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Subject: Meet Brian Williams, Members Hire Members, Visit NYWICI's Networking Site

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04.07.10

[MEET BRIAN WILLIAMS](#) | [REPORT FOR ON WALL STREET](#) | [VISIT NYWICI'S NETWORKING SITE](#)

NEXT UP



Tuesday, 04.13, 6 to 8 p.m.

A Night With Kate White

White, left, editor-in-chief of Cosmopolitan and author, talks about her career.

Diane von Furstenberg Studio
874 Washington St. (at West 14th Street)

[Register Now](#)



Monday, 04.19

Matrix Awards Luncheon

Doors open at 11:30 a.m.

Program, between noon and 2 p.m.

The BIG Event! Celebrate with your colleagues and make new contacts at this annual luncheon, which will be hosted by NBC news anchor Brian Williams (see Spotlight On, below). Among those honored are Emmy recipient, writer and actress Tina Fey, above, of 30 Rock, Grammy Award-winning singer/songwriter Sheryl Crow and Anne Keating, left, senior vice president, public relations, of Bloomingdale's.

Waldorf-Astoria Hotel
50th Street and Park Avenue

[Register Now](#)



Friday, 04.23, 8:30 to 10 a.m.

Digital Salon

AOL
770 Broadway
(entrance on 9th Street between Broadway and Lafayette)

[Register Now](#)

Tuesday, 04.27, 8 to 9:15 p.m.

Webinar: Creating a Social Strategy for Your Business

Social networking is a go-to strategy for business

NYWICI PULSE

Are you turning to social media for your news?



- Yes, Facebook and Twitter have become my main news sources.
- I stay current mainly with a mix of social media and websites like nytimes.com.
- No, not at all. I rely on websites, print and television news.

Vote on [nywici.org](#)

LAST MONTH'S POLL

Damage Control Fail - Whose was worse?

- 21% Tiger's -- His team should have convinced him to spill all from the get-go.
- 24% Toyota's -- They really thought millions of drivers would buy the floor-mat theory?
- 55% Both are useless.

--Deirdre Wyeth

development. This online class, taught by tech expert Jennifer Shaheen, will give you the tools you need.

Location: Your computer

[Register Now](#)

Wednesday, 04.28, noon to 2 p.m.

Power Launch: How to Turn Your Business Idea into a Reality

You've got it -- a new idea, fresh concept, business plan that screams success. But do you have the details covered? If you're entrepreneurial, this panel is for you. Join Linda Kaplan Thaler, NYWICI president-elect and CEO and chief creative officer of the Kaplan Thaler Group, and Robin Koval, the company's president, for a conversation about how to promote your business and stay true to your goals.

The Kaplan Thaler Group
825 Eighth Ave., 34th Floor

[Register Now](#)

April NYWICI Night Out

Join your industry peers, make new friends and build your network at this social event.

Date and location: TBD

Tuesday, 05.04, 8 to 9:15 p.m.

Webinar: Facebook for Business

Learn how to use this social media site to make contacts and sales in this online class.

Location: Your computer

[Register Now](#)

--Edited by Antonia Predovan



Spotlight On

Brian Williams

He is the M.C. of this year's Matrix Awards luncheon. Brian is also the seventh anchor and managing editor of NBC's Nightly News. Among his other credits are six Edward R. Murrow Awards, 10 Emmy Awards, the duPont-Columbia University Award and the industry's highest honor, the Peabody Award. Industry watchers applauded his coverage of Hurricane Katrina and its aftermath. He most recently chronicled the Haitian earthquake and its

far-reaching effects.

What's up? You're not a woman. "I'm just a guy hosting a women's lunch. They [NYWICI] called, they asked, I said yes. I figured it was a diversity play on their

4 NEED-TO-KNOWS

1. Visit the new [NYWICI networking](#) site for Matrix and find out who's coming.
2. [Register](#) for one of our \$30 webinars, part of a series, that covers Twitter, LinkedIn and Facebook for business.
3. Become a mentor. [Read more](#).
4. Attending the Matrix Awards Luncheon? Join in the conversation and tweet with hashtag #Matrix10.

--Carmen Pichardo-Gonzalez

Job of the Month

Title Associate Editor

Company [On Wall Street](#)

Level Entry/Mid-Career

Description Duties include beat coverage for brokerage firms / wealth management / private client units and help with copy-editing and proofreading the monthly magazine. She or he is also responsible for developing sources and writing daily articles for the web and monthly ones for print, staying current on industry developments in markets, identifying stories and planning issues with staff, writing features, covering breaking news and attending industry conferences.

Requirements Bachelor degree, 2+ years business reporting, 6+ business clips, ability to generate story ideas, strong interpersonal skills and flexibility with working long hours during deadlines.

To apply Email resume and cover letter to deborah.cook@sourcemediamedia.com.

part."

--Katie Corrado

Why broadcasting? "It's the only thing I've ever wanted to do, dating back to the first time I saw Walter Cronkite anchor the news when I was a young boy."

Terrific timing "My biggest break came from the late Betty Endicott, my Washington, D.C., news director. Twenty-seven years ago, she took a kid who assumed he had failed at local television and was working a back-office job at a TV station (that would be me) and put him on the air in Washington."

It doesn't get better than... "I was the first civilian to shake the hand of Nelson Mandela the morning after his election. I knew during the interview that I was sitting across from one of the towering figures of our time."

Backup plan "I'd be a member of the FDNY [if I weren't a broadcaster], because I love firefighting. I was a volunteer firefighter for several years after high school on the Jersey Shore. I miss it every day."

Bet you can't say "On a cold night in New York, my mouth became frozen while waiting to do a live report. I attempted to say 'city-run shelters,' with a bad outcome."

Jersey boy "When Tina Fey gave me a fictional Italian name to use for a cameo on [30 Rock](#), I thought it best to use an actual name from my own extended family. I chose the name Nicky Mortarulo, of Scotch Plains, New Jersey, my beloved uncle."

Deadline-free "I listen to a ton of music. I love discovering developing independent or alternative bands. I would find it hard to live without music."

About Jon Stewart (host of Comedy Central's Daily Show with Jon Stewart) "Jon and I are friends, but in that friends-with-a-mobster sort of way. I know, at any moment, he can take me down. I constantly reassure myself that as newsmen go, I'm real and he's fake." ([See old photos of Jon and Brian.](#))

--As told to [Michelle Lodge](#)

Members Hire Members **Perfect Timing Led to a Holiday-Themed Project**

It was a case of being in the right place at the right time. That happened when Joan Cear, NYWICI Foundation board president and a managing director at the public relations and marketing firm G.S. Schwartz, tapped me to create a Christmas in the City guide for her client Christopher Radko, a company specializing in glass ornaments. Joan and I met while I (right) was co-chairing the Career Development Committee (now the Programming Committee). She thought I was a good fit for her project and, naturally, so did I. For nearly 20 years, I have been developing editorial strategies for brands. Currently, I am CEO of Ivy Communications, Inc., the editorial director of its first media property, AMBERmag.com, and a co-chair of NYWICI's Membership Committee.



Working with Joan was not just an assignment, but a rewarding experience, because her high level of expertise and collaboration made it easy to bring my best abilities to the table. And NYWICI has given me the chance to work with many accomplished communications experts, who have always helped to push my own

skills to the next level. For that, I am forever grateful.

-- Marcia Cole, as told to Kelly DeChiaro

Where Are the Women?

Spring showers won't dampen spirits, because euphoria is still high over Kathryn Bigelow's win as first female awarded an Oscar for directing.

Other signs of change are in the press, such as:

- [All The Globe's a Stage, Now For Female Playwrights, Too](#)
- [Women Making Gains On Faculty at Harvard](#)
- [We're Family, So We Can Disagree](#); Ursula M. Burns, new Xerox chief executive, the first African-American woman named CEO of a major American corporation.
- [Health Executive to Lead N.A.A.C.P.](#); Roslyn M. Brock, 44, is the first woman and youngest person to serve as the organization's chair.

On the other hand

- [Susan Tifft, 59; journalist wrote blog about her illness](#)



- Feminist Gloria Steinem, left, at 76, [talks about the elusiveness of equality for women](#).
- [The Brave Women of Newsweek](#)
- [No, We're Not Going To Sit Down And Shut Up](#)

Please send articles and information for future columns to wakeupcallprod@hotmail.com.

-- Edited by Barbara Sutton Masry



Welcome, Randi Goldsmith!

She is the associate publisher of Retirement Income Journal, an online b2b media brand, where she oversees strategic partnerships, audience development, marketing and sales. She is also a consultant at Media Sunrise where she develops online communications programs for b2b and b2c companies.

"I feel fortunate to have variety in the types of work that I do -- from business strategy to creative issues and technical development."

Why she joined NYWICI "My dear friend Michelle Lodge invited me to the monthly IMC [Integrated Marketing and Communications] meeting. I found myself in a room filled with successful women who were obviously committed to giving back to the industry by using their creative skills and experience to help others. And I like the idea that some of the committee activities are social, which is a great way

to get to know people. I'm already volunteering and going to Matrix."

--Rachel Buttner

And Finally...



[My Life as a 'Dangerous Woman'](#)

[Women in the World Summit Highlights](#)

[How Men Dominate Twitter](#)

[Wine Mega-Tasting](#)

[Take a Mac Workshop on Apple's Tab](#)



[Be the E in Earth Day on 04.22](#)

[Recycle Your Spring-Cleaning Trash](#)

NYWICI in the News

The honorees and presenters of the 2010 Matrix Awards have been featured in many publications, including [The New York Post](#), [BizBash](#), [MediaBistro](#), [min online](#), [NPR](#), [New York Social Diary](#) and more.

Additionally, many outlets are planning to cover Matrix. They include the New York Post, Fortune, The Huffington Post, The Wall Street Journal, Hollywood Reporter, Entrepreneur, Ad Age, Access Hollywood, The Insider, ET and Extra.

--Edited by Alison Stockley

NYWICI Now

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