

Women in Communications

dc chapter

welcome

Fall 1998

President's Message

Stepping Up to the Plate

Karen Rugg

Welcome to the 1998-99 year for the Washington, DC chapter of the Association for Women in Communications. By now, I've spoken with and welcomed a number of you as new or renewing members.

The Board of Directors has come together twice to assume the leadership mantle for the next ten to eleven months. We've had our first mixer at the Sign of the Whale and have discovered, through exhaustive sampling, the ale most preferred by the majority of our members! AWC's national conference in Philadelphia is over and planning has started for next July's conference in Ft. Lauderdale. And the boxes filled with chapter materials and history have made their way to a new location — the corner of my living room. We're good to go!

At the start of anything new, adopting a guiding principle — a goal, if you will — provides a reason for assuming the work that lies ahead. My principle is to learn how to better lead. And, in order to do that, one must first

serve. Every member of the new Board has agreed, in principle, to this principle. What Annette, Anne Marie, Arlene, Lisa, Lynn, Karen, Maralee and Evelyn realize is that, in order for ours to be a leading chapter for AWC, we all must learn how to serve the chapter. In doing so, we also serve ourselves. When a chapter board member calls you during the next few weeks to talk with you about serving on her committee, think first about how this call to serve can help you lead. Realize that this person is calling you because, yes, she needs help, but also because she's giving you a chance to benefit in a meaningful way from your affiliation with AWIC-DC.

The theme for this newsletter, and also one of the four founding touchstones for AWC, is "Promoting Advancement." This year's AWIC-DC mixers, our chapter website, the national website, our programs, seminars, newsletters and e-mail alerts, will provide you with many opportunities to advance your knowledge, your leadership skills and probably your career. Take advantage of every one of these opportunities.

During the 1997-98 program year, the chapter focused on some new goals — different programs, starting a website, working to be bigger and better. This year, we're going to make sure those tools keep working for you, but we'll also be getting back to basics. You'll hear more from us by phone and you'll see more of us at events — meeting and greeting, gripping and grinning, pressing the flesh. For better or worse, our inside-the-beltway location would seem to indicate that our chapter, of all those in AWC, should know how to do those things best.

So I look forward to seeing you at a future event, to speaking with you by phone or e-mail and, yes, to serving you. I look forward to making sure that AWC National knows what the DC chapter and its members are achieving. I look forward to promoting the advancement of women as communicators, professionals and leaders. ☉

Who We Are

AWIC-DC <www.awic-dc.org> is a local chapter of the national organization, The Association for Women In Communications. More than 7,500 communicators belong to the Association, with 60+ professional chapters and 90+ student chapters. Your AWC connection spans the country!

"I look forward to promoting the advancement of women as communicators, professionals and leaders."

*Karen Rugg,
AWIC-DC President*

board of directors

1998-99 AWIC-DC Leadership



Karen Rugg, President*

Karen is Director for Communications and Marketing at the National Space Society, a nonprofit advocacy organization promoting human exploration of space. She is responsible for government relations, media relations and special events, including tie-ins with HBO's "From the Earth to the Moon" and Paramount Pictures' "Deep Impact." She is a contributing writer to the Society's bi-monthly member magazine and coordinates grassroots communications. Previously, Karen worked for Martin & Glantz Consulting in Rosslyn, VA and in business-to-business advertising and public broadcasting promotions. A member of AWC since 1995, Karen has served on media relations and Matrix committees, and as VP for Public Affairs last year. She received her bachelor's in communications and political science from the State University of New York at Geneseo.

Contact: 703-525-3079 (home office);
krug4space@aol.com



Annette Licitra, President-Elect*

Annette Licitra, executive editor of Education Daily, Education USA and their five sister newsletters in Alexandria, Va., has been a reporter and editor since 1989 at Capitol Publications, recently acquired by Aspen Publishers. Before that she worked for newspapers in Pennsylvania, Maryland and Washington, D.C. In 1993, Annette

served as vice president-finance for the D.C. chapter of Women in Communications.

Contact: alicitra@cappubs.com



Anne Marie DiNardo, Vice President, Membership*

Anne Marie returns as coordinator and strategist for chapter member recruitment and retention. She manages the C-SPAN in the Classroom area of the network's website which encourages teachers to use C-SPAN programming as part of their curriculum. She develops interactive features for the site and maintains communications with the education community using e-mail, listservs and chat rooms. Anne Marie received a master's in public relations from Boston University and is getting her master's from Georgetown University.

Contact: 703-351-7724 (h);
amd93@yahoo.com



Arlene Dookwah, Vice President, Finance*

Arlene is Web Site Administrator for the National Rural Electric Company Association (NRECA), coordinating the daily technical and administrative management of the large network of NRECA websites. This work involves developing new policies and procedures for the rapidly changing medium. Arlene, who was VP Finance

several years ago, holds a bachelor's from the University of Maryland University College and a Master's from Johns Hopkins University.

Contact: 703-907-5707 (w);
axd0@nreca.org



Vice President, Programs

As this newsletter went to print, our VP for Programs had to resign due to family illness. As you read this, a successor is being appointed. If you are interested in this position or in being on the Programs committee, please contact Karen Rugg at 703-525-3079.



Lisa Abbin, Vice President, Publications

Lisa is a market research analyst for the Bureau of National Affairs, Inc., a leading business publisher of print and electronic news and information. During her eight years at BNA, Lisa has held positions in editorial and marketing capacities, including copy editing news publications and designing and implementing market research studies to support product development and strategic planning. She is a graduate from the University of Colorado.

Contact: 202-833-7241 (w);
labbin@bna.com



Lynn O'Connell, Vice President, Outreach

Lynn has been an independent consultant in nonprofit management and development since 1992, focusing on leading organizations through strategic planning, fund-raising and project evaluation. As a volunteer, she has a strong background in literacy, having been a tutor since 1979. She is a member of both the Virginia Literacy Marketing Group and the Northern Virginia Literacy Writing Group. Lynn previously held positions on the AWC chapter board as vice president for administration.

Contact: 703-867-4942 (h);
clynnoco@aol.com



Karen James Cody, Vice President, Public Affairs

Karen manages media relations for the Bureau of National Affairs, Inc. (BNA). BNA is an employee-owned news and information publishing company that covers government legislation, regulation and policy for an international business audience. Karen has been with BNA for four years, during which time the company has created a much higher profile in an increasingly competitive news-distribution industry. She is also active in PRSA, Society for Professional Journalists (SPJ), American News Women's Club, and the NABJ (National Association of Black Journalists).

Contact: 202-452-4169; kcody@bna.com



Evelyn Parra-Rodriguez, Vice President, Administration*

A communications professional who recently relocated from Miami, Florida, Evelyn has a background in telecommunications, mass media, publishing and marketing. A graduate of Barnard College, Evelyn went on to get her master's in International Communications from American University. She is glad to be back in the Washington area and looks forward to meeting as many AWIC-DC members as she can!

Contact: 301-306-9597;
evelynparra@yahoo.com



Maralee Csellar, Vice President, Student Affairs

During the past three years, Maralee has worked in C-SPAN's Education Department. Currently, as Education Relations Coordinator, she oversees three seminars per year for college professors interested in learning how to incorporate C-SPAN into their classroom. Maralee also represents the network at trade shows. She is a graduate of Marymount University and is pursuing her master's in Public Communication at American University. She holds the position of secretary for the DC chapter of her alumni association.

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* Board of Directors Executive Committee position

Other Members of the AWIC-DC Team



Lynn Osborne, Chair, 1999 MATRIX Committee

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Chrissy The, Editor, AWIC-DC Newsletter

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Cynthia Lockley, Chapter Web Diva

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Meet Susan Heavey: 1998 MATRIX Scholarship Winner



One of my journalism professors once called me a “twenty-first century journalist,” referring to my jack-of-all-trades approach to this field. I found that hard to believe, since I can remember editing my high school’s newspaper, gluing printouts onto layout paper and adding last-minute commas with a pen.

Only recently, when I revised my resume, did I understand what my

professor meant. I am a skilled writer, familiar with both magazine and newspaper production; when I graduate from American University next May, my degree will specify print journalism. Radio is one of my personal loves, and I worked as an intern at the Associated Press radio bureau in London last fall, having completed a stint at Baltimore’s WBAL Radio in a few years ago. My latest internship at The Washington Post’s Web site has thrust me into the ever-changing world of online journalism, where ground rules are always being rewritten. Eventually, according to my professor’s theory, I will be able to combine these skills as media technology merges together. Not a bad thing, considering the dizzying array of

choices in the communications field, which continues to grow.

But my journalism major was the furthest thing from my mind when I first saw the sign advertising the AWIC-DC chapter’s scholarship—the word that stuck with me was “women.” Throughout my last three years of college, my biggest complaint was not the food or the cramped living space—it was the fact that I couldn’t have four majors: Journalism, Literature, Photography and Women’s Studies. I accomplished the first, minored in the second, took a class in the fourth and now, entering my senior year, regret not having done much with the last. I am grateful now to be a part of this organization, which has helped me fulfill that wish.



<www.hues.net> HUES stands for Hear Us Emerging Sisters. It is the first and only national, multicultural magazine for young women.

<www.mondaymemo.com/> Thought-provoking Monday a.m. insights for all communicators

<www.prgwmn.com/html/articles/musical_tune-up.htm> Progressive Woman article on the therapeutic uses of music ©

AWIC-DC Job Bank Promoting Advancement

AWIC-DC brings networking and Internet technology together in a superior service for its members to find out about the hottest jobs in the DC area.

The chapter’s website <www.awic-dc.org> offers online job postings as well as a member-only talent bank. Area companies and organizations post job descriptions on the site by categories, which include public relations, advertising, marketing, education, journalism and web design. Members are encouraged to contribute to the list by sharing job opportunities or recommending the job listings on the site to prospective employers.

The Women in Communications DC Chapter can help members who wish to post their resumé for prospective employees on the new online talent

bank. Members can simply visit the website and complete a talent pool information form.

Below are some examples of current job listings — visit the site today to advance your career!

Graphic designers to design and implement publications from concept to final delivery.

Media Relations Specialist for a leading citizen advocacy organization.

Marketing Communications Manager to develop and implement program for corporate marketing/communications.

Technical Operator to work with audio and video machinery. ©

october program

Voyage to Mars: October 8

Can you communicate in space? Find out when you join members of our chapter to fly a real mission at the Challenger Learning Center of Greater Washington. Team up with fellow communications professionals in Mars Mission Control as you prepare to welcome a new crew to the Red Planet.

Meanwhile, your fellow Mars-bound professionals work nearby in a state-of-the-art Mars laboratory, conducting experiments and gathering data that must be conveyed to the incoming crew. We are especially pleased to offer this unique experience. Thanks to our friends at the Center, we'll get to travel to space for a fraction of the regular program cost. This is no joke! The Center and its unique facilities are fast becoming a hands-on training simulation used not only by students, but by adults who are learning to communicate better with each in the workplace.

You are encouraged to RSVP as soon as possible. Spacecraft are not limitless in size; we can accommodate only the first 40 people who sign up. After 40, we will set up a waiting list. Why not invite a coworker, friend or even spouse to fly with you? And check out the program for your own corporate or organization team-building.

Please be considerate of your fellow chapter members. If you cannot attend, you must call by 5pm, October 7, to cancel so that we can admit someone from the waiting list. Please note: If you do not cancel, you will be billed!



WHEN: Thursday, October 8, 1998
Mission begins at 7pm and concludes at 9pm. Refreshments and discussion will take place at 9:00pm

WHERE: 6:30pm Meet at Challenger Center, Jefferson Jr. High School, 8th and H Streets, SW*

COST: \$15 AWC/DC members and students / \$20 nonmembers
Refreshments will be served. No shows will be billed.

RSVP: Program attendance limit is 40 adults. RSVPs will be tracked by date and time submitted. Limit to two reservations per member. E-mail chapter president Karen Rugg at krug4space@aol.com or call the DC Chapter Hotline at 202-973-2136 and leave a message with your name and daytime phone number. ☉

How much have you lost?

The AFL/CIO Working Women's Department has a new area where women can calculate lifetime earnings lost due to unequal pay.

The website asks for age, education level and current salary to calculate how much money women lose over their careers and what they could have purchased with those dollars.

You can check it out at www.aflcio.org/women/equalpay.htm

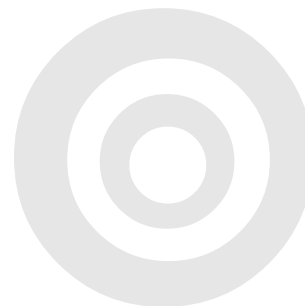
A Bit of History ... and another opportunity

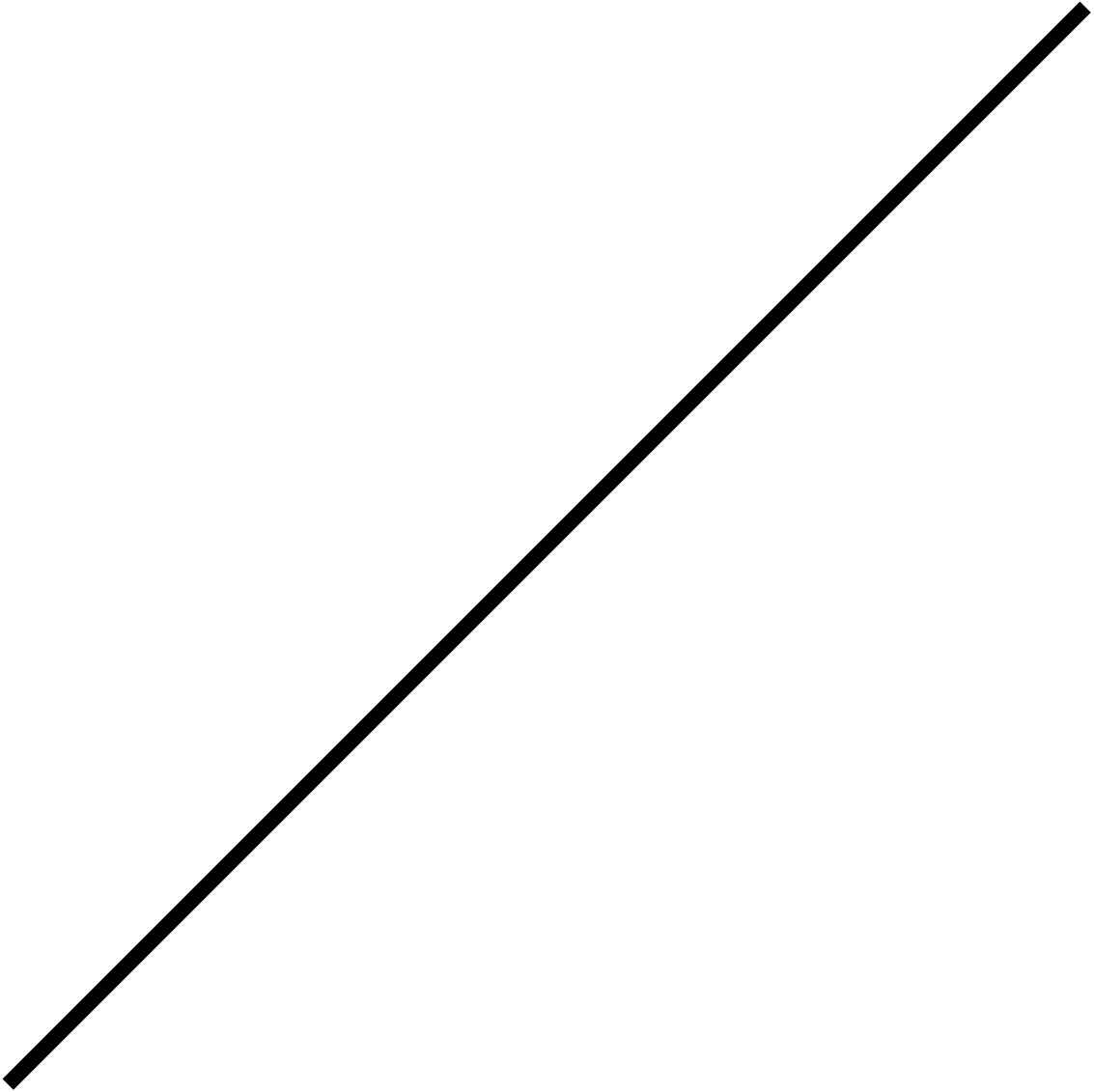
The Association for Women in Communications, founded in 1909 as Theta Sigma Phi at the University of Washington in Seattle, was built on four founding principles. These principles still serve as touchstones:

- Promoting Advancement;
- First Amendment Rights and Responsibilities of Communicators;
- Recognizing Professionals; and
- Promoting High Standards.

The association is dedicated to leading progressive change in the communications professions through information exchange, leadership, professional development and technology.

The themes for this program year's AWIC-DC newsletter will be drawn from the four guiding principles. If you have an idea for an article, if you would like to contribute a story, or if you would like to get involved as a copy-editor, please contact the newsletter editor, Chrissy Thé, at 703-243-6527; chrissy@thistlewood.com





1998 calendar

AWIC-DC Program Events

Thursday, October 8

“Voyage to Mars”

See details on page 5

WHERE: Challenger Learning Center for Greater Washington

Metro: L’Enfant Plaza

WHEN: 6:30pm – 9pm

RSVP by October 5 — Limited to first 40 RSVPs!

Wednesday, October 14

Executive Committee,

Board of Directors Meeting

WHERE: Xando’s, Connecticut Avenue, Washington, DC

Metro: Dupont Circle, P Street exit

WHEN: 6:30pm – 8pm

RSVP: Chapter members are always welcome to attend Board of Directors meetings. If you plan to attend, please leave a message with Karen Rugg at 703-525-3079.

Tuesday, November 3

“Raise Your Success I.Q.”

Presenter: Muriel Yilmaz, President, Mentor, Inc.

Ms. Yilmaz, author of *Untangling Your Nots — The Essential Life and Career Search Companion*, speaks on how to examine the belief systems that govern your thinking and control your actions. This professional motivational speaker, trainer, career management consultant, and life and business coach guarantees to raise your success I.Q. by at least 100 points! Muriel was a presenter at the national AWC conference in Philadelphia to rave reviews. Don’t miss this pre-holidays pep talk.

WHERE: Charles Sumner School, 1201 17th Street, NW

Metro: Farragut North

WHEN: Meet and greet at 6:30pm; program at 7:15pm

Wednesday, November 18

Executive Committee,

Board of Directors Meeting

WHERE: Petitbon’s American Grill & Bar,

1911 N. Ft. Myer Drive, Rosslyn

Metro: Rosslyn

WHEN: 6:30pm – 8pm

RSVP: Chapter members are always welcome to attend Board of Directors meetings. If you plan to attend, please leave a message with Karen Rugg at 703-525-3079.

Friday, December 4

Holiday Event I:

“Swingin’ in the Holidays”

We’ve teamed up with several metro-area groups — American Marketing Association, the Ad Club, Illustrators Club, International TV and Video Association, Women in Advertising and Marketing — to put together a “swingin’” holiday celebration including swing dance lessons, door prizes, great music.

WHERE: Birchmere.

WHEN: 7:00pm – 12 midnight.

COST: \$30 advance tickets/\$35 at the door. Look for an invitation to be mailed the first week of November.

Your attendance is appreciated. A portion of proceeds from ticket sales to AWC members will benefit our chapter’s Matrix Student Scholarship program. Donations also will be accepted for Toys for Tots.

Date TBD, December

Holiday Event II

Our third annual holiday reception in cooperation with the American News Womens Club at their historic building on Massachusetts Avenue. A decidedly upscale setting, wonderful networking opportunity and chance to meet fascinating women who’ve covered some of the biggest stories of the century. Your attendance is appreciated. A portion of proceeds from ticket sales to AWC members will benefit literacy organizations in Washington and Virginia.

Continuing This Year ...

Executive Roundtable Discussions

The DC chapter will be continuing its monthly dinners for executive-level AWC members in the Harvard Room at the National Press Club. Seating is limited. For more information or to ask to be put on the mailing list, please e-mail Natalie Doyle-Henin at ndh@his.com or leave your name, title and daytime phone number at the Chapter Hotline: 202-973-2136.

Where to Find Out About Programs:

DC Chapter Hotline: 202-973-2136

DC Chapter Website: www.awic-dc.org

Members will also receive individual program notices in the mail, as well as an e-mail program reminder.



T-Shirts!

Two-sided T-shirts with AWIC woman logo printed small on front pocket and large across the back. M, L, XL in sage, hot pink, powder blue and gray. On sale at each AWIC-DC event as part of our fund-raising efforts for minority scholarships.



Please make checks payable to AWIC-DC for \$16 each and mail to:

*AWIC-DC / T-Shirt
PO Box 5465
Washington, DC 20016*

Moving? Change Jobs? Get a promotion?

Switch to a new e-mail address?
Let us know so we can update our files
and online membership directory!

Send any changes to:

Anne Marie DiNardo
amd93@yahoo.com

Or, call the AWIC-DC Hotline:
202-973-2136