

2009 Student Communications Career Conference: *Evolving Disciplines, Unfolding Opportunities*

NEW YORK
WOMEN
IN
COMMUNICATIONS
FOUNDATION

Sponsored by **3M**

Still space
available!
Register now at
www.nywici.org

Saturday, November 7, 2009 Grand Hyatt Hotel in New York City

- 8:45 a.m. sharp Onsite Registration
- 9:15 a.m. "Get a Head Start" Brunch
- 9:30 a.m. Welcome Address
New York Women in Communications Foundation President **Joan Cear**
Managing Director, G.S. Schwartz & Co. Inc.

- 9:35 a.m. On Innovation in Communications
Helen Wagner, Manager, Public Relations, 3M

- 9:55 a.m. Keynote Address
Mara Schiavocampo, Digital Correspondent,
NBC Nightly News with Brian Williams

10:55-11:55 a.m. Panel Session 1

Broadcast and Cable Journalism

- Elise Finch**, Meteorologist, WCBS-TV
Barbara Nevins Taylor, Investigative Reporter, FOX5/ MY9
Shannon Sohn, Helicopter Reporter, WABC-TV
Grace Rauh, Political Reporter, NY1 News
Moderator: Donya Blaze, Senior Editor, MediaBistro.com

Marketing

- Shawna Burtscher**, Group Director, Corporate Consulting, Octagon
Stacey Greenman, Managing Director of Marketing, Meredith 360
Gina Stikes, Director of Marketing, MSNBC.com
Jessica Wells, Director of Brand Management,
Nickelodeon Viacom Consumer Products International
Moderator: Elaine Wong, Reporter, BrandWeek

Digital, Social and Mobile Media

- Jeannette Arrowood**, Senior Digital Strategist, MobileBehavior
Kendra Bracken-Ferguson, Director, Digital Media,
Corporate Communications, Polo Ralph Lauren
Gail Griffin, General Manager, Barrons.com, Dow Jones & Co.
Ron Stitt, VP Digital Media, Fox Television Stations, Inc.
Moderator: Jennifer Preston, Social Media Editor, The New York Times

Specialized Tracks in Journalism, Marketing Communications and Communications 2.0

Communications 2.0 Track sponsored by **AOL**

Marketing Communications
Track sponsored by

COLUMBIA UNIVERSITY
Graduate Program in
Communications Practice



Elise
Finch



Shannon
Sohn



Gina
Stikes



Gail
Griffin



12:15-1:15 p.m. Panel Session 2

Newspaper/Wire/
Web Reporting



Mireya
Navarro

Lion Calandra, Op-Ed Editor/Editorial Writer, New York Daily News
Tania Fuentez, Multimedia Copy Editor, Associated Press
Mireya Navarro, Environmental Reporter, The New York Times
Lila Shapiro, Associate News Editor, The Huffington Post
Moderator: Fern Siegel, Editor, MediaPost.com

Advertising



Carolyn
Kepcher

Amy du Pon, Senior Vice President, Universal McCann
Ruth Flaig, Executive Director Telesales and General Classified Advertising, The New York Times
Talia Handler, Senior Vice President, Group Management Director, Draftfcb
Laura Tessinari, Senior Partner, Director of Organizational Learning and Development, Ogilvy & Mather
Moderator: Barbara Lippert, Advertising Critic, AdWeek

Communications
Entrepreneurship



Jaymey
Ganey

Jennifer Baum, President and Founder, Bullfrog & Baum
Suzanne Kantra, Founder and Editor-in-Chief, Techlicious.com
Carolyn Kepcher, Co-founder and CEO, Carolyn & Co.
Kara Smith, Founder and President, Karasma Media
Moderator: Liz Hamburg, Founder and President, Upstart Ventures; Co-host, WOR radio's "Launchpad"

1:30 p.m.

"Network Your Way to the Top" Snack Break

2:15 - 3:15 p.m.

Panel Session 3

Magazine Writing
for Print and Web



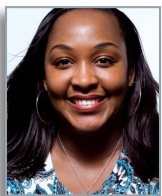
Jennifer
Kavanagh

Meredith Bodgas, Weddings Editor, The Knot
Jaymey Ganey, Assistant Editor, Essence Magazine
Deanne Hess, Director, RealBeauty.com
Celia Shatzman, Associate Editor, Family Circle
Moderator: Lucia Moses, Senior Editor, MediaWeek

Public Relations

Jennifer Cohan, Managing Director, GolinHarris
Colleen Farrell, Sr. Director of Marketing and Communications, New York Cares
Alysia Lew, Director, Corporate Communications, AOL
Julie Matic, Assistant VP, Coyne PR
Moderator: Erica Iacono, Executive Editor, PRWeek

TV and Interactive
Production



Paulette
Forte

Jen Brown, Senior Producer, TODAYshow.com
Camille Errante, Creative Director, HBO
Jennifer Kavanagh, Vice President of Digital & New Media, Oxygen Media
Mellen O'Keefe, Freelance Producer, ABC News' Good Morning America Weekend
Moderator: Debra Birnbaum, Editor-in-Chief, TV Guide Magazine

3:35 - 4:35 p.m.

Closing Panel Session

Secrets to a
Successful Job
Search

Sponsored by



Brigette Boyle, Senior Director of Recruitment, FOX News Channel
Paulette Forte, Director, Human Resources, FutureBrand
Morgan McBride, HR Manager, Ketchum
Scherri Roberts, VP, Director of Human Resources, Hearst Magazines
Moderator: Lindsey Pollak, Author, "Getting from College to Career"

4:45 p.m.

Raffle Drawing & Attendee Gift Bags