



WOMEN IN COMMUNICATIONS OF DETROIT, INC.

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Matrix Awards Announced!

A female pioneer in the field of communications and two leading Detroit publications will be recognized by Women in Communications of Detroit, Inc. at the annual **Matrix Award celebration on Thursday, May 17, at 5:30 p.m. at The Detroit Yacht Club on Belle Isle. Faye Alexander Nelson**, president and chief executive officer of Detroit RiverFront Conservancy, will be the evening's keynote speaker.



A member of WIC of Detroit since 1973, **Naomi Mendelson Siegel**, of Telespot Productions/Making It Happen PR, will receive the **Headliner Award**, recognizing her lifelong achievements as a communicator. Michigan's first female news film photographer, this television-industry pioneer is also an accomplished writer, poet, editor, photographer, cinematographer, producer, public speaker and award-winning artist. She and her husband/business partner Sid Siegel were recognized recently by the National Council of Television Arts and Sciences for more than 50 years of service to the industry. Their Golden Circle Award was the first to be given in the U.S.

Naomi Mendelson Siegel, with one of her paintings.



Model D e-zine, www.modeldmedia.com, will receive the **Vanguard Award** for employing an innovative, new communications tool to tell the upbeat story of Detroit's transformation. An alternative, refreshing form of urban journalism, the online publication features the positive side of living in metropolitan Detroit, with original stories, compelling images, stunning new masthead art each week, streaming video, blogs and other state-of-the-art delivery systems. The e-zine and Web site link to positive worldwide stories about Detroit. Founder and Publisher **Brian Boyle's** mission is to provide information about what's happening in the city, connecting a community with a thoughtful approach about Detroit's future.



Corp Publishing, LLC, will receive **The Diamond Award**, for impacting how women are perceived and defined by business and society. Corp! has been revitalized under the leadership of **Editor-In-Chief Edward Deeb and Publisher Jennifer Kluge**. Long-time champions of women in the workplace, Deeb and Kluge broadened the magazine's coverage of women, and involved women throughout the publication's production. The debut issue in March 2006 featured a cover story on "Michigan's Women of Distinction," profiling the honorees and highlighting important events in women's history. Since that issue, many articles in Corp! have featured women. Three members of the magazine's leadership team are women, and Corp! also hires female writers and guest columnists.

The **2007 Matrix Awards** begins with a cocktail reception and silent auction at 5:30 p.m., sit-down dinner at 6:30, and awards presentation at 7:15. Tickets are \$50 for WIC members and \$65 for non-members. For tickets, call (248) 582-8465, e-mail info@womcondetroit.org or purchase with a credit card at www.womcomdetroit.org/matrix. Student members contact RoseAnn Nicolai at (248) 582-8465 for the use of donated tickets

The Matrix Committee is also seeking **silent auction items**. If you have something to donate, or would be willing to ask individuals or businesses to contribute an item, please contact Helen Stojic at hstojic@bcbsm.com. Thank you!

Anne Doyle in Hall of Fame



Anne Doyle, the first female journalist to liberate locker rooms for then WJBK-TV, and the first to write prize-winning stories about women in sports, was inducted into The Michigan Journalism Hall of Fame this month. WIC of Detroit was pleased to submit a letter of support in her nomination. Her pioneering work as one of the first female sports reporters signified an important milestone in obtaining gender equity in journalism. During the five years she was on the air for the CBS affiliate in Detroit, she brought credibility and quality reporting to the sports beat, demonstrating that women journalists could do the job.

What WIC appreciates most about Doyle is that she approached locker room reporting with professionalism and poise. But if the most important stories come out of post-game conversations in the locker room, all reporters should be allowed.

During her years in Detroit television, Doyle shared her experiences and insight on the WIC podium. As a role model and influential representative of the press, she benefited our members and others in the profession.

If her achievements seem matter-of-fact by current standards, they show how far we've come and how much her steadfastness and commitment to professionalism paved the way for others.

Submitted by Marcia Danner

Member News

Kerry Doman's After5Detroit.com announced an exclusive partnership with ClickonDetroit.com, providing event information to metro Detroit's young professionals.

Stephanie Gregory is now an account executive at Mars Advertising in Southfield.

Helen Stojic has been promoted, from media relations director to public relations director for Blue Cross Blue Shield of Michigan.

Please contact Sally Ann Brown at (248) 652-1987 or sabrown@prfx.net with member news or questions. An application may be downloaded from www.womcomdetroit.org.

Wrap Up: Joint meeting with NAWBO

More than 300 women attended the **Joint Meeting of Business Women's Organizations**, in which WIC of Detroit participated, in January at the Atheneum Suite Hotel and Conference Center. Entrepreneurial experts Jeff and Richard Sloan, co-founders of StartupNation.com and Sloan Adventures, shared seven lessons to help entrepreneurs succeed:

1. Would you rather have 90 percent of a grape or 10 percent of a watermelon? You may need to give up some equity in your company for much-needed funding. In the long run, this will be worth it if the business grows. Sloan asked, "Would you rather own one percent of Microsoft or 100 percent of Joe's Bakery?"
2. Have a formalized communication strategy with customers, employees and investors.
3. Outsourcing is the way to go. Focus on what you do best and farm out the non-core activities.
4. Hitch your wagon to a star. Team up with strategic partners who can help you achieve your goals easier and faster.
5. Harness the power of PR. Getting press is a cost-effective way to reach the business target market. Position yourself as an expert in your field.
6. Manage the burn rate. Monitor expenses, revenue and cash reserves. Anticipate the seasonality, customer purchasing cycles and growth spending. Control the dollars so they don't control you.

7. Know the end game. Figure out where you want to be in the end and then define all the necessary steps to get there.

They ended with additional tips, including: attend as many networking meetings that you can fit into your schedule because you never know what will come from the dialogue and new people you may meet, and don't be afraid to be at the high-end in price, but offer premium service.

Submitted by RoseAnn Nicolai

Wrap Up: "Uber-cool" Research Skills



Panelists Lynne Schreiber, Eric Hoss and Karen Hill enlighten a packed house at WIC's "Uber-cool" Research Skills program at Thomson Gale.

WIC's February Freelance Forum on researching in the 21st century brought a crowd to the Farmington Hills world headquarters of Thomson Gale, a world leader in e-reference and education publishing. (www.gale.com)

Karen Hill, executive director, content and media production at Thomson Gale, advised everyone to access their library resources from home. Validate the information in your articles! Editors want to know the source of data, and they don't want to hear you got it on wikipedia! Visit www.accessmylibrary.com, for online access to all area libraries with your library card!

Thomson Gale Product Manager **Eric Hoss** spoke about Really Simple Syndication, an alert system with a direct link to the source. It's updated as new information on your subject becomes available.

Lynne Schreiber, a local freelance writer who wrote several chapters of the 22-volume online Encyclopedia Judaica, is a regular contributor to StartUp Nation.com. She was a wealth of information, recommending the following Web resources:

- * www.profnet.com (from PR Newswire) - do a query on your subject (free for writers)
- * www.mel.org (Michigan e-Library, a state resource) - go to the source to be accurate
- * www.freelancesuccess.com - a forum for virtual networking
- * www.pubmed.gov (National Institutes of Health) – health & nutrition information
- * www.scholar.google.com – scholastic information

Lynne noted that 90% of good journalism is research! She can be reached at www.lynneschreiber.com.

Wrap Up: What Men Don't Tell Women About Business



Chris Flett gives more tips to attendees after his presentation.



Flett stalks the tables, giving a no-holds-barred view of men's dealings with women in business.

Entrepreneur Christopher V. Flett, CEO of Flett Ventures, Inc., (www.chrisflett.com) in Vancouver, British Columbia, held attendees to WIC's March program spellbound as he opened the male "playbook" to business. In revealing how men develop partnerships, the role of the male ego in making decisions and how men sabotage women in business (as well as ways in which women sabotage themselves), Flett was brutally honest. He stressed that this "insider" information is critical to understanding the male/female business relationship.

"When a woman understands the drivers of Alpha Males, and ways that women give up their power, she is in a very strong position," said Flett.

According to Flett, Alpha Males:

- * Are unsure of how to engage with women in business
- * Are driven by money
- * Use 'toys' (cars, electronics, watches, etc.) to show other men how well they are doing
- * Are ego driven
- * Can't tolerate any criticism
- * Look to carve out, rather than fit in
- * Look at their own position in the "pecking order"

* Give women the “Deep 6”, effectively removing them from competition, (and women don’t see it coming!)

He also noted ways that women undermine themselves in business:

- * Take things personally
- * Make excuses (especially when based on childcare, which gets no sympathy)
- * Don’t get to the point
- * Openly attack each other
- * Tell secrets
- * Bring personal issues to work
- * Seek external affirmation
- * Frame ideas in the form of a question (interpreted as a lack of confidence)
- * Accept poor treatment
- * Being selfless
- * Not understanding business endorsement
- * Not asking for what they want
- * Not having a Plan B

Chris Flett has written a book on his advice to women, which will be available at bookstores soon. We’ll be watching for it!

WIC Web site

Be sure to check out the **News and Notes** page on our site to learn more about our partner, **Michigan Women’s Marketplace**, and other opportunities for women in communications, including our **Job Bank!** Thanks to our webmaster, **Kevin Warren** (husband of WIC’s Lisa Gibala Warren), for his valuable assistance and expertise in creating our new site.

Call for Clarion Judges

Our national affiliate, The Association for Women In Communications, is seeking judges for the 2007 Clarion Awards Competition. Judges’ qualifications and an application form may be found at www.womcom.org/awards/2006_judge_selection_criteria.asp. **Deadline to apply is April 30.**

Journalism Call For Entries!

In Character, the journal of everyday virtues, calls for entries to its second annual journalism prize for editorial and opinion writing. The editors will announce the winners of one \$10,000 and two \$5,000 prizes in June.

Deadline for submission is May 1, 2007! For detailed information on eligibility and to get submission forms, visit www.incharacter.org/prize, or contact info@incharacter.org.

Is It Time To Update Your Resume?



The motto “Be prepared,” isn’t just great advice for Boy Scouts; it’s also great career advice. You never know when the perfect career opportunity will present itself. If a recruiter called you today with your dream job, would you be prepared to send out an up-to-date resume right away?

There are four critical times to update your resume:

- * At least once a year
- * Any time your career focus changes
- * When you anticipate layoffs with your company
- * When you begin to feel dissatisfied with your current position

1. Update your resume every year. This is where many people fall short. When that recruiter calls with the perfect job, you may suddenly find your resume years out of date, and you’ll have to scramble to catch up.

Keep your resume current by including your best accomplishments each year. Don’t count on your memory to recall everything you achieved in years past! You are likely to overlook critical achievements and contributions. If you need assistance, a resume coach may be able to help you through the process with some targeted questions on your most recent jobs.

2. Update your resume when your career focus changes. If you want to change your career path, then you also need to change your resume. There are several ways to shift the focus away from your current job and toward your new career.

By focusing on the skills that will be useful in your new career, you can position yourself as a stronger candidate for the job. Highlight those transferable skills in your new resume, bringing them front and center.

In addition to highlighting your transferable skills, shift your list of accomplishments to support those skills. Accomplishment statements give credibility to transferable skills and prove your ability to cross industry or occupational lines. Well-crafted accomplishments make a big difference in whether you win the interview or are passed over.

Finally, be sure you understand your audience. As you shift career focus, it is critical to understand the hiring motives of your target market. Use your resume as an effective selling tool by correctly anticipating the recruiter’s “wish list” for great job candidates.

3. Update your resume when you anticipate layoffs within your company. A harsh reality of today’s economy is the need for corporate downsizing. Layoffs and losses are becoming more and more common. But you can prepare for any worst-case scenario by keeping your resume up-to-date.

Don't make the mistake of being overly optimistic. It's safer to assume that you are on the "out" list. Most people who get caught unexpectedly in a layoff thought they were indispensable to their employers. You might be important or well-liked, but remember that the bottom line always has a louder voice than you do. Get your resume ready as soon as you see any indications that downsizing is on the way.

Don't mistake company loyalty for a fear of change. Often employees would rather take their chances with a potential layoff than make proactive steps toward finding a new job. Once they're laid off, it's already too late. Remember, as a candidate, you are always more marketable while still employed. Avoid this trap and start your job search early with self-marketing tools (resume and cover letter) that are up-to-date and top quality.

4. Update your resume when you are dissatisfied with your current position. Job dissatisfaction leads to feelings of frustration, worthlessness and often hopelessness. But there is no reason to stay in a job you hate. Being prepared with an updated resume can help you feel better in your current job. When you have a really terrible day at work, you can respond to job opportunities that same evening with confidence in your up-to-the-minute resume. Taking proactive steps toward a new career will give you back your optimism and self worth.

If it's time for you to update your resume, first decide whether your resume requires a simple update or a complete rewrite. If you have been using the same resume format throughout your career, it's possible that you have outgrown the old look. What your resume promoted ten years ago may not be appropriate or significant for your career choices today. And if you've simply been "tacking on" to your old resume, it may start to resemble a house with too many additions, with little sense or direction.

A professional resume critique can help you decide exactly what you need to move forward. A well-written resume can make an incredible difference in:

- * The length of time it takes to make your career move
- * The quality of your next position
- * The income potential of your next position

Your resume is your best sales tool in finding a new job, and it deserves the investment of your time and commitment. With a little extra effort now, you'll be prepared for anything that comes your way—and be well on the path to your next great job.

Deborah Walker, CCMC

Career Coach ~ Resume Writer

Find more job-search tips and resume samples at:

www.AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com

Please send newsletter ideas and articles by members to Sally Ann Brown at sabrown@prfx.net.

**Find job openings and updates on WIC programs:
www.womcomdetroit.org**

Board members for WIC of Detroit for 2006-07

- Karen Spica – President
- Sally Ann Brown – Vice-President, Membership
- Linda Lyles Daniels – Vice-President, Programs
- Helen Stojic (Nilson) – Vice-President & Treasurer
- Susan Schwandt – Recording Secretary
- RoseAnn Nicolai – Chief Administrator

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