joining General Foods, she spent nine years at General Mills, Inc., where she began as a Marketing Assistant and rose to the level of Marketing Director.

She serves on the Board of Directors of General Electric. She also serves on the Board of Governors of the Boys and Girls Club of America, the Board of Directors of Catalyst and is a trustee of the Brookings Institution. She is a member of The Committee of 200 and The Council on Foreign Relations.

Among her honors are Leadership Awards from the Minneapolis and New York

City YWCA, the 1998 Alumni Achievement Award from Harvard Business School and the 2000 Achievement Award from The Executive Leadership Council. She has been profiled in *Black Enterprise* magazine and *The New York Times*, and named by *Fortune* magazine as one of the 50 most powerful women in American business.

Fudge received her BA from Simmons College and her MBA from Harvard University Graduate School of Business.

#### PRESENTER



**Vernon E. Jordan, Jr.**  
Senior Managing Director of  
Lazard Frères & Co. LLC

Vernon E. Jordan, Jr. is a Senior Managing Director of Lazard Frères & Co. LLC in New York. Jordan was a Senior Executive Partner with the law firm of Akin, Gump, Strauss, Hauer & Feld, L.L.P., Washington, D.C., where he remains Of Counsel.

Among Jordan's many presidential appointments, he was a member of: the President's Advisory Committee for the Points of Light Initiative Foundation; the Secretary of State's Advisory Committee on South Africa and the Presidential Clemency Board. He also served as the Chairman of the Clinton Presidential Transition Team.

## Kipany Productions Salutes the 2004 Matrix Award Winners.

**Ann Fudge  
Bernadette Peters  
Susan Petersen Kennedy  
Paula Zahn  
Martha Nelson  
Alix M. Freedman  
Nell Merlino  
Debra Shriver**

**Congratulations!  
You have changed the World.**



Kipany Productions  
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2004 Matrix Awards honoree: **Arts & Entertainment**

# Bernadette Peters

Actress

Throughout her illustrious career, Tony Award-winning actress Bernadette Peters has dazzled audiences and critics with her performances on stage, on television, in concert, and in the recording industry. In 2003, she received her third Tony Award nomination for her electrifying portrayal of Momma Rose in Sam Mendes' record-breaking Broadway revival of *Gypsy*. She performed her three Momma Rose showstoppers in the new *Gypsy* cast recording, released by Angel Records in August 2003. Peters' latest solo CD, the Grammy-nominated *Bernadette Peters Loves Rodgers & Hammerstein*—also released by Angel Records—is a collection of timeless favorites from the Rodgers and Hammerstein songbook featuring arrangements by the legendary Jonathan Tunick.

In June 1999, Peters earned her second Tony Award, her third Drama Desk Award, and an Outer Critics Circle Award for her show stopping portrayal of Annie Oakley in one of Broadway's most popular musicals, the smash Tony Award-winning hit Broadway revival of *Annie Get Your Gun*.

In 1996, she made her highly anticipated solo debut at Carnegie Hall in an exclusive concert benefiting Gay Men's Health Crisis—a performance she repeated in *Bernadette Peters in Concert*, her London solo debut at Royal Festival Hall.

Peters received both the Tony Award and Drama Desk Award for her critically acclaimed performance in Andrew Lloyd Webber's hit musical *Song and Dance*. Along with her role as Momma Rose, she garnered Tony nominations for her work in the 1992 musical *The Goodbye Girl*; Stephen Sondheim's Pulitzer Prize-winning musical *Sunday in the Park With George*, the Jerry Herman/Gower Champion ode to the movies, *Mack and Mabel*; and the Leonard Bernstein/Comden and Green musical *On The Town*. In addition to these honors, Peters earned a Drama Desk nomination for her electrifying portrayal of the Witch in Stephen Sondheim's *Into the Woods*.

A performer of amazing versatility, Peters has lit up the silver screen in 16 films throughout her distinguished career. She received a Golden Globe Award for her memorable performance in *Pennies From Heaven*. Film credits include *The Jerk* with Steve Martin, *The Longest Yard* with Burt Reynolds, *Silent Movie* with Mel Brooks, *Annie*

with Carol Burnett, *Pink Cadillac* with Clint Eastwood, *Slaves of New York* with Mercedes Ruehl, Woody Allen's *Alice* with Mia Farrow, *Impromptu* with Hugh Grant and Mandy Patinkin, and most recently, *It Runs in the Family*, starring opposite Kirk and Michael Douglas.

The Police Athletic League (PAL) named Peters Woman of the Year in 1999; The Actors Fund of America bestowed Peters with the Artistic Achievement Award the same year. She received the Special Advocate Award from the City of New York for her contributions to the gay and lesbian community, and was inducted into the Theatre Hall of Fame. She received the 2000 New York Heroes Award from the National Academy of Recording Arts & Sciences, the Sarah Siddons Actress of the Year Award and Harvard's Hasty Pudding Woman of the Year.

Peters devotes her time and talents to numerous events that benefit Broadway Cares/Equity Fights AIDS, God's Love We Deliver, The Gay Men's Health Crisis and Broadway Barks, an annual, star-studded dog adoption event she founded with Mary Tyler Moore. Peters, a native of Ozone Park, New York, resides in New York City and Los Angeles with her husband, investment adviser Michael Wittenberg.

#### PRESENTER



Joel Grey  
Actor

Joel Grey has impressed critics and audiences alike with his performances in virtually every medium of entertainment—stage, screen, concert venues, and television. He is best known for his Tony and Academy award-winning performances as the Master of Ceremonies in both the stage and film productions of *Cabaret*.

He has made numerous television appearances, including the final 6 episodes of the HBO series "Oz" and NBC's "Law and Order: Criminal Intent." Recently, his first book of photographs, *Pictures I had to Take*, was published and he returned to Broadway in the original musical *Wicked*.

**HERE SHE IS, WORLD!**

*The cast, producers and entire Broadway GYPSY family congratulate*

**BERNADETTE PETERS**

*on her Matrix Award.*

*You really are changing the world...  
one showstopper at a time!*

PHOTO: ANDREW ECCLES

# 75th Anniversary Recognition

## 75 Years of Stories, Struggles and Smiles

For many Americans, 1929 and the crash of the stock market in October was an ending to one of the most joyous times in our country's history. But for New York women working in the field of communications, 1929 was a beginning. It was then that a pioneering group of women established a chapter of Theta Sigma Phi, the first female journalism fraternity, in New York. One of their goals was to obtain the same pay as men for newspaper jobs.

In the 75 years that have passed, much has changed for women in communications. Women are television network bureau chiefs, they write exposés and produce award-winning documentaries—some are even CEOs. Yet, as a whole, women in the communications industry still don't earn as much as men. According to AFL-CIO Human & Women's Rights Department and Public Policy Department 2002 statistics, on a national basis, women editors and reporters with similar education, skills, and experience, earn 86 cents for every dollar a man makes. We've come a long way, baby, but we're not finished.

Theta Sigma Phi was renamed Women in Communications (WICI) in 1972 to convey a more professional image. In 1996, WICI became the Association for Women in Communications (AWC). Two years later, the New York chapter officially broke away from AWC as New York Women in Communications (NYWICI) to provide its members with more direct benefits.

Recently, in recognition of its 75 years, past NYWICI presidents and Matrix winners met to share their thoughts about the organization and how it has helped them cope with change. They swapped war stories—and there were plenty. Surely their comments will strike a cord with many of you, and maybe even bring a smile.

## How it Used to Be

### SIBBY CHRISTENSEN

Last president of the New York chapter of Theta Sigma Phi, 1972

"We voted to admit men at the same convention we voted to change the name to WICI. Everyone joked about that. There were fights until 3 a.m. about that vote—but it was ultimately decided that we should put our money where our mouths were. One of our first male members was John Mack Carter, editor in chief of the *Ladies Home Journal*. His office was raided by radical feminists because they felt that the stories were too 'soft.' And you know what? He agreed with them! That's why he became a member.

"If you started out on the woman's page in a newspaper, you would never get out of that section—even if you could speak multiple languages."



**FORTUNA CALVO-ROTH**  
NYWICI President, 1991-1992

"The beginning of my career was tough. There were dirty jokes that would be considered sexual harassment today. In 1969, I wore a skirt that fell a little above my knees and was told I had a nice pair of legs.

"I was waiting in the office of Chile's Minister of Finance for an interview. He walked in and immediately walked right out. When he came back, he looked at me and said, 'I thought I was being interviewed by a journalist.'

"When I arrived to interview the Minister of Oil in Venezuela, his secretary couldn't believe it. She said, 'Let's wait for your boss to get here.'"

### BETTY ROLLIN

Matrix winner, Broadcasting, 1989

"I became a network correspondent for NBC News in 1972. There was a lot of pressure to cover politics, hard news, and other traditionally 'male' subjects. I wanted to cover social problems. Because I stayed true to my own interests, I did not advance as much as I could have had I covered hard news."

### LAUREL CUTLER

Matrix winner, Advertising, 1985

"I received a call from the chairman of the board in 1985. They wanted me on the board, but my mentor had to step down. In those days, the women's ladder was one person wide. No woman could ascend without somebody else being pushed down. In this case, horror of horrors, a woman who had been nothing but kindness and leadership and inspiration to me."

### LUCY JARVIS

Matrix winner, Broadcasting, 1973



"In 1960, I was an executive producer at NBC when I obtained permission (with the help of President Kennedy) to produce an exclusive

program on the Kremlin. Without knowing what was going on, I was filming during the Cuban Missile Crisis. I jokingly sent a cable to Pierre Sallinger, Kennedy's press secretary, that said something like, 'I hear Kennedy is having an argument with Khrushchev. Can't he wait until after we're finished filming?'

"When I returned to the U.S., I was summoned to the White House,

where I apologized for the cable. I said, "Mr President, you must understand, I had no idea what was going on. There were no radios, no televisions, no local newspapers!" With tongue in cheek, he informed me that he and Khrushchev had struck a deal—if the Soviets could get their missiles out of Cuba, he would get me out of the Kremlin.

"From that point on, my career leapt into high profile. I went on to become the first female network television producer. Before I arrived, women with graduate degrees were secretaries, gofers, and coffee carriers. Women weren't even allowed to be researchers.

"I was hired by CBS to produce a new program called 'The Woman.' The director, the associate producer, and all the researchers were men.

"I thought it was unfair that I was the only woman at NBC, so I helped bring a class action lawsuit against the network. I did it with the encouragement of NYWICI, which inspired me to believe that women should have their day in the sun, their place at the networks. We won the case, and CBS and ABC had to follow suit."



**PEGGY CONLON**  
Matrix winner, Advertising, 2002

"When I started my career, I was usually the only woman in the room. It was always a struggle to be taken seriously as a peer. The old idiom, 'You have to work twice as hard' I found to be very true.

"NYWICI has played a big role in empowering women and helping them achieve their highest level of success."



**SARAH FRANK**  
Matrix winner, Broadcasting, 1994

"Being a woman in a traditionally male-dominated field was not a challenge until

I was offered another job at a tremendous salary. I didn't want to leave my present job, so I approached my boss and asked him if he would match the offer. Of course, they didn't, and my boss told me, 'Sometimes you have to leave the company and be asked to come back.' Well, he proved to be right. I was asked to re-join the company at the top of the department. And I didn't have the least bit of interest. I had moved way beyond."



**KATI MARTON**  
Matrix winner, Books, 2002

"I started out in the 1970s as a radio correspondent with NPR. I had to fight not to cover consumer stuff."

**BETH FALLON**  
Matrix winner, Newspapers, 1981

"My boss said to me, 'There will never be a woman in the newsroom, and it's too bad because you're so good.'

"NYWICI is an immense force beyond just communications."

**LYNN POVICH**  
Matrix winner, Magazines, 1976

"I was a researcher at *Newsweek* magazine when the women's movement started. It occurred to us that we were being discriminated against because all the reporters and writers were men and the researchers were

women. So we sued for sex discrimination. We won the suit, but had to sue again two years later for breach of contract. And we won again."

## The Benefits of NYWICI Membership

**KATE WHITE**  
Matrix winner, Magazines, 2003



"Women in male-dominated fields at times feel like they are in a vacuum. Some women have told me, 'When men are around, I lose my authentic voice.' NYWICI supports these women.

"You get a lot of mentors, not just one. This is important because one mentor can't be great at everything.

"We make each other envious, and that's a good thing.

"The Matrix luncheon eggs you on. It makes you think, 'Wouldn't it be great to be up there one day?'"

**MADELINE AMGOTT**  
Matrix winner, Broadcasting, 1975, and NYWICI president, 19803-1984



"It was great to meet other members of the media informally. We kept each other's spirits up in the tough years."

**CHARLOTTE KLEIN**  
Matrix winner, Public Relations, 1975

"At the height of the feminist revolution, NYWICI helped to give a handful of women confidence to move ahead. We got a taste of empowerment which was extremely important."

# 75th Anniversary Recognition (continued)

## LOU HAMMOND

**Matrix winner, Public Relations, 1992**

"We are all more savvy because of NYWICI."

"I met my best friend through NYWICI 25 years ago."

## ELIZABETH CROW

**NYWICI past president, 1999-2000**

"Women today have to be faster sooner and sharper earlier. That's where NYWICI comes in. Its a support system of women who face the same challenges as you."

## SARAH FRANK

**Matrix winner, Broadcasting, 1994**

"Where else are you going to meet women in other parts of the industry?"

## PATRICIA O'CONNELL

**NYWICI President, 1992-1993**



"NYWICI is a constantly evolving organization. It moves with the times and anticipates change. NYWICI is a resource

for information about what is happening and what is about to happen. I can't imagine a more important organization.

"You're always meeting more people, learning about different managerial styles, and making new friends."

## SONDRA GORNEY

**Matrix winner, Public Relations, 1973**

"I gained a great deal by rubbing elbows with women I respected."

## JUDY CORMAN

**Matrix winner, Public Relations, 2001**

"NYWICI gives you respect for yourself. It helps you to get past the feeling that you should defer to a man when you are in a meeting."

## JOAN LIPTON

**Matrix winner, Advertising, 1979 and NYWICI President, 1974-1976**



"I would never have been able to meet women in magazines or newspapers or someone who edits or publishes books."

## GAIL BLANKE

**Matrix winner, Public Relations, 1994**

"There isn't a hotter organization today for women in communications."

## The Next 75 Years

### CHARLOTTE KLEIN

**Matrix winner, Public Relations, 1975**

"NYWICI should move ahead to take up issues important to women in a non-partisan way. For example, a recent survey from the Center for the Advancement of Women showed that domestic violence and sexual assault are more important to women today than equal pay for equal work."

### PEGGY CONLON

**Matrix winner, Advertising, 2002**

"There is an opportunity now for women to use the power of communications to create positive social

change. Women should tap into their uniqueness and take charge of the social agenda in this country."

### ELIZABETH CROW

**NYWICI past president**

"Some people today think women's colleges are unnecessary. That couldn't be farther from the truth. Learning from other women is absolutely crucial. We have different ways of working that are better for women—and better for families. Understanding what women bring to the party and embracing it is a very important task in our culture."

### ELAINE REISS

**Matrix winner, Advertising, 1987**

"Child and elder care responsibilities continue to rest on women in a society that has changed greatly. It's an enormous struggle for us today."

### SIBBY CHRISTENSEN

**Last president of the New York chapter of Theta Sigma Phi, 1972**

"Women today still have a lot of self-prejudice."



### GAIL BLANKE

**Matrix winner, Public Relations, 1994**

"We are always dealing with confidence in

ourselves. The challenge moving forward is to remember how good we really are."



# PENGUIN GROUP (USA)

*Congratulates*

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**Susan Petersen Kennedy**

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*And all the 2004 Matrix Award Winners*

*We salute your distinguished achievements  
in the field of communications.*

READING MINDS SINCE 1838.



CHANGING THEM EVERY DAY.

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*Penguin Group (USA) is G. P. Putnam's Sons (1838) • Dutton (1852) • Frederick Warne (1865) • Grosset & Dunlap (1898) • Prentice Hall Press (1913) • Viking (1925) • Viking Children's (1933) • Penguin (1935) • Penguin Classics (1946) • New American Library (1948) • Signet (1948) • Jove (1949) • Ace (1953) • Berkley (1955) • Signet Classics (1957) • Studio (1959) • Dial Books for Young Readers (1961) • Price Stern Sloan (1963) • HP (1964) • Plume (1970) • Avery (1976) • Jeremy P. Tarcher (1972) • Puffin (1978) • Perigee (1980) • Philomel (1980) • Onyx (1986) • Penguin Compass (1988) • Alpha (1991) • Roc (1991) • Riverhead (1994) • Marian Wood (1996) • Alloy (2000) • Firebird (2002) • Gotham (2003) • Portfolio (2003) • Speak (2003) • Razorbill (2004) • Sentinel (2004) • The Penguin Press (2004) and we're still growing*



2004 Matrix Awards honoree: **Books**

## Susan Petersen Kennedy

President, The Penguin Group (USA)

Susan Petersen Kennedy is the President of the Penguin Group (USA). The Penguin Group (USA) is the U.S. affiliate of the internationally renowned Penguin Group.

Kennedy joined the Putnam Berkley Group in 1994 prior to the Penguin Putnam merger to strengthen its non-fiction presence and to establish her own hardcover and trade paperback publishing house, Riverhead Books. In less than three years, she guided Riverhead from start-up to profitability, assembling a team of editors who both recognize talent and excel at guiding it into the hands of readers. Following the belief that “writers come first,” the imprint has published many award-winning and best selling authors,

including Kathleen Norris, James McBride, Suze Orman, Nick Hornby, Harold Bloom, Rachel Remen, Marianne Williamson, and the Dalai Lama. In addition, she has published in G. P. Putnam’s Sons list such bestsellers as *It’s Not About the Bike* (Lance Armstrong story), *Eat Right for Your Type* and *Conversations with God*, which spent over two years on *The New York Times* best seller list.

After the Penguin Putnam merger in 1997, Kennedy was appointed to oversee Viking Penguin, where her goal was to focus and extend the established strengths of each imprint. Recent and upcoming best sellers in the Viking hardcover line include books by Terry McMillan, Nathaniel Philbrick, Jan Karon, Peggy Noonan, Saul Bellow, Helen Fielding, Caroline Alexander, Sue Monk Kidd, and Nobel Prize winner J.M. Coetzee.

In 2001 Kennedy was named President of the Penguin Group (USA). Most recently she has focused on the expansion of the company with the additions of Portfolio, Gotham, a new imprint, Penguin Press, led by Ann Godoff, and Sentinel, a list of politically conservative books. Portfolio’s official launch took place in winter 2003. The imprint aims to publish the world’s most distinctive and

authoritative voices on a range of pressing business topics. And already Portfolio has had its first *New York Times* best seller and six books on *The Wall Street Journal* best seller list.

From 1982 to 1992, Kennedy was Executive Vice President of Random House, Inc. and President of the Ballantine Publishing Group. Under her management, the division increased its gross revenue fivefold and quadrupled its profitability. Kennedy handled Ballantine's acquisition of Fawcett Books and House of Collectibles, and founded Ivy Books and the award-winning One World imprint.

Kennedy has been a past member of the Visiting Committee for Harvard University Press and a member of the Freedom to Publish Committee (an organization within the International Publisher's Association set up to investigate censorship throughout the world). She has served as a board member of the Association of American Publishers and as a former chair of its paperback publishing division. She is currently a member of the advisory board of the Women's Rights Project, a part of Human Rights Watch.

A native of Nebraska, Mrs. Kennedy is a cum laude graduate of Vassar College. She also holds an M.F.A. from New York University.

#### PRESENTER



**Ellen Burstyn**  
Actress

Ellen Burstyn's illustrious career has encompassed the stage, film and television. She began as a model and actress, appearing regularly on television on *the Jackie Gleason Show* as well as *The Doctors*, *Ben Casey* and *Iron Horse*.

She debuted on Broadway in 1957 in *Fair Game*. Her starring role in *Same Time, Next Year* in 1975 brought her a Tony Award as Best Actress, as well as The Drama Desk and Outer Circle Critics Awards. In the 1978 film version, she received a Golden Globe Award and an Academy Award nomination.

what matters

## Congratulations to all of the 2004 Matrix Award Winners

Your leadership and achievements are to be commended,  
as is your spirited commitment to the community.

From

**New York Women United in Philanthropy**  
an initiative of United Way of New York City

co-chaired by Jill Considine, President & CEO, The Depository Trust and Clearing Corp.  
and Lenore Puleo, Executive Vice President, KeySpan.



For more information on New York Women United in Philanthropy, please call (212) 251-4050.

[www.unitedwaynyc.org](http://www.unitedwaynyc.org)

# MATRIX Awards Hall of Fame

1971	1972	1973	1974	1975	1976
<b>Advertising</b> Jane Trahey	<b>Advertising</b> Mary Andrews Ayres	<b>Advertising</b> Jo Foxworth	<b>Advertising</b> Joan Murray	<b>Advertising</b> Shirley Polykoff	<b>Advertising</b> June Thursh
<b>Broadcasting</b> Aline Saarinen	<b>Broadcasting</b> Melba Toliver	<b>Broadcasting</b> Lucy Jarvis	<b>Books</b> Marya Mannes	<b>Arts &amp; Entertainment</b> Aileen Corbett*	<b>Books</b> Sylvia Porter
<b>Magazines</b> Gloria Steinem	<b>Magazines</b> Pat Coffin	<b>Magazines</b> Gail Sheehy	<b>Broadcasting</b> Rita Sands	<b>Books</b> Elizabeth Janeway	<b>Broadcasting</b> Marlene Sanders
<b>Newspapers</b> Theo Wilson	<b>Newspapers</b> Marylin Bender	<b>Newspapers</b> Eileen Shanahan	<b>Magazines</b> Shana Alexander	<b>Broadcasting</b> Madeline Amgott	<b>Magazines</b> Lynn Povich
<b>Public Relations</b> Bess Myerson	<b>Public Relations</b> Caroline Hood	<b>Public Relations</b> Sondra Gorney	<b>Newspapers</b> Charlotte Curtis	<b>Magazines</b> Geraldine Rhoads	<b>Newspapers</b> Gay Pauley
			<b>Public Relations</b> Susanne Loeb	<b>Newspapers</b> Judy Klemesrud	<b>Public Relations</b> Jean Schoonover
				<b>Public Relations</b> Charlotte Klein	

1983	1984	1985	1986	1987	1988
<b>Advertising</b> Patricia Martin	<b>Advertising</b> Tamara K. Homer	<b>Advertising</b> Laurel Cutler	<b>Advertising</b> Marcella Rosen	<b>Advertising</b> Elaine S. Reiss	<b>Advertising</b> Carolyn Carter
<b>Books</b> Maya Angelou	<b>Books</b> Susan Brownmiller	<b>Books</b> Barbara Taylor Bradford	<b>Books</b> Alice Walker	<b>Books</b> Wendy Weil	<b>Books</b> Genevieve Young
<b>Broadcasting</b> Kay Koplowitz	<b>Broadcasting</b> Diane Sawyer	<b>Broadcasting</b> Mary Alice Williams	<b>Broadcasting</b> Charlayne Hunter-Gault	<b>Broadcasting</b> Jane Pauley	<b>Broadcasting</b> Carolyn Wall
<b>Magazines</b> Jane Bryant Quinn	<b>Magazines</b> Patricia Ryan	<b>Magazines</b> Helen Gurly Brown	<b>Magazines</b> Kate Rand Lloyd	<b>Magazines</b> Susan L. Taylor	<b>Magazines</b> Myrna Blyth
<b>Newspapers</b> Mary McGrory	<b>Newspapers</b> Enid Nemy	<b>Newspapers</b> Flora Lewis	<b>Newspapers</b> Dorothea M. Brooks	<b>Newspapers</b> Beverly Stephen	<b>Newspapers</b> Anna Quindlen
<b>Public Relations</b> Charlotte Kelly Veal	<b>Public Relations</b> Judy Lynn Prince	<b>Public Relations</b> Eleanor Lambert	<b>Public Relations</b> Meredith Fernstrom	<b>Public Relations</b> Margaret Booth	<b>Public Relations</b> Marilyn Laurie

1995	1996	1997	1998	1999	2000
<b>Advertising</b> Shelly Lazarus	<b>Advertising</b> Charlotte Beers	<b>Advertising</b> Mary Lou Quinlan	<b>Advertising</b> Sally Minard	<b>Advertising</b> Linda Srere	<b>Advertising</b> Linda Kaplan Thaler
<b>Books</b> Toni Morrison	<b>Arts &amp; Entertainment</b> Whoopi Goldberg	<b>Arts &amp; Entertainment</b> Nora Ephron	<b>Arts &amp; Entertainment</b> Bette Midler	<b>Arts &amp; Entertainment</b> Meryl Streep	<b>Arts &amp; Entertainment</b> Judith Jamison
<b>Broadcasting</b> Cokie Roberts	<b>Books</b> Amy Tan	<b>Books</b> Esther R. Newberg	<b>Books</b> Anthea Disney	<b>Books</b> Nan Talese	<b>Books</b> Patricia Cornwell
<b>Magazines</b> Elizabeth Tilberis	<b>Broadcasting</b> Geraldine Laybourne	<b>Broadcasting</b> Rosie O'Donnell	<b>Broadcasting</b> Phyllis McGrady	<b>Broadcasting</b> Katie Couric	<b>Broadcasting</b> Patricia D. Fili-Krushel
<b>Newspapers</b> Carolyn Lee	<b>Magazines</b> Martha Stewart	<b>Magazines</b> Anne Sutherland Fuchs	<b>Magazines</b> Rochelle Udell	<b>Magazines</b> Dorothy Kalins	<b>Magazines</b> Ann Jackson
<b>Public Relations</b> Patricia Matson	<b>Newspapers</b> Liz Smith	<b>New Media</b> Red Burns	<b>Newspapers</b> Janet Robinson	<b>New Media</b> Esther Dyson	<b>New Media</b> Candice Carpenter
	<b>Public Relations</b> Patrice Tanaka	<b>Newspapers</b> Laura Landro	<b>Public Relations</b> Pilar Crespi	<b>Newspapers</b> Debbly A. Krenek	<b>Newspapers</b> Katharine Graham
		<b>Public Relations</b> Betty Hudson		<b>Public Relations</b> Joyce Hergenhan	<b>Public Relations</b> Ranny Cooper

1977	1978	1979	1980	1981	1982
<b>Advertising</b> Nadeen Peterson	<b>Advertising</b> Rena R. Bartos	<b>Advertising</b> Joan Lipton	<b>Advertising</b> Franchellie Cadwell	<b>Advertising</b> Jane Brown Maas	<b>Advertising</b> Caroline R. Jones
<b>Books</b> Gloria Emerson	<b>Books</b> Barbara Seaman	<b>Arts &amp; Entertainment</b> Harriet Rabb*	<b>Books</b> Frances FitzGerald	<b>Books</b> Letty Cottin Pogrebin	<b>Books</b> Joyce Carol Oates
<b>Broadcasting</b> Ann Berk	<b>Broadcasting</b> Barbara Walters	<b>Books</b> Barbara Tuchman	<b>Broadcasting</b> Pamela Hill	<b>Broadcasting</b> Pegeen Fitzgerald	<b>Broadcasting</b> Kay J. Wight
<b>Magazines</b> Beatrice Buckler	<b>Magazines</b> Patricia Carbine	<b>Broadcasting</b> Betty Furness	<b>Magazines</b> Ruth Whitney	<b>Magazines</b> Judith Daniels	<b>Magazines</b> Cathleen Black
<b>Newspapers</b> Ada Louise Huxtable	<b>Newspapers</b> Jane E. Brody	<b>Magazines</b> Marcia Ann Gillespie	<b>Newspapers</b> Suzanne Garment	<b>Newspapers</b> Beth Fallon	<b>Newspapers</b> Karen W. Arenson
<b>Public Relations</b> Muriel Fox	<b>Public Relations</b> Dr. Dorothy Gregg	<b>Newspapers</b> Barbara Yuncker	<b>Public Relations</b> Barbara Hunter	<b>Public Relations</b> Letitia Baldrige	<b>Public Relations</b> Jeannette E. Paladino
		<b>Public Relations</b> Elaine R. Pitts			

1989	1990	1991	1992	1993	1994
<b>Advertising</b> Kim Armstrong	<b>Advertising</b> Louise McNamee	<b>Advertising</b> Penny Hawkey	<b>Advertising</b> Helayne Spivak	<b>Advertising</b> Paula Forman	<b>Advertising</b> Ruth A. Wooden
<b>Books</b> Nancy Evans	<b>Books</b> Phyllis E. Grann	<b>Arts &amp; Entertainment</b> Annie Leibovitz*	<b>Arts &amp; Entertainment</b> Callie Khouri	<b>Arts &amp; Entertainment</b> Penny Marshall	<b>Arts &amp; Entertainment</b> Mary Ellen Mark
<b>Broadcasting</b> Betty Rollin	<b>Broadcasting</b> Lynn Sherr	<b>Books</b> Lynn Nesbit	<b>Books</b> Fredrica S. Friedman	<b>Books</b> Terry McMillan	<b>Books</b> Naomi Wolf
<b>Magazines</b> Ellen Levine	<b>Magazines</b> Tina Brown	<b>Broadcasting</b> Joan Lunden	<b>Broadcasting</b> Sylvia Chase	<b>Broadcasting</b> Lesley Stahl	<b>Broadcasting</b> Sarah Frank
<b>Newspapers</b> Gail Collins	<b>Newspapers</b> Marian Burros	<b>Magazines</b> Grace Mirabella	<b>Magazines</b> Elizabeth Valk Long	<b>Magazines</b> Jacqueline McCord Leo	<b>Magazines</b> Ann S. Moore
<b>Public Relations</b> Frances Friedman	<b>Public Relations</b> Michelle H. Jordan	<b>Newspapers</b> Karen Elliott House	<b>Newspapers</b> Aileen Mehle	<b>Newspapers</b> Alessandra Stanley	<b>Newspapers</b> Maureen Dowd
		<b>Public Relations</b> Terrie Williams	<b>Public Relations</b> Lou Rena Hammond	<b>Public Relations</b> Jean L. Farinelli	<b>Public Relations</b> Gail Blanke

2001	2002	2003	2004
<b>Advertising</b> Andrea Alstrup	<b>Advertising</b> Peggy Conlon	<b>Advertising</b> Daisy Exposito-Ulla	<b>Advertising</b> Ann Fudge
<b>Arts &amp; Entertainment</b> Lois Smith	<b>Arts &amp; Entertainment</b> Eve Ensler	<b>Arts &amp; Entertainment</b> Jane Rosenthal	<b>Arts &amp; Entertainment</b> Bernadette Peters
<b>Books</b> Jane Friedman	<b>Books</b> Kati Marton	<b>Books</b> Carolyn K. Reidy	<b>Books</b> Susan Petersen Kennedy
<b>Broadcasting</b> Judy McGrath	<b>Broadcasting</b> Carole Black	<b>Broadcasting</b> Sheila Nevins	<b>Broadcasting</b> Paula Zahn
<b>Magazines</b> Valerie Salembier	<b>Magazines</b> Anna Wintour	<b>Magazines</b> Kate White	<b>Magazines</b> Martha Nelson
<b>New Media</b> Pamela Thomas-Graham	<b>New Media</b> Meg Whitman	<b>Newspapers</b> Gretchen Morgenson	<b>Newspapers</b> Alix M. Freedman
<b>Newspapers</b> Joanne Lipman	<b>Newspapers</b> Helen Thomas	<b>Public Relations</b> Maurie Perl	<b>Online Media</b> Neil Merlino
<b>Public Relations</b> Judy Corman	<b>Public Relations</b> Madeline M. de Vries	<b>Service Communications</b> Christy A. Ferer*	<b>Public Relations</b> Debra Shriver

\*Indicates Special Awards



2004 Matrix Awards honoree: **Broadcasting**

## Paula Zahn

Anchor, CNN—"Paula Zahn Now"

Paula Zahn is anchor for CNN's weeknight prime time evening program, "Paula Zahn Now," an issues-driven program offering live newsmaker interviews and meaningful discussion and analysis from an exclusive roster of contributors.

Based in the network's New York bureau, Zahn also hosts "People in the News," CNN's feature-format program with *People* magazine profiling newsmakers from politics, sports, business, medicine and entertainment. Previously, Zahn anchored the network's flagship morning news program, "American Morning with Paula Zahn," which she helped launch in fall 2001.

In 2003, Zahn anchored and provided the latest news on "Operation Iraqi Freedom," interviewing multiple guests, including family members of troops, diplomats, Iraqi-Americans and politicians. On her first day with CNN, Zahn began continuous on-scene coverage of the Sept. 11 terrorist attack on the World Trade Center towers in New York. In the course of

that reporting, she interviewed multiple rescue workers, survivors, dignitaries and officials, including Jordan's King Abdullah, U.S. Secretary of State Colin Powell, N.Y. Gov. George Pataki, former U.S. envoy Richard Holbrooke and U.S. Sen. Orrin Hatch, to name a few.

Before joining CNN in September 2001, Zahn was host of "The Edge with Paula Zahn," a daily news program on Fox News Channel. She joined Fox in 1999 as anchor of its evening news, "The Fox Report." Previously she spent 10 years at CBS News, where she co-hosted "CBS Morning News" and anchored the "CBS Evening News Saturday Edition." She also co-anchored the 1994 Olympic Winter games in Lillehammer, Norway, and served as prime time co-host of the 1992 Olympic Winter Games in Albertville, France. Earlier, Zahn served as co-anchor of "World News This Morning" and anchored news segments of "Good Morning America" on ABC. Zahn joined ABC in November 1987 as anchor of "The Health Show."

Zahn began her career at WFAA-TV in Dallas. In 1979, she moved to San Diego to work for KFMB-TV. Zahn also worked at KPRC-TV in Houston, WNEV-TV (now WHDH-TV) in Boston and

KCBS-TV in Los Angeles before joining ABC News.

Zahn has received numerous honors and awards, including a 2002 American Women in Radio and Television award for her reporting on the Sept. 11 terrorist attacks, a 1994 Emmy for Outstanding Coverage of a Continuing News Story for her reporting on mainstreaming the mentally disabled into education, the National Commission of Working Women Broadcasting Award and an AWRP Award for reporting on gender bias in education. Zahn also received an Albert Einstein College of Medicine Spirit Achievement Award, the Women of Vision Award from the Women's Philanthropy Institute, Spirit of Life Award from the City of Hope Cancer Center, the Nancy Dickerson Whitehead Award for Public Service, the Second Annual Cancer Awareness Award by the Congressional Families Action for Cancer Awareness and a citation from New York's Beth Israel Medical Center for her contributions to the battle against breast cancer.

Zahn, an experienced cellist who began playing when she was 5, made her Carnegie Hall debut in 1992 performing with the New York Pops orchestra. She earned a bachelor's degree in journalism from Stephens College in Columbia, Mo., attending on a cello scholarship.

#### PRESENTER



**Candice Bergen**  
Actress

Candice Bergen starred in the critically acclaimed CBS comedy "Murphy Brown," for which she received five Emmy awards and two Golden Globe awards for her role as 'Murphy'. Candice had earlier received extraordinary critical and audience responses for her performance as a college student caught up in turmoil of a campus revolt in "Getting Straight," as the personification of the clean cut all-American dream girl of the '40's in Mike Nichols' "Carnal Knowledge," and as the newly liberated wife in "Starting Over," for which she received an Oscar nomination for Best Supporting Actress.



Congratulations to the  
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We honor and celebrate you.

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Julie Livingston Nancy Megan Karen Schadow Lori Schwab Patrice Tanaka

# CNN



Anchor, CNN-Paula Zahn Now

## Paula Zahn REMARKABLE WOMEN

### CHANGING THE WORLD

The Time Warner family is proud to join the salute to our very own **Paula Zahn** and **Martha Nelson**, 2004 Matrix Award Winners.

The contributions and talent of all of today's honorees are an inspiration.

Congratulations to **NYWICI**. Seventy-five years of advocacy and support of women in communications has strengthened us all.

People

Martha Nelson  
REMARKABLE  
WOMEN



Managing Editor, *PEOPLE* magazine

CHANGING THE WORLD

CONGRATULATIONS  
FROM YOUR FRIENDS  
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CNN

People

Time Inc.

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2004 Matrix Awards honoree: **Magazines**

## Martha Nelson

Managing Editor, *People*

Martha Nelson is managing editor of *People*, which celebrates its 30th anniversary in April 2004 and reports over 36 million readers. She returned to the magazine in 2002, having left in 1994 to become founding editor of *In Style*, created that year by Time Inc. Prior to this, she had been assistant managing editor for *People* and a consulting editor at *Who Weekly*, *People's* sister publication in Australia. In addition, Nelson was editor-in-chief of *Savvy* and *Women's Sports & Fitness*, staff editor at *Ms.* magazine and managing editor of *Signs: Journal of Women in Culture & Society*.

Nelson serves on the board of directors of The American Society of Magazine Editors, The Drama Department, a New York-based non-profit theater collective to develop and produce new works and neglected classics and The Aids Community Research Initiative of America and is also on the New York University Graduate School of Arts & Sciences Advisory Board.

Among many awards in 2003, she received on behalf of *People*: The Actors' Fund of America's Corporate Citizen Award for the magazine's coverage of the entertainment industry for almost three decades; Magazine of the Year at the annual Luce Awards, given to honor editorial excellence at Time Inc. and the PPFA Maggie Award from the Planned Parenthood Association of America for a July 29, 2002 article, "An Iowa Mystery." The magazine was voted the "hottest" magazine in the fall 2003 feature on pop culture in Advertising Age. *People* was also named one of Adweek's "heavy hitters" in 2003. In the prior year, the weekly was honored with a number of circulation accolades, including Circulation Management's first Circulation Excellence Awards' Lifetime Achievement Award and Capell's Circulation Report's "Best Performers in Circulation over the Last Two Decades," as well as "Best Circulation Performer in 2002."

Nelson was a speaker at the White House Conference on Missing and Exploited Children and she was honored by the second annual "Hope Awards" by the National Center for Missing & Exploited Children for her work to increase awareness of the issues surrounding

missing children. She was invited by the President of the United States to the signing of the Amber Alert bill at The White House in April 2003. In 2002, she was recognized by The Bottomless Closet, an organization that promotes economic self-sufficiency to New York City women on public assistance as well as economically disadvantaged women. She was presented with the Cosmetic Executive Women Achiever Award and in 1999, *Brill's Content* named her one of the top 25 most influential people in media.

Under her direction at *In Style*, its rate base grew from 500,000 in 1994 to 1.5 million in 2002, making it one of the most successful launches in publishing history. That year, *In Style Portfolio* was introduced with *In Style Weddings*, *In Style Makeover*, *In Style The Look* and *In Style Entertaining*. The award-winning magazine also expanded to Germany, Australia and the UK, under Nelson. She oversaw the production of seven one-hour network TV specials based on the magazine's content as well as the on-line magazine, InStyle.com.

Nelson, who lives in New York City, received her B.A. in art history from Barnard College.

#### PRESENTER



**Hilary Swank**  
Actress

A native of Bellingham, Washington, Hilary Swank won the Academy Award for Best Actress for her performance in *Boys Don't Cry*, as well as the Golden Globe and the Independent Spirit Award. She has appeared in *The Gift*, *The Affair of the Necklace*, *Insomnia* and *The Core*. Most recently, she starred in the HBO drama, *Iron Jawed Angels* that premiered in February. Also in February, Swank finished shooting *Red Dust*, which filmed on location in South Africa. She currently lives in New York with her husband, Chad Lowe.

*Advertising Age salutes our esteemed colleagues:*

**Debra Shriver** - Hearst Corporation

**Ann Fudge** - Young & Rubicam

**Martha Nelson** - People Magazine

**Paula Zahn** - CNN

*Congratulations*

to all of the 2004 Matrix honorees.

**AdvertisingAge**

AdAge.com

# NYWICI Foundation Scholarships



## The NYWICI Foundation: Making a Difference

**N**YWICI has always been about sisterhood, women helping other women advance in their careers. And since the creation of the NYWICI Foundation, members have also had an opportunity to reach out to the next generation of women communicators.

**T**he NYWICI Foundation, an arm of the not-for-profit NYWICI, was established in 2000 to help our younger sisterhood successfully enter the world of communications. "Our mission is to identify talented young women who plan on communications careers, help support them financially, and provide friendship and encouragement as they advance into leadership positions," says Gail Blanke, chair and president of the NYWICI Foundation. "We're a very young organization, but already we are the largest communications foundation for women in the tri-state area."

**T**he highlight of the Foundation is its scholarship program. This year, more than \$70,000 is being awarded to exceptional undergraduate and graduate students who have the talent and drive to become leaders

in the field of communications. The Foundation would like to thank this year's scholarship sponsors, The Interpublic Group and *Glamour* magazine. Their generous donations helped make this a recordbreaking year for our scholarship program. The following young women are here with us today to accept their awards:

### HIGH SCHOOL STUDENTS:

Cady Johnson  
Joanika Leblanc  
Meredith Levin  
Denise Martinez

### UNDERGRADUATE STUDENTS:

Genevieve Byrd  
Kristin Carter  
Lauren Gould  
Sherice Hughey

### GRADUATE STUDENTS:

Nellie Hsu  
Miriam Kriegel  
Christy-Ann Waterman

**I**n addition to financial assistance, the scholarship recipients receive a network of support from NYWICI. "Ongoing friendship is the key. NYWICI members will become their

mentors, share their knowledge, guide them through their careers and even connect them with potential internships," says Blanke, who is also a motivational speaker, executive coach and best-selling author.

**I**n addition to the scholarship program, the Foundation also sponsors other events throughout the year. The 2003 NYWICI Foundation Student Career Conference, held last November, was our biggest and most successful Conference yet. More than 200 young women and men gathered at the Roosevelt Hotel in Midtown to hear presentations by industry leaders in all areas of communications, from advertising to broadcasting to corporate communications.

**T**he next NYWICI Foundation event, The Legends of Our Lives, will take place in June.

**N**YWICI's spirit of sisterhood is alive and well in the Foundation's work. For complete information on all of the Foundation's programs, log on to [www.nywicifoundation.org](http://www.nywicifoundation.org).



## Gratitude Fund

Contribute to the fund when something wonderful happens to you or someone you know—personally or professionally, big or small.

Your gratitude for your good moments will translate into making someone else joyful and helping to change a future.

[www.nywicifoundation.org](http://www.nywicifoundation.org)

The NYWICI Foundation Board of Directors  
congratulates all of this year's  
Matrix Award winners

Alix M. Freedman  
Ann Fudge  
Susan Petersen Kennedy  
Nell Merlino

Martha Nelson  
Bernadette Peters  
Debra Shriver  
Paula Zahn

Gail Blanke **President**

Eileen Roper Ast  
Barbara Brennan  
Joannie C. Danielides  
Leslee Dart  
Ross Ellis  
Nancy Evans  
Nancy Glaser

Donna Hanover  
Nancy Megan  
Nancy Rabstejnek Nichols  
Maurie Perl  
Elisa Shevitz  
Debra Shriver  
Terrie Williams



2004 Matrix Awards honoree: **Newspapers**

## Alix M. Freedman

Senior Editor, *The Wall Street Journal*

Alix Freedman is a senior editor at *The Wall Street Journal*. Her responsibilities include working with the paper's news bureaus and Page One to guide investigative projects, undertaking her own in-depth reporting projects and working as a member of the rotating team of editors responsible for the final-reading of Page One. Prior to assuming her current position in June 2002, she had been the Journal's investigative projects editor since September 1999.

Freedman joined the Philadelphia bureau of the Journal as a reporter in June 1984. She moved to the New York bureau in 1987, covering the food and tobacco industry and was promoted to senior special writer, doing investigative reporting in July 1991.

In 1996, Freedman won a Pulitzer Prize in the national affairs category for her coverage of the tobacco industry, including a report that exposed how ammonia additives heighten nicotine potency.

In 2002, Freedman and Journal colleague Steve Stecklow were nominated finalists for the Pulitzer Prize in the international reporting category for their reports revealing little-known ways that Saddam Hussein profited

from the United Nations sanctions meant to punish him.

In 1999, Freedman won the George Polk Award for excellence in journalism in international reporting; first place in the investigative reporting category and Best of Show in the National Headliner Awards; the Sigma Delta Chi Award of the Society of Professional Journalists for investigative journalism; and the Deadline Club Award for investigative journalism for her page-one story "Population Bomb." The story was an account of how two American contraceptive researchers arranged for chemical sterilization of more than 100,000 women in developing nations, using quinacrine, the potentially carcinogenic contraceptive. Also in 1999, Freedman was a Pulitzer Prize finalist and a finalist in the investigative reporting category of the Goldsmith Prize and the Roy W. Howard Award and in the ICIJ Award for Outstanding International Investigative Reporting for "Population Bomb." She also received a certificate in the Investigative Reporters and Editors Awards for the story.

Freedman has received two Gerald Loeb Awards. In 1998, she and another Journal reporter won in the deadline category for their coverage of the tobacco industry's

liability settlement, and in 1993, she won in the large newspaper category for "Fire Power," an examination of how a secretive, Southern California family dominated the market for low-priced handguns frequently used in crimes. She was a 1994 Gerald Loeb finalist in the large newspaper category for her investigative article "Peddling Dreams." She has received two Front Page Awards from the Newswomen's Club of New York. In 1998, she and a Journal colleague won for deadline reporting, and in 1993, she and another Journal reporter won in the specialized writing category. In 1996, she received a first place award in investigative reporting from the Society of the Silurians for "Impact Booster." She was also a member of the Journal team that won the 1996 Sigma Delta Chi award for public service from the Society of Professional Journalists for 1995 coverage of the tobacco industry.

Prior to joining the Journal, Freedman worked as a news assistant for *The New York Times* and as a staff reporter for *Business Week* magazine.

Freedman is a graduate of Harvard University with a bachelor's degree in history and literature.

#### PRESENTER



**Mandy Grunwald**  
President, Grunwald Communications

Mandy Grunwald, the award-winning President of Grunwald Communications, has been a Democratic media consultant for almost 20 years. She has designed the strategy and produced ads for dozens of candidates including Senators Daniel Patrick Moynihan [NY], Hillary Clinton [NY], Paul Wellstone [MN], Patrick Leahy [VT] and Wendell Ford [KY]; Governors Roy Romer [CO], Barbara Roberts [OR], Jeanne Shaheen [NH], and Wallace Wilkinson [KY]; Mayor Wellington Webb [Denver] and Controller Kathleen Connell of California. A native New Yorker, Grunwald, named one of the 1992 *Newsweek* Women of the Year, now lives in Washington, DC.

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2004 Matrix Awards honoree: **Online Media**

## Nell Merlino

President & CEO, Count Me In For Women's Economic Independence

Nell Merlino is the President, CEO and co-founder of Count Me In for Women's Economic Independence, dedicated to helping women achieve economic independence. The nonprofit 501(c)3 organization, provides small business loans online and increases women's access to credit and

capital by making systemic changes in credit scoring.

Merlino reports that Count Me In is the first organization of its kind in the world to make micro-business loans available online. It breaks new ground using a woman-friendly credit scoring system. To date, Count Me In has over 425 loans to women in all 50 states. American Express, Verizon, MetLife and Office Depot along with the Skoll Foundation, family foundations and thousands of individuals support the organization.

Women with a dream, aspirations and/or the need to start a business can go to [www.count-me-in.org](http://www.count-me-in.org) for the guidance and resources necessary to get them through the challenging and exciting process.

Merlino is also the founder and president of Strategy Communication Action, Ltd. (SCA), a New York City-based firm specializing in the creation of public education campaigns. Since 1988, Merlino has been motivating millions of people to take action. She is the creative force behind Take Our Daughters to Work Day, which she designed and produced for the Ms. Foundation for Women in 1993. In ten years, over 71 million Americans have participated in the day.

Prior to founding Count Me In and SCA, Merlino worked in two state governments, was an advance woman in presidential politics, a union organizer and a Fulbright Scholar.

For her work on behalf of women, girls and families, she is recognized in the books, *Remarkable Women of the Twentieth Century: 100 Portraits of Achievement* and *Laws of the Bandit Queens*. Nell received the *Forbes* magazine Trailblazer Award in 2000 and was awarded the 1994 Fulbright Award for Outstanding Achievement.

Merlino lives in Manhattan with her husband, Gary Conger.

#### PRESENTER



**Caroline Hirsch**  
President, Carolines Comedy Club

Native New Yorker Caroline Hirsch opened a small cabaret in Manhattan's Chelsea area, which eventually became the place for rising comedians. With comedy on the rise, Hirsch started booking performances by new comedians including the then unknown Jerry Seinfeld, Chris Rock, Jay Leno, David Alan Grier, Gary Shandling, and Sandra Bernhard. Carolines Comedy Club relocated to the South Street Seaport, where it became the first of its genre to offer entertainment combined with excellent food in a sophisticated environment. Today, Carolines holds center stage in the heart of Times Square.



# Scholastic salutes the 2004 Matrix Award winners!

# NYWICI Past Presidents

2002-2003	Patrice Tanaka
2001-2002	Debra Shriver
2000-2001	Mary Lou Quinlan
1999-2000	Elizabeth Crow
1998-1999	Barbara Brennan
1997-1998	Jacqueline Leo
1996-1997	Charlotte Tomic
1995-1996	Lynn Osborne
1994-1995	Susan Gessner
1993-1994	Eileen Roper Ast
1992-1993	Patricia O'Connell
1991-1992	Fortuna Calvo-Roth
1990-1991	Phyllis Kerle
1989-1990	Myrna Blyth
1987-1989	Mimi Bloomberg Kahn
1986-1987	Marilyn M. Bockman
1985-1986	Teresa A. Zimmerer
1984-1985	Mary P. Manilla
1983-1984	Madeline Amgott
1982-1983	Carolyn Carter
1981-1982	Dr. Dorothy E. Gregg
1980-1981	Mary Jane O'Neill
1979-1980	Nancy L. Tschirart
1978-1979	Jane Levere
1977-1978	Barbara Smith
1976-1977	Angela Tedesco
1974-1976	Joan Lipton
1973-1974	Marlene Sanders
1971-1973	Sibby Christensen
1970-1971	Marcia Powell
1968-1970	Pat Ludorf
1967-1968	Dorothy Hopkins
1965-1967	Anita Diamant Berke
1964-1965	Dorothy Hopkins
1962-1964	Charlotte Friel
1960-1962	Ida Sioan Snyder
1958-1960	Mary Osborne
1956-1958	Lucile D. Kirk
1954-1956	Lorraine E. Simmons
1952-1954	Ruth K. Mumbauer
1950-1952	Helen Staeuble
1948-1950	Sunny Charif

# SERVICE WITH A STYLE



As a champion for change, **Debra Shriver** has always served the media community with grace and style. **Hearst Magazines** salutes her and all the **2004 Matrix Honorees**.

Hearst Magazines. We read America.™



2004 Matrix Awards honoree: **Public Relations**

## Debra Shriver

Vice President, Chief Communications Officer, The Hearst Corporation

Debra Shriver is a seasoned communications executive with 25 years in corporate communications, public affairs and media relations, advertising and marketing. She has held senior positions at Ogilvy & Mather, MCI Communications and The Hearst Corporation, in addition to earlier work as a newspaper reporter, magazine stringer and advertising copywriter.

Currently, Shriver is vice president and chief communications officer for The Hearst Corporation. She serves as primary spokesperson and chief communications strategist for the company. She was senior vice president, marketing communications, for Hearst Magazines from 1996 until 1999. Shriver oversees all business communications and marketing efforts for the company's magazines group, which is the world's largest publisher of monthly magazines for women. Recently, she coordinated communications for the launches of *Lifetime*, *CosmoGIRL!* and *O, the Oprah Magazine*.

Prior to joining Hearst, Shriver served as senior vice president, communications, for the Newspaper Association of America, the largest trade group representing the \$55 billion newspaper industry. There, she was the publisher of *Presstime*, a monthly trade publication of newspaper news and trends. She also promoted the successful entry of newspapers into new media and on-line efforts, and published numerous studies on the state of the industry.

From 1989 to 1994, Shriver worked for MCI as director of

communications. She was part of the launch team for both Friends & Family, and 1-800-COLLECT. From 1983 to 1989, she was director of communications for the Washington, DC office of Ogilvy & Mather, where her clients included AT&T, The John F. Kennedy Center for the Performing Arts and the French Ministry of Tourism, among others. She began her career as a newspaper reporter for Gannett, Co., and was a stringer for *Newsweek's* Atlanta bureau while enrolled at the University of Alabama. There, she received an M.A. in journalism, and a B.A. in communications.

Until recently, Shriver served on the Board of Directors of New York Women in Communications, Inc. (NYWICI), and currently serves on the NYWICI Foundation Board, where she is a charter member. She is a past-president of both organizations. Shriver currently sits on the board of Literacy Partners. She is married to Jerry Shriver, a food and wine writer and columnist for *USA Today*, and resides in Manhattan.

**PRESENTER**



**Cathleen P. Black**  
President, Hearst Magazines

Dubbed "The First Lady of American Magazines," by *The Wall Street Journal* and "one of the leading figures in American publishing over the past two decades" by the *Financial Times*—Cathleen Black heads Hearst Magazines, a division of The Hearst Corporation and the world's largest publisher of monthly magazines. She oversees the financial performance and development of some of the industry's best-known titles: *Cosmopolitan*, *CosmoGIRL!*, *Esquire*, *Good Housekeeping*, *Harper's BAZAAR*, *Marie Claire*, *O, The Oprah Magazine*, *Popular Mechanics*, *Redbook*, and *Town & Country*. She also oversees 115 international editions in 100+ countries.

Matrix



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- SYDNEY
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- SEOUL

PROUD TO SUPPORT THE WOMEN WHO CHANGE THE WORLD,  
THE 2004 MATRIX HONOREES AND NYWICI IN THEIR 75TH YEAR!

# Matrix Award Winners

## *How'd they get here?*

Who do they admire?  
What did they learn?  
When did they know?  
Where are they going?



**Follow...**  
your own counsel  
—Ann Fudge

***I describe my success as...***

*living a full life. Being a free spirit. Taking on new and different challenges. Having an incredible family.*

***The most important skill I've learned is...***

*really a lesson: Living in the moment because each moment is filled with possibilities. Our tendency is to want to jump ahead, but you can miss really prime opportunities if you do. I think that people tend to move so fast that they are missing opportunities. This is something that I did not learn until I took time off to stand still a bit.*

***My advice to other women is...***

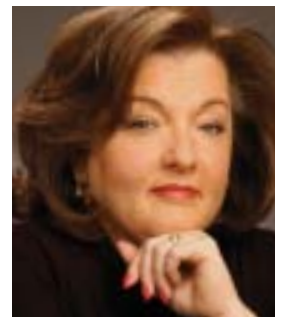
*don't listen to anybody's advice. Follow your own counsel.*

***What do you think about...Change:***

*it is a constant especially in our world today more so than ever. We need to embrace change as opportunity. I find that in the midst of change is where real growth can happen. Change is the seed, like the little mustard seed.*

## **ADVICE...** Have your own money

—Neil Merlino



***I describe my success as...***

*making things possible for people who didn't envision that possibility before—to have thought something up that influences popular culture makes me very happy.*

***The most important skill I've learned is...***

*prioritizing—knowing what's important and being able to pick that out.*

***My advice to other women is...***

*have your own money and your own bank accounts.*

***The women I admire include...***

*Hillary Clinton, Judith Jamison and Malalai Joya—a young Afgani woman who spoke out courageously against what she felt were criminal practices in her country.*

***One of the worst things is...***

*thinking you have no alternatives—feeling stuck. I think there is a different or more satisfying way to do almost everything—including dying—feeling stuck.*

***When I look forward...***

*I see greater opportunities but also greater responsibilities—as it relates to money—to help those who have been left out get on equal footing.*

***Don't be afraid to...***

*have your own stuff.*

***Never lose...***

*your sense of humor and confidence in yourself.*

***What do you think about...***

***Criticism...***

*don't let it get in your way.*

***Risk taking...***

*makes life very interesting—as long as you don't jeopardize your health.*

***Change...***

*inevitable, constant and the sooner one learns to roll with it the better.*



# Skill...

## Summon creativity on demand

-Debra Shriver

**I describe my success as...**

sheer will, perseverance, natural curiosity and a wide streak of competitiveness. Throw in a little luck and there you have it!

**My advice to women is...**

always anticipate that something great is about to happen to you. Keep both the ball gown and the hiking boots nearby. Update the passport and pack the suitcase. When opportunity knocks, say yes. Take the trip, interview for the job, make the dinner date. Life may be short, but it can be wide.

**The most important skill I've learned is...**

how to summon creativity on demand. Many people think creativity is a talent, but I actually believe it's a skill that you can cultivate. It's life's homework. I try to expose myself to art, architecture, politics, literature...it not only enriches your inner life while keeping you current but it can make you very smart at your day job.

**The women I admire include...**

every single editor I work with at Hearst,

plus Cathie Black, of course. Helen Gurley Brown, Oprah Winfrey, Amy Gross, Ellen Levine, Pam Fiori, Kate White, Atoosa Rubenstein. How lucky to be surrounded by the magazine muses of all time.

**One of the worst things is...**

to doubt yourself. Period.

**When I look forward I...**

conjure up "the Big List." It's a mental checklist of all those things that I haven't yet done but hope to do. The list gets longer but it gets more interesting.

**Don't be afraid to...**

say no. And, I'm not talking about the proverbial, "No, I can't take on another project." I'm referring to no as in "No, there might be a better way," or "No, let's try something different" or "No, we can do this better...bigger... faster."

**What do you think about...Criticism:**

For most of us, self-criticism is probably the toughest form of criticism. We have met the enemy, and she is us.

**What do you think about...**

**Risk taking...**

if you have a choice, choose to hang out with the risk takers. First, you'll have much more fun than with a group of conformists. Second, you'll learn twice as much. And third, you'll go farther and to places you would otherwise only imagine. Remember: all dreams are made of risk.

**Change...**

the earlier you befriend change, the better. Once you decide that change is really opportunity calling, you welcome it, anticipate it and eventually crave it. Most changes are good ones, and if you think that change is occasionally scary, it means you're still breathing.

**Never lose...**

your inner eight-year old. She knew how to play, how to dream and how to ask for what she wanted. She also knew that while you had to do your homework, recess would eventually come.



# Never lose...

## A sense of wonder

-Alix M. Freedman

**I describe my success as...**

I don't. I find thinking about the topic more paralyzing than constructive.

**My advice to other women is...**

have fun and enjoy yourself. At the end of the day, that's what counts.

**The most important skill I've learned is...**

holding my four-year-old daughter's tantrums to a minimum.

**What do you think about...Risk taking:**

I'm a big believer in risk taking—though with some definite guard rails. Reporting is a perfect outlet. One of the best parts of my job has been the opportunity to travel to remote and sometimes-dangerous places. Inevitably, the pre-reporting you've done has no relevance to the reality on the ground; the sources you're counting on suddenly have vanished. In short, you're starting from scratch and living

by your wits. It's exhilarating and mind-expanding. Even when stories don't require foreign travel, I still prefer to tackle hard-to-get stories where the odds of striking out are pretty high. Over the years, the "no risk, no reward" approach has resulted in some mistakes and failures—but few regrets.

**Never lose...**

a sense of wonder.

# Matrix Award Winners (continued)



## The Worst... giving up because it looks too hard.

-Susan Petersen Kennedy

### **I describe my success as...**

accidental, the fruit of long hard work, love of the printed word, committed writers of great talent, terrific human beings working with me on behalf of the books, and a lot of luck.

### **My advice to other women is...**

never forget to say I'm sorry when you have hurt a colleague, an employee or a member of your family. Tough may take you far but tenderness is the savor of life.

### **The most important skill I've learned is...**

listening. Talking came easily, thinking unfortunately followed talking; however, listening has been the key to helping others further their agenda and helping me enjoy mine.

### **The women I admire include...**

mothers everywhere who put their children first and dream of a better life for all of us.

### **One of the worst things is...**

giving up because it looks too hard, too hopeless, too complicated or too unappreciated.

### **When I look forward, I...**

am excited AND full of trepidation. Now that I realize that there is a whole world beyond me, my family, my industry, and my country, I see endless things to learn, endless needs to fill and

endless possibilities for joy. It is only now, late in my life that I am beginning to learn to laugh and that makes going forward seem possible even with all the challenges I see ahead.

### **Don't be afraid to...**

say: "I don't know;" "I'll find out;" "I need to think about that;" or "So-and-so would be better able to do/say/think about this than me."

### **What do you think about:**

#### **Criticism...**

hard to hear and very valuable.  
Hard to give and very valuable.

#### **Risk taking...**

imperative! Though not always good for your health. Half of me thrives on risks and the other half would never get out of bed. This makes for some interesting internal wars and, hopefully, balance.

#### **Change...**

difficult, exhilarating, sometimes sad, always inevitable for a healthy person and/or a thriving company.

#### **Never lose...**

perspective. You don't know everything, you can't do everything, and you won't get everything. You can learn, you can fail, and you probably have more than you actually need already. You just haven't paused to appreciate it.



## Never Lose

...Period! -Paula Zahn

### **I describe my success as...**

not being bothered by the small failures of life because I have learned how to avoid the big ones.

### **My advice to other women is...**

yes, you can.

### **Don't be afraid to...**

ask the tough questions. It's the ONLY way to get the answers.

### **Never lose...**

PERIOD!

(But, if you do, be gracious about it.)



## SUCCESS...

### Hard work, hard lessons and dumb luck

—Martha Nelson

**I describe my success as...**

*hard work, hard lessons and dumb luck. I try to surround myself with talented people and then share everything with them—the successes and the failures. I feel most secure when I'm surrounded by people who know more than I do, people who could step into my shoes without missing a beat. Competence is deeply reassuring; when it is missing, it scares me to death.*

**My advice to other women is...**

*take risks. A career is not a race from start to finish, but a wild ride on an uneven ocean. When you're surfing these waves, you go up and you go down. Sometimes you fall, but the key is to remain balanced, ready and responsive. And remember, the point of surfing is not to get to the beach, but to stay on top—and have fun.*

**One of the worst things is...**

*that we can't clone ourselves. Multi-tasking is clearly not the answer; there is no joy in trying to do two or three things at once. In any given moment, there is always something more you ought to be doing and frequently, something else you want to be doing. Since we can't yet clone ourselves, we have to accept that we can't do it all.*

**What do you think about:**

**Criticism...**

*it is surprising how frequently (or how carefully?) we listen to our inner critic, the harshest voice of all. But oddly, that stern talking-to doesn't make it any easier to accept even the gentlest reproof from another person.*

**Risk taking...**

*there are times when you just have to hold your nose and jump. But don't neglect to calculate the odds. You'll survive a landing in cold water. Cement is another thing.*

**Change...**

*is never easy, but it is crucial. Without it, you wither; you have to keep evolving and that sometimes involves some pain. One of my favorite quotes states it best: "People say they want change, but they hate change. What they really want is for everything to stay exactly the way it is now, only better."*

**Never lose...**

*your integrity, your compassion, or your sense of humor. And try to keep track of your keys.*

## Advice... *Never be a carbon copy of anyone!*

—Bernadette Peters



**I describe my success as...**

*a constant, growing process in which I learn more and more about myself every day! It's a beautiful process of self-realization.*

**My advice to other women is...**

*remember there is only one of you in the whole world! You are unique! Never be a carbon copy of anyone!*

**The most important skill I've learned is...**

*to not be afraid to fall! Learning to ski is a great metaphor for life! If you hug the mountain you die. If you lean out to nothingness you fly!*

**The women I admire include...**

*the ones that persevere no matter what life has dealt them; but still have love in their hearts! They come out ahead and with great understanding of people.*

**MATRIX AWARD winners**

*Anthea Disney and Jane Friedman*

extend their warmest

*congratulations*

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