



# MATRIX AWARDS

New York Women in Communications, Inc.

355 Lexington Avenue, 17th Floor  
New York, New York 10017-6603  
212.297.2133 Fax: 212.370.9047  
E-mail: [info@nywici.org](mailto:info@nywici.org)  
Website: [www.nywici.org](http://www.nywici.org)

**FOR IMMEDIATE RELEASE**

Contacts: Chris Taylor (212) 318-2660  
[Taylorc@bloomberg.net](mailto:Taylorc@bloomberg.net)

Beth Kseniak (212) 286-7297  
[Beth\\_Kseniak@condenast.com](mailto:Beth_Kseniak@condenast.com)

***NYWICI Announces Matrix Awards Winners For 2001***

New York, NY, January 21, 2001--New York Women in Communications, Inc. (NYWICI) today announced the honorees for its 2001 Matrix Awards. The prestigious annual awards recognize exceptional women who have distinguished themselves in the communications fields of advertising, books, broadcasting, magazines, new media, newspapers, public relations and arts & entertainment. The Matrix awards, celebrating its 30th year, will take place at The Waldorf=Astoria on Monday, April 23.

The luncheon is sponsored by Conde Nast Publications and will be hosted by Gourmet magazine's editor-in-chief and best selling author Ruth Reichl. This year's honorees are as follows:

- Advertising: J. Andrea Alstrup, Corporate Vice President, Advertising  
Johnson & Johnson
- Books: Jane Friedman, President & CEO  
HarperCollins Publishers
- Broadcasting: Judy McGrath, President, MTV Group & Chairman, Interactive Music, MTV Networks
- Magazines: Valerie Salembier, Vice President & Publisher, Esquire
- New Media: Pamela Thomas-Graham, President & CEO, CNBC.com
- Newspapers: Joanne Lipman, Deputy Managing Editor, The Wall Street Journal, Editor in Chief, Weekend Journal
- Public Relations: Judy Corman, Senior Vice-President, Corporate Communications & Media Relations, Scholastic, Inc.
- Arts & Entertainment: Lois Smith, Managing Director, PMK Public Relations

The theme for the 2001 luncheon is: "Celebrating Women Who Changed the World."  
For information regarding sponsorships, tickets and reservations please call NYWICI at (212) 297-2133.

Women in Communications, Inc., a not-for-profit professional organization, was established in 1909 to promote the advancement of women in all fields of communications. The New York City chapter, formed in 1926, is the largest of 60 professional chapters across the country and is committed to delivering quality programs to its membership.

###