

ASSOCIATION FOR WOMEN IN COMMUNICATIONS

SPRING 2000 ISSUE • WASHINGTON DC CHAPTER

NETWORKING IS LIKE A BOX OF CHOCOLATES

by **Annette Licitra**
*President,
DC Chapter*

When you meet people, don't say your own name right away. First learn theirs, says Lynne Waymon, an authority on building business relationships who presented the D.C. chapter's January program.

Try to repeat the person's name three times: "Hi, Wolfgang. Is it Wolfgang?" Then introduce him to someone: "This is Wolfgang." After that, look at his nametag dead on (no furtive glances!) and say, "Tell me how to say your last name."

REPETITION IS KEY TO REMEMBERING NAMES.

Now it's time to teach your name. Say your first name twice, like the movie character: "Hi. My name is Forrest. Forrest Gump." The repetition helps your new acquaintance remember your name.

For your last name, help your new acquaintance make an association. Examples: Trish Nicholson says, "My father's name is

Jack, just like the actor." Wang Po says, "Just think of Winnie the Pooh."

RETRIEVE FORGOTTEN NAMES

Don't stare at the person or sneak glances, trying desperately to remember the name, Waymon told about 50 members and guests during her interactive seminar at the Sumner School downtown. Waymon made the crowd laugh with her imitations of the hangdog looks we've all seen at mixers and receptions.



Lynne answers questions from an eager group.

Instead, stride right up and say one of these things: "Hi! I'm Jane Foley. We've met." "Hi, I remember you! I've forgotten your

name ..." Or, if you don't remember the name but remember your conversation, start with that: "Hi. How was your trip to Mexico?"

"WHAT IS YOUR LINE?"

Waymon also taught how to answer that universal question. "What do you do?" Don't offer a generic label or job title. Instead, state one talent or thing you do best, followed by a recent example of how you saved the day, solved the problem or served the client.

Examples: "I negotiate with the IRS. Last week I convinced the IRS that my client's horse farm is a business, not a hobby."

For the whole program and more, see *Great Connections: Small Talk and Networking for Businesspeople* by Lynne Waymon, Impact Publications, (301)589-8633, Lwaymon@aol.com, www.ContactsCount.com★



PRESIDENT'S MESSAGE

by Annette
Licitra
President

Two things I'll always associate with *Women in Communications*: job leads and great friends. Aside from my own experience and all the telltale signs from my fellow D.C. members, I now have proof of our national organization's power for building friendships.

Through the electronic mailing list of AWC chapter presidents comes a letter from Karen Senger, the chapter president in Tulsa, Okla. Her group won a membership award at the national conference last summer in Florida.

WE WORK HARD
BUT WE ALSO
HAVE FUN!

"What I think makes our chapter so successful is the fact that we see ourselves as a group of friends first, then professionals," Karen writes. "I know that sounds 'soft,' but it's true. I joined the Tulsa chapter because of how friendly the members were and because they showed genuine interest in me as an individual, not so much because of the programs or other benefits I might receive. Once I joined, I had an instant support group."

Me, too. Although I joined as a student member

looking to get ahead in journalism, I never would have kept returning to *Women in Communications* in city after city without that sense of friendship and support. Our members kept my spirit and my career from flagging in those early days when I was trying to break into D.C. as a reporter. I didn't have friends in high places. I did have *Women in Communications*.

Karen goes on to detail how the Tulsa chapter never sacrifices professionalism for its emphasis on friendship. Like ours, her chapter puts on programs and seminars as well as bull sessions for members. At the group's annual open house for prospective members, three women told why membership in AWC had been so important to them.

"The message was clear that we offer wonderful

programs and networking," Karen writes, "but what came up again and again from the members was friendship."

"The bottom line is, we work hard but we also have fun doing it," Karen concludes. "There is an enthusiastic spirit in our chapter. I wish I could bottle it and send it your way."

Thanks, Karen. You just did. ★



1999-2000 AWC-DC LEADERSHIP

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member profile

by Ruth
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D.C. CHAPTER ALUM LOOKS FOR THE BIG 'SO WHAT?'

In this issue we are pleased to profile AWC member Marcia Stepanek, section editor for *Business Week* magazine in New York. Recipient of the 1995 *Clarion Award for Explanatory Journalism* and a finalist for the *Pulitzer Prize*, Marcia is widely recognized as a top communications professional in her field. She holds a master's degree in public affairs journalism and bachelor degrees in journalism and political science. She was recently re-elected to the national board of AWC.



Marcia Stepanek

Q: What do you do in your job and what do you like most about it?

A: As department editor of technology for *Business Week* magazine in New York, I help coordinate, conceptualize and edit our coverage of how the Internet is changing corporate culture and the workplace. I also write occasional stories about the changes. Just last month, I started writing a bi-monthly column for *Business Week Online* about how the Internet challenges our traditional conception of privacy. I also edit a large portion of our new Web site, which we hope to be expanding in the coming year.

Q: Professionally, where would you like to be in five years?

A: I always smile at these sorts of questions because our careers, if

we're true to our personal missions and open to learning, will often take us into opportunities that we cannot predict. Ever notice how sometimes it's only in retrospect that a career move made sense? That's because we often don't look at our jobs as

points in a journey. Our goals tend to be job-specific rather than mission-centric. So in that context, in five years, I hope to be better able to use my journalism to illuminate trends and write stories that aim to hold

corporate power accountable to individuals. Maybe I'll write a book. Maybe I'll get further into teaching as a side-light.

Q: Tell us about a communication problem you faced and how you solved it.

A: Every story about technology—to get it right and in a form that's understandable and meaningful—is a communication problem. Solving it means getting it edited and reported to the point of comprehension, then translating that for general audiences, along with analysis that puts the whole event into context. I hate technology stories that fail to answer for me the big "So what?" It's not enough for something to be produced or invented. Tell me why it's important.

Q: What's your pet peeve?

MS: I think it's just that. When

public relations folks call up to pitch a story about some new technology, and they a) don't understand what the technology is, and b) worse, don't know why it's important or why someone should care. I really think the Internet has raised the bar on what's required of both journalists and public relations professionals.

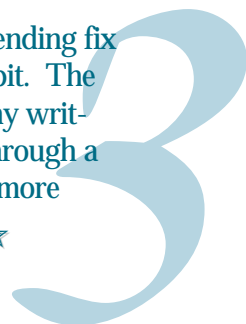
Q: What advice would you give to young women entering communications?

MS: It won't be enough to simply know how to write in one medium. My advice would be to learn as many communication skills as you possibly can, since I believe we're headed into a world where every company, in effect, will be in the business of information—production, analysis, distribution—and so we must be able to work in all media.

Q: Tell us something about you that's not on your resume.

MS: I'm a passionate amateur photographer. I work in black and white and find New York City a rich, never-ending fix for my photographic habit. The hobby helps to inform my writing. Seeing the world through a lens helps to translate it more accurately into words. ★

LEARN AS
MANY
COMMUNICA-
TION SKILLS
AS YOU
POSSIBLY
CAN.



DC: THE PLACE TO BE IN THE INFORMATION AGE

by Susan Heavey
VP Student Affairs,
AWC-DC

Whether you are looking to dig deeper into an issue that ignites your passion or learn about something new, Washington, D.C. is packed with nonprofit groups and foundations that offer grants for a variety of projects. Here are a few of the top places to begin your search:

Fulbright Grants <http://www.iie.org/fulbright>

Fulbright awards are not just for college students and professors. They also go to many professionals, including those from the business community, freelance writers, government employees, journalists, lawyers, those who work in technical fields, and many others. Competition opens each March 1 and ends Aug. 1 for Fulbright lecturing and research grants worldwide. Contact USIA Fulbright Scholars Program, 3007 Tilden St. NW, Suite 51, Washington DC 20008. Phone **202-686-7877**. For applications, e-mail requests to apprequest@cies.iie.org.

Freedom Forum <http://www.freedomforum.org>

The Freedom Forum offers grants and other resources to a wide range of journalists, including professors and beat reporters. One example is the Paul Miller Washington Reporting Fellowship that helps Washington, D.C.-based

regional reporters working in small or single-person bureaus that lack the resources of a larger news organization. The seminar-style fellowship helps them do a better job of covering the nation's capital for their hometown audiences. Fellowship applications are due in February and the program begins in May. Call **703-284-3507**.

Pew Center for Civic Journalism

<http://www.pewcenter.org/>
The Pew Center for Civic Journalism received \$4.65 million from the Pew Charitable Trusts in June to continue its work for three more years, supporting innovations in journalism and training journalists. For guidelines, contact the center at 1101 Connecticut Ave., NW, Suite 420, Washington, DC 20036. Phone **202-331-3200**, fax: 202-347-6440 or e-mail: news@pccj.org.

Knight International Press Fellowships

These fellowships allow experienced U.S. newspaper, radio, and television professionals to live abroad for up to nine months to share their skills with colleagues in emerging democracies. The program is seeking professionals in advertising, broadcast production, curriculum development, prepress production, business management, circulation, design and layout, and reporting and editing. Contact *International Center for*

Journalists, 1616 H Street, N.W., Third Floor, Washington, D.C. 20006. Phone **202-737-3700**, fax 202/737-0530 or e-mail: knight@icfj.org.

Fund for Investigative Journalism

<http://www.fij.org>

The Fund for Investigative Journalism provides support for investigative projects of reporters, authors, filmmakers, photographers, broadcasters and more. Contact Executive Director Peg Lotito, 5120 Kenwood Drive, Annandale VA 22003. Phone **(703) 750-3849** or **(202) 362-0260**, e-mail fundfij@aol.com.

Alicia Patterson Foundation <http://www.aliciapatterson.org/>

Established in 1965, the Alicia Patterson Foundation fellowship program for journalists honors the memory of its namesake, who was editor and publisher of *Newsday* for almost 23 years before her death in 1963. The group awards one-year grants of \$35,000 to working print journalists to pursue independent projects of significant interest and to write articles based on their investigations for the *APF Reporter*, a quarterly magazine the foundation publishes. Contact Margaret Engel, Executive Director, 1730 Pennsylvania Ave. NW, Suite 850, Washington, DC 20006. Phone **202-393-5995** or e-mail apfengel@charm.net. ★

INTERNET
RESOURCES
FOR
COMMUNICATORS.



AWC-DC

AWC MEMBERS EAGER FOR GIVE-AND-TAKE

Networking and social interaction are the top reasons for joining *Women in Communications*, followed closely by the ability to attend programs and workshops, according to a small but vocal group of D.C. members who responded to our fall survey.

Most of you mentioned the friends, professional contacts and leadership experience you've gained from our group.

"The AWC newsletters and events have prevented me, as the sole 'communicator' in my organization, from feeling entirely alone in my field," writes one member.

POWERFUL PROGRAMS

Those who responded to the survey suggested some new program ideas and formats, including a critique of organization newsletters, new literacy fund-raisers, and a session on non-profit communications, such as how to grab media attention on a shoestring budget. There also seems to be renewed interest in lunch or cocktail programs. To offer your input, please contact program chair Allie Esser, esser@ific.health.org.

Some said you would prefer a regular monthly format. We've found it necessary to pick program dates based on our speakers' availability, and we've also avoided meeting on the same weeknight every month because of recurring conflicts with classes

and other groups. However, we do have a program that meets every first Monday of the month: our executive roundtable dinners. These are designed for members with 10 years or more of work experience, but are open to all members, guests and prospective members. They offer an excellent source of mentoring and support. For information, contact Natalie Doyle, ndh@rainbowsurfer.com

NEW LINKS

Members also indicated a strong desire to find professional referrals within AWC's ranks, such as writers, graphic artists and other specialists. You endorsed the resume swaps our chapter held last spring and fall, and are looking for new ways to communicate with each other.

One suggestion that has arisen repeatedly is online communication through a listserv or one of the new forms of electronic bulletin board. We think this is especially important for self-employed members who have unique needs as business owners and who find it difficult to come downtown for meetings and networking opportunities. It also would revitalize our mentoring program, which has gone dormant.

If you are interested in helping set up an online forum for D.C. members—either a general discussion group or one devoted to self-employed communicators—please contact our web diva, Cynthia Lockley, [\[@lockley.net\]\(mailto:@lockley.net\), or chapter president Annette Licitra, \[nettie@stirba.org\]\(mailto:nettie@stirba.org\). *Thanks for responding to the survey, and keep in touch!*](mailto:lockley</p></div><div data-bbox=)

AWC ELECTS BOARD MEMBERS

The winners of national headquarters' January election of board members are Melanie Camp, Lucy Harr and Marcia Stepanek. Each will serve a three-year term.

Harr returns as chair of the board. Before starting her own Madison, Wis., public relations firm, Providing Solutions, she served as senior vice president for the Credit Union National Associations and Affiliates.

Camp has participated in numerous community and professional groups. As volunteer president of support groups for the Ft. Lauderdale Art Museum, Camp manages fundraising efforts. A board member of the Atlantic-Florida Chapter, Camp served as co-chair for AWC's 1999 annual conference. She founded and manages Trunkey Publishing Co.

Recipient of the 1995 Clarion award for explanatory journalism and a finalist for the Pulitzer Prize, Stepanek is section editor for information technology for *Business Week* magazine in New York. She also is a former president of the D.C. chapter of AWC and is featured on page 3. ★

LIBERTY PRESS AD
TO BE
STRIPPED IN HERE

personal touch

by David G. Rohlander
President, DGR
Communications

TOOLS FOR ENHANCING COMMUNICATION:

PART ONE OF THREE

Today we have a host of high-tech aids to assist us in communicating. Companies use satellite transmissions to talk to all their offices at once on television. More and more businesses are using fax, telex, Internet, pagers, and the telephone. People make calls from their cars, on their cellular phones and then carry the phones with them to job sites, into restaurants and even to the athletic field so they can stay in touch with the office while their child plays little league.

There is a benefit and a cost to all this sophistication. It is important to carefully weigh both the benefit and the cost as you plan how you will employ all the available tools. Be sure you measure the time cost as well as the capital expenditures and monthly payments. Beware of the person who uses the phone for hours of personal calls. Don't allow the ease of calling on the car phone excuse punctuality and personal follow-up. These elements all need to be measured to ensure their proper use. You have to determine if the employee is a cost versus an investment.

FACE TO FACE

As we all know, the most

intense and highest quality way to communicate is face to face, eyeball to eyeball with another person. This direct contact situation allows you to fully observe all the nuances of a person's body language, tone of voice and expression. It gives you the maximum opportunity to be a good listener.

Additionally, it gives the other person all the same benefits. The personal touch.

A large part of the cost of this type of interface is the time and effort it takes to arrange the appointment as well as the time for transportation and actual time you spend together.

Quality has its price. Use your commitment book to paint a picture of your day. (Your commitment book is your day planner or computer scheduler, for example.) In the schedule section you will be able to condense and group appointments by location. Time spent planning will return big dividends.

Have a specific purpose for the appointment. As you anticipate this planned time together and ideas cross your mind, add the items to your agenda by writing them in that block of space in your commitment book. Refer to these items

during your appointment. At the conclusion of the appointment, use your commitment book to record the next time you will meet and/or what follow up action needs to be done. This can often eliminate the need to play telephone tag the next time you want to get together.

"People don't get along because they fear each other.

People fear each other because they don't know each other.

They don't know each other because they have not properly communicated with each other."

—Martin Luther King, Jr.

This article is reprinted courtesy of David Rohlander. For more information about David, his speaking, consulting or facilitating a program for you, call **800-921-1958**, fax 714-771-1218 or e-mail David@dgrinfo.com or on the web at <www.dgrinfo.com>.



THE WINNER IS...

AWC is pleased to announce the winner of the 2000 Matrix Award honoring those who have made outstanding contributions to the communications field. This year's winner is Ms. Karen Jurgensen, editor of *USA Today*. Karen will be honored at a luncheon to be held on Monday, May 15, at the National Press Club.

Less than one year ago, Karen Jurgensen was named editor of *USA Today*. At age 50, she has become the first female editor of the country's largest general-interest newspaper with a readership of 2.3 million.

Jurgensen joined *USA Today* at its start 18 years ago as topics editor in the Life section. From there, she advanced to special projects editor. Then her career progressed from editor in charge of the Life section to cover editor to senior editor for special projects, including polling. She served as the newspaper's editorial page editor from 1991-99.

Jurgensen began her journalism career in 1972 at the *Charlotte (NC) News*; later, she worked at *The Miami News*. While at *The Miami News*, she made the decision to move from her position as features editor to become the

metro editor's assistant in order to gain 'hard news' experience. From there, it was on to *USA Today*.

For more information on the Matrix Award luncheon, please check our website, www.awic-dc.org, or contact Lynn O'Connell at **(703) 867-4942** or lynnocconnell@prodigy.net.

**Association for Women
in Communications**
Washington, DC Chapter

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