



NEW YORK
WOMEN
IN
COMMUNICATIONS

Take the Lead

Get involved now with the Leaders of Today and the Rising Stars of Tomorrow in the rapidly changing world of communications.



“From newspapers to digital media to marketing, New York City is the undisputed media capital of the world – and in all of these disciplines and more, women are making vital contributions to this thriving industry... I am proud to recognize New York Women in Communications, which for more than seven decades has been an important resource for women leaders in the industry and has made a significant difference in the lives of so many women and girls throughout the Big Apple.”

MICHAEL R. BLOOMBERG

Mayor, *The City of New York*

New York Women in Communications, Inc. is the premier organization for communications professionals in the New York metropolitan area.

We are a not-for-profit association (501(c) 6) founded in 1929, and we operate in a city that leads the industry and shapes the way people communicate around the world.

The membership represents all facets of the communications industry, including print, broadcast and online journalism, public relations, marketing, corporate communications, advertising, digital media and book publishing. Membership is made up of professionals at entry levels, mid-career stages and top management, as well as growing numbers of entrepreneurs.



NEW YORK WOMEN IN COMMUNICATIONS:

- Strengthens the role of women in all communications professions
- Inspires women to achieve and to share their successes
- Promotes leadership and professional development
- Helps members network for professional growth and support
- Nurtures future leaders in communications

ABOUT OUR MEMBERS

- 70% earn \$50,000+ annually
- 20% make \$125,000+ annually
- 70% range in age from 25 to 54
- 90% hold management positions in advertising & marketing, corporate communications, digital media, magazine and book publishing, and public relations
- 10% own their business or function as chief executives, senior executives, managing editors, presidents and publishers within major communications firms
- Students and young executives represent the fastest-growing member segment



NEW YORK WOMEN IN COMMUNICATIONS

“Winning a Matrix Award (told me) I was officially successful. I had officially arrived.”

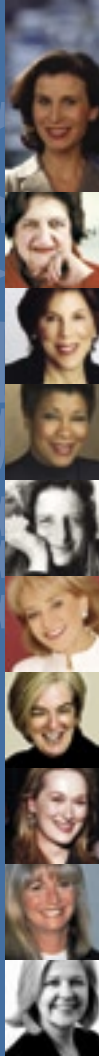
HELEN GURLEY BROWN

Editor-in-Chief, *Cosmopolitan International*

Since 1970, the Matrix Awards Luncheon has saluted more than 200 exceptional women from various communications disciplines, including advertising, arts and entertainment, books, broadcasting, magazines, newspapers, public relations and digital media. Recipients are selected by industry leaders and former honorees for their remarkable achievements and outstanding leadership roles in their respective fields.

HALL OF FAME

MATRIX



ADVERTISING

- 2006 Renetta McCann
- 2005 Nina DiSesa
- 2004 Ann Fudge
- 2003 Daisy Exposito-Ulla
- 2002 Peggy Conlon
- 2001 Andrea Alstrup
- 2000 Linda Kaplan Thaler
- 1999 Linda Srere
- 1998 Sally Minard
- 1997 Mary Lou Quinlan
- 1996 Charlotte Beers
- 1995 Shelly Lazarus
- 1994 Ruth A. Wooden
- 1993 Paula Forman
- 1992 Helayne Spivak
- 1991 Penny Hawkey
- 1990 Louise McNamee
- 1989 Kim Armstrong
- 1988 Carolyn Carter
- 1987 Elaine S. Reiss
- 1986 Marcella Rosen
- 1985 Laurel Cutler
- 1984 Tamara K. Homer
- 1983 Patricia Martin

- 1982 Caroline R. Jones
- 1981 Jane Brown Maas
- 1980 Franchellie Cadwell
- 1979 Joan Lipton
- 1978 Rena R. Bartos
- 1977 Nadeen Peterson
- 1976 June Thursh
- 1975 Shirley Polykoff
- 1974 Joan Murray
- 1973 Jo Foxworth
- 1972 Mary Andrews Ayres
- 1971 Jane Trahey

ARTS & ENTERTAINMENT

- 2007 Thelma Golden
- 2006 Geena Davis
- 2005 Edie Falco
- 2004 Bernadette Peters
- 2003 Jane Rosenthal
- 2002 Eve Ensler
- 2001 Lois Smith
- 2000 Judith Jamison

BOOKS

- 2007 Joan Didion
- 2006 Candace Bushnell
- 2005 Linda Fairstein
- 2004 Susan Petersen Kennedy
- 2003 Carolyn K. Reidy
- 2002 Kati Marton
- 2001 Jane Friedman
- 2000 Patricia Cornwell
- 1999 Nan Talese
- 1998 Anthea Disney
- 1997 Esther R. Newberg
- 1996 Amy Tan
- 1995 Toni Morrison
- 1994 Naomi Wolf
- 1993 Terry McMillan
- 1992 Frederica S. Friedman
- 1991 Lynn Nesbit
- 1990 Phyllis E. Grann
- 1989 Nancy Evans
- 1988 Genevieve Young
- 1987 Wendy Weil
- 1986 Alice Walker
- 1985 Barbara Taylor Bradford
- 1984 Susan Brownmiller



BOOKS, CONT'D

1983 Maya Angelou
 1982 Joyce Carol Oates
 1981 Letty Cottin Pogrebin
 1980 Frances Fitzgerald
 1979 Barbara Tuchman
 1978 Barbara Seaman
 1977 Gloria Emerson
 1976 Sylvia Porter
 1975 Elizabeth Janeway
 1974 Marya Mannes

BROADCASTING

2007 Meredith Vieira
 2005 Christiane Amanpour
 2004 Paula Zahn
 2003 Sheila Nevins
 2002 Carole Black
 2001 Judy McGrath
 2000 Patricia Fili-Krushel
 1999 Katie Couric
 1998 Phyllis McGrady
 1997 Rosie O'Donnell
 1996 Geraldine Laybourne
 1995 Cokie Roberts

1994 Sarah Frank
 1993 Lesley Stahl
 1992 Sylvia Chase
 1991 Joan Lunden
 1990 Lynn Sherr
 1989 Betty Rollin
 1988 Carolyn Wall
 1987 Jane Pauley
 1986 Charlayne Hunter-Gault
 1985 Mary Alice Williams
 1984 Diane Sawyer
 1983 Kay Koplovitz
 1982 Kay J. Wight
 1981 Pegeen Fitzgerald
 1980 Pamela Hill
 1979 Betty Furness
 1978 Barbara Walters
 1977 Ann Berk
 1976 Marlene Sanders
 1975 Madeline Amgott
 1974 Rita Sands
 1973 Lucy Jarvis
 1972 Melba Toliver
 1971 Aline Saarinen

CORPORATE COMMUNICATIONS

2007 Susan Lyne
 2006 Beth Comstock

DIGITAL MEDIA

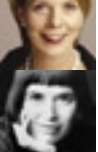
2007 Arianna Huffington
 2005 Wenda Harris Millard
 2004 Nell Merlino
 2002 Meg Whitman
 2001 Pamela Thomas-Graham
 2000 Candice Carpenter
 1999 Esther Dyson
 1997 Red Burns

FILM/PHOTOGRAPHY

2006 Katherine Oliver
 1999 Meryl Streep
 1998 Bette Midler
 1997 Nora Ephron
 1996 Whoopi Goldberg
 1994 Mary Ellen Mark
 1993 Penny Marshall
 1992 Callie Khourie
 1991 Annie Leibovitz
 1979 Harriet Rabb
 1975 Aileen Corbett

MAGAZINES

2007 Pamela Fiori
 2006 Cynthia Leive
 2005 Amy Gross
 2004 Martha Nelson
 2003 Kate White
 2002 Anna Wintour
 2001 Valerie Saieambier
 2000 Ann Jackson
 1999 Dorothy Kalins
 1998 Rochelle Udell
 1997 Anne Sutherland Fuchs
 1996 Martha Stewart
 1995 Elizabeth Tilberis
 1994 Ann S. Moore
 1993 Jaqueline McCord Leo
 1992 Elizabeth Valk Long
 1991 Grace Mirabella
 1990 Tina Brown
 1989 Ellen Levine
 1988 Myrna Blyth
 1987 Susan L. Taylor
 1986 Kate Rand Lloyd
 1985 Helen Gurley Brown
 1984 Patricia Ryan



MAGAZINES, CONT'D

- 1983 Jane Bryant Quinn
- 1982 Cathleen Black
- 1981 Judith Daniels
- 1980 Ruth Whitney
- 1979 Marcia Ann Gillespie
- 1978 Patricia Carbine
- 1977 Beatrice Buckler
- 1976 Lynn Povich
- 1975 Geraldine Rhoads
- 1974 Shana Alexander
- 1973 Gail Sheehy
- 1972 Pat Coffin
- 1971 Gloria Steinem

MARKETING

- 2007 Lisa Caputo

NEWSPAPERS

- 2007 Cindy Adams
- 2006 Jill Abramson
- 2005 Marjorie M. Scardino
- 2004 Alix M. Freedman
- 2003 Gretchen Morgenson
- 2002 Helen Thomas
- 2001 Joanne Lipman
- 2000 Katharine Graham

- 1999 Debby A. Krenek
- 1998 Janet Robinson
- 1997 Laura Landro
- 1996 Liz Smith
- 1995 Carolyn Lee
- 1994 Maureen Dowd
- 1993 Alessandra Stanley
- 1992 Aileen Mehle
- 1991 Karen Elliott House
- 1990 Marian Burros
- 1989 Gail Collins
- 1988 Anna Quindlen
- 1987 Beverley Stephen
- 1986 Dorothea M. Brooks
- 1985 Flora Lewis
- 1984 Enid Nemy
- 1983 Mary McGrory
- 1982 Karen W. Arenson
- 1981 Beth Fallon
- 1980 Suzanne Garment
- 1979 Barbara Yunker
- 1978 Jane E. Brody
- 1977 Ada Louis Huxtable
- 1976 Gay Pauley
- 1975 Judy Klemesrud

- 1974 Charlotte Curtis
- 1973 Ellen Shanahan
- 1972 Marilyn Bender
- 1971 Theo Wilson

PUBLIC RELATIONS

- 2005 Charlotte R. Otto
- 2004 Debra Shriver
- 2003 Maurie Perl
- 2002 Madeline de Vries
- 2001 Judy Corman
- 2000 Ranny Cooper
- 1999 Joyce Hergenhan
- 1998 Pilar Crespi
- 1997 Betty Hudson
- 1996 Patrice Tanaka
- 1995 Patricia Matson
- 1994 Gail Blanke
- 1993 Jean L. Farinelli
- 1992 Lou Rena Hammond
- 1991 Terrie Williams
- 1990 Michelle H. Jordan
- 1989 Frances Friedman
- 1988 Marilyn Laurie
- 1987 Margaret Booth
- 1986 Meredith Fernstrom

- 1985 Eleanor Lambert
- 1984 Judy Lynn Prince
- 1983 Charlotte Kelly Veal
- 1982 Jeannette E. Paladino
- 1981 Letitia Baldrige
- 1980 Barbara Hunter
- 1979 Elaine R. Pitts
- 1978 Dr. Dorothy Gregg
- 1977 Muriel Fox
- 1976 Jean Schoonover
- 1975 Charlotte Klein
- 1974 Susanne Loeb
- 1973 Sondra Gorney
- 1972 Caroline Hood
- 1971 Bess Myerson

RADIO

- 2006 Joan Hamburg

SPECIAL AWARDS

- 2006 Ellen DeGeneres
Humanitarian Award
- 2003 Christy Ferer
*For Service
Communications*

ALL PARTNERSHIPS
INCLUDE THE
FOLLOWING
BENEFITS:

- Inclusion on e-blast invitations
- Acknowledgment in Matrix Journal
- Exposure through the website
- Inclusion in the *Connect* newsletter
- Corporate Memberships

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Our events can be grouped into three categories:

.....▶ **NOW** (*Connectors*)

Cocktails & Conversations[†] | Night of the Roundtables[†]
Annual meeting[†] | Other programs[†]

.....▶ **NEXT** (*Early adopters*)

Student Career Conference* | Career Roundtables*
Student Affairs/Young Professional Programs*

.....▶ **SPOTLIGHT** (*Influencers*)

Matrix[†] (*For information regarding the Matrix Awards, please contact our offices at (212)297-2133.*)
Gratitude Breakfast* | “On the Road to Matrix”[†]
One on Ones with Matrix Honorees[†]
New York Women in Communications Forum[†]

* New York Women in Communications, Inc. Foundation — 501 (c) 3, fully tax-deductible events

† New York Women in Communications, Inc. — 501 (c) 6, deductible as a business expense

A community for today's communications leaders, NOW encompasses women on their upward career climb and senior executives from a wide range of enterprises. Attendees vary from entry-level positions and mid-level right to the top with Presidents and CEOs.

W
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COCKTAILS & CONVERSATIONS

"Real talk. Real solutions. Every step of your career."

Cocktails & Conversations (C&Cs) are tactical panel discussions designed to connect media professionals at various levels of their careers. Recognized as outstanding networking opportunities, attendees get up-close-and-personal as speakers openly share their experiences about working within their respective communications fields. Branded C&C events include "5 Great Gigs and the Women Who Have Them," highlighting rising stars across all communications disciplines and "Digital Dialogue," an ever-evolving look at what's next to know now in new media. Previous guest panelists have come from *Vogue*, *The New York Times*, MSNBC, MTV, *Vanity Fair*, Gawker, Atlantic Records, Nike, The NFL, and Time Inc. The attendance typically ranges from 75-150 attendees.

NIGHT OF THE ROUNDTABLES

An evening of structured, high-powered networking on specific subjects. Attendees participate in two 50-minute discussions on topics they have pre-selected. NORT attendance is capped at 200 attendees due to the nature of the event. Roundtable discussions are facilitated by top professionals in a variety of communications fields and disciplines. Typically held in the spring.

ANNUAL MEETING

The Annual Meeting always features a high-level speaker such as Katie Couric, Suze Orman, Iman or Barbara Walters.

OTHER PROGRAMS

Other events are scheduled strategically throughout the year. The programs focus on fast-breaking trends and strategic issues affecting professional communicators. Attendance typically ranges from 50-150 attendees.

An arm of New York Women in Communications, the Foundation awards scholarships and develops programs for women who demonstrate the desire and talent to become future leaders in the field, whether just starting out or at transition points in their careers. It is the largest foundation for communications scholarships for women in the tri-state area.

We have more than 200 members who are entry-level, young professionals or students of communications.



NEW YORK WOMEN IN COMMUNICATIONS FOUNDATION STUDENT CAREER CONFERENCE

More than 350 college students attend the annual New York Women in Communications Foundation Student Career Conference, an all-day event that introduces students to leading professionals in the areas of broadcast and print journalism, public relations, advertising, marketing, digital media, film, television production and other communications disciplines. The students hear firsthand about the opportunities and obstacles they may encounter along their career paths.

Recent keynote speakers have included Co-Anchor, Fourth Hour of “Today” Hoda Kotb; Bonnie Fuller, Editorial Director of American Media; René Syler, formerly anchor of “The Early Show” on CBS; Jeannette Walls, journalist and author of “The Glass Castle”; Anchor Roz Abrams, formerly of WCBS-TV; and Pulitzer Prize-winning journalist Dana Canedy of *The New York Times*, to name a few.

STUDENT AFFAIRS/ YOUNG PROFESSIONAL PROGRAMS

The Student Affairs Committee plans young professional and student events throughout the year. These events focus on helping the next generation of communications professionals chart their course toward success.

CAREER ROUNDTABLES

Ten top communications professionals share secrets about what it takes to have the job of a lifetime. Students engage in an intimate exploration of some of today’s most exciting communications careers. Each attendee participates in two small-group, roundtable format discussions led by industry leaders.

Young professional and student events are planned throughout the year by the Student Affairs Committee as part of the Foundation (a 501 (c) 3 tax-deductible organization).

Throughout the year, we hold spotlight events. The credibility and visibility of New York Women in Communications has grown our platform to include powerful events, activities and programs that attract people of influence of all professional and personal interests.

SPRING

NEW YORK WOMEN IN COMMUNICATIONS FOUNDATION GRATITUDE BREAKFAST

The Gratitude Breakfast is held annually as a chance for members to bring a guest they are grateful for having in their life. The event is a warm welcome to the holiday season. Attendees are encouraged to purchase tickets in pairs, bringing a friend, relative or colleague. The event draws more than 200 senior executives in the communications industry. Past speakers have included fashion designer Vera Wang; Joan Hamburg, WOR Radio; and Cathleen Black, Hearst Magazines.

“ON THE ROAD TO MATRIX”

An awards dinner that recognizes the most promising communications leaders of tomorrow.

NEW YORK WOMEN IN COMMUNICATIONS FORUM *Where Innovators and Leaders Connect*

Reward yourself in mind, body and soul at this all-day retreat. Attendees will have the opportunity to connect with colleagues and develop professional skills from leaders in the communications industry.

ONE ON ONES WITH MATRIX HONOREES

Intimate one-on-one interviews between former Matrix winners. Past speakers have included columnist Liz Smith; Lesley Stahl, “60 Minutes,” CBS News Correspondent; Linda Kaplan Thaler, CEO and Chief Creative Officer, The Kaplan Thaler Group; and Mary Alice Williams, one of the principal architects of CNN. These programs allow members better access to Matrix winners.



“We were delighted to be a sponsor of the New York Women in Communications, Inc. Matrix Awards and play a part in saluting the exceptional women who were honored. Through our sponsorship, we brought the AOL brand to the attention of the thousands of people who are involved with NYWICI and who joined the luncheon.”

STEPHANIE DOLGINS

Vice President, Marketing AOL