

# 2021 MATRIX AWARDS

VIRTUAL EVENT | MONDAY, OCTOBER 18, 2021 | 12:00 P.M. ET



## MATRIX AWARDS

NEW YORK WOMEN  
IN COMMUNICATIONS

PRESENTED BY



HOSTED BY







# MATRIX AWARDS

NEW YORK WOMEN  
IN COMMUNICATIONS

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NYWICI.ORG @NYWICI #MATRIX2021 #WOMENHEARD

# Congratulations

## to the 2021 Matrix Honorees!

Thank you for being role models to the next generation of female achievers in media and communications



**Yamiche Alcindor**  
Host, Washington Week, PBS  
White House Correspondent,  
PBS NewsHour



**AWKWAFINA**  
Actor



**Maggie Haberman**  
Washington Correspondent,  
The New York Times



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NEW YORK WOMEN  
IN COMMUNICATIONS  
Connect. Create. Communicate.

# WHO WE ARE

Founded in 1929, New York Women in Communications (NYWICI) is the premier organization for female communications professionals. Today, the 92-year-old not-for-profit association has more than 2,500 members — from senior executives to students and entrepreneurs to young professionals — in a variety of communications disciplines, including journalism, broadcasting, corporate communications, digital, publishing, advertising, integrated marketing, photography, public relations, graphic design and more.

NYWICI's mission is to empower women in the communications field at every career stage to reach their full potential and navigate the ever-changing landscape of communications. We promote professional growth and inspire members to achieve and share success by actively encouraging leadership and professional development, as well as networking opportunities that connect women who connect the world. Over the last 50 years, NYWICI has honored the industry's most outstanding leaders and celebrated all the courageous women that have come before them and those that will come after with the Matrix Awards. Since 1971, more than 340 women have received the NYWICI Matrix Award.

Each year, we award scholarships ranging from \$2,500 to \$10,000 to high school seniors, college and graduate students, and offer educational programs, including an annual Student Communications Bootcamp for women beginning their careers or embarking on career transitions. To date, we have awarded more than \$1.9 million in scholarship support to over 344 women. We've also awarded \$47,000 in PIVOT Development Grants — self-directed grants to female professionals who seek to evolve their careers — to 30 deserving women.

As women who connect, create and communicate, NYWICI members serve as role models, career advisors and mentors.

# 2021 MATRIX COMMITTEES

Our deepest thanks to all of those who have helped make this year's Matrix Awards a success. During a difficult year, they have brought their intelligence, talent, work ethic and commitment to bear on producing an event that is a huge undertaking in the best of circumstances.

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## BY THE NUMBERS

**\$1.9M**

awarded in scholarships since 1998

**353**

young women to date have received scholarships

**340+**

women have been awarded Matrix awards since 1971

**\$47K**

has been awarded in Pivot grants to 30 deserving women since 2012

## THANK YOU TO OUR CORPORATE MEMBERS



# THANK YOU TO OUR SPONSORS

New York Women in Communications would like to show its appreciation for the generous support of the corporations and individuals who have contributed to the financial success of the 2021 Matrix Awards. Proceeds from the event are used by NYWICI to develop and maintain a full calendar of affordable programs and special events, as well as for scholarships, networking and support systems for the organization's members and the community-at-large.

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## HOST

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Media**

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## WORLD CHANGER



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## WOMENHEARD





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# FROM THE NYWICI PRESIDENT



Dear NYWICI Members and Supporters –

For over 51 years, New York Women in Communications (NYWICI) has hosted the Matrix Awards to honor women whose leadership in our industry is changing the world. We are proud to have set the standard for recognizing female achievement and empowerment when we honored Gloria Steinem with the first Matrix Award in 1971.

On behalf of the NYWICI board, our Corporate partners, and our entire organization, I want to share my sincerest congratulations to the eight incredible women who are joining the Matrix Awards Hall of Fame this year. The Matrix Award, our industry's highest tribute, is given to a select group of outstanding leaders whose brilliant work, bold choices and commitment to championing the next generation of female leaders is at the highest levels. These women being recognized this year have demonstrated adaptability, innovation and growth during uncertain times, while further driving NYWICI's mission of uplifting and supporting women at all stages of their communications careers. They were chosen because of their ability to successfully lead in the face of adversity, covering the bold stories that matter and making a significant impact on business and society.

Thank you so much to Bloomberg Media for hosting this year's celebration. This is not the first time Bloomberg has hosted the Matrix Awards and they return as an invaluable partner to NYWICI across all facets of the organization. I would also like to thank all of our sponsors and supporters who have helped make today's event possible: Lowe's, The New York Times, IPG, Meredith, Weber Shandwick/IPG DXTRA, the Walt Disney Company, Spotify, Discovery, Google, AMC Networks, 160over90, Starcom, Warner Media, Twitter, Hearst, and NBC Universal. Proceeds from the Matrix Awards go to support NYWICI and its scholarships and educational programs for women. NYWICI is proud to be the largest provider of communications scholarships for women in the United States and has given more than \$1.9 million in scholarships to young women of outstanding promise.

As the premier organization for female communications professionals, New York Women in Communications supports women in every discipline at every stage of their careers and helps them navigate the ever-changing communications landscape. Founded in 1929 by a group of pioneering women journalists advocating for equal pay to their male counterparts, NYWICI has been leading the way in breaking down barriers for women and supporting new generations of female leaders for ninety-one years.

The last 12 months have been extraordinary and we are proud to have achieved so much together. Here are some of our highlights! We inaugurated the most diverse board in our 91-year history; formally launched and scaled our #WomenHeard initiative, a robust, deep-dive research and call-to-action initiative focused on the impacts that Covid-19 is having on women in the workplace; launched the #WomenHeard podcast to highlight the voices of professional women and provided scholarships to a new class of communication students. Through #WomenHeard, partnering with organizations such as Edelman, FCB, Engine, WPIX, Meredith and Bloomberg, we are working to elevate women's voices and improve the conditions that the pandemic has brought to light to help all women reach their unlimited potential. Our goal is to bring back what has been lost and build a better working environment for women in communications and nationwide.

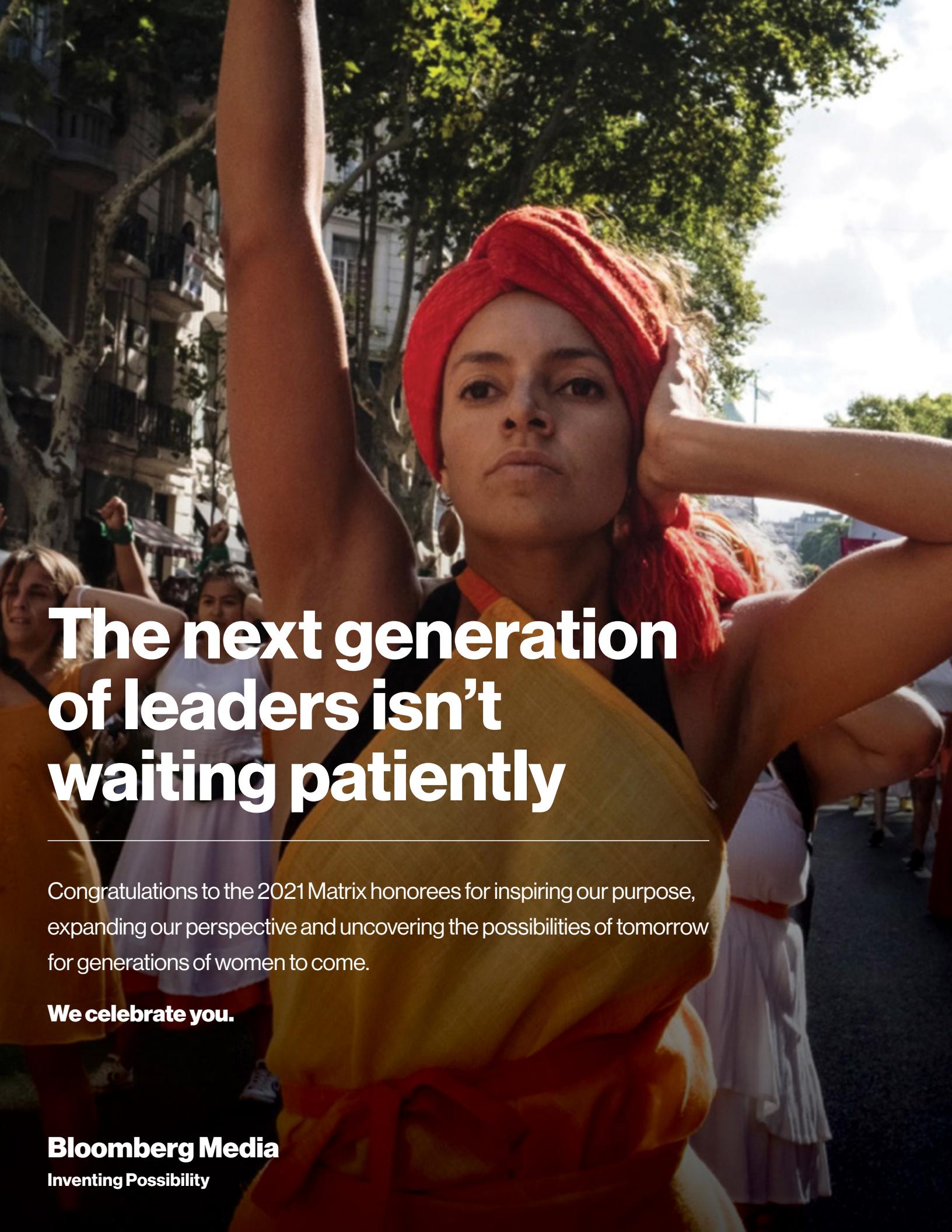
If you are not already a NYWICI member, I encourage you to join and make NYWICI an essential element of your personal and career growth. For information on all the benefits of membership, please visit [nywici.org/join](http://nywici.org/join).

Lastly, I would like to thank our amazing board of directors, committee members and Corporate partners for championing NYWICI and Matrix Awards forward. Serving as your President, during such complex times, has been an honor of a lifetime.

Warm Wishes

**ASHLEY MILES**

President, New York Women In Communications  
Founder & CEO of Franklyn West



# The next generation of leaders isn't waiting patiently

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Congratulations to the 2021 Matrix honorees for inspiring our purpose, expanding our perspective and uncovering the possibilities of tomorrow for generations of women to come.

**We celebrate you.**

# FROM THE HOST



Bloomberg Media is honored to host the 2021 Matrix Awards, supporting New York Women in Communications and their incredible work on behalf of current and future female leaders.

This year's honorees span many areas of media and represent the talent and values that will move the industry forward. Given the world's many urgent challenges, the work of informing and inspiring is more important than ever. These are some of the most influential leaders meeting these challenges head on.

To build on their great work, the Matrix Awards funds the New York Women in Communications Foundation's annual scholarship program, which helps provide opportunities to the next generation of changemakers. At Bloomberg Media, we believe this kind of investment in diverse talent paves the way for content with an increasingly equitable and inclusive focus.

For example, our Bloomberg Equality franchise expanded in 2021. This vertical elevates issues of race, gender, diversity and fairness in business. We use data, context and local nuance to tell deeper stories about successes alongside persistent inequities in need of change. Its work permeates all of our platforms—from Bloomberg.com to Bloomberg Businessweek and Quicktake. An incredible team led by Bloomberg News' Jacqueline Simmons, Senior Executive Editor for the Americas, and Executive Editor Rakshita Saluja drive the editorial efforts. Anne Kawalerski, Bloomberg Media's Global Chief Marketing Officer works with our partners who support this vision.

Bloomberg News' New Voices program – led by Laura Zelenko, Senior Executive Editor for Standards, Diversity, Talent and Training – has helped increase the representation of women and diverse guests on Bloomberg TV. The program also includes a media training program for senior women in finance in 11 cities around the world. The proportion of external female guests on Bloomberg TV has tripled, and representation among our own employees has reached 50% for women, a doubling from the program's launch in 2018. Earlier this year, we integrated a New Voices module into the expanded Bloomberg Equality website.

There is certainly more to do to continue giving women the strong voice they deserve within the industry, and we're committed to making even more progress in the years to come.

We take another step in the right direction today, by congratulating each of the amazing honorees and the scholarship recipients who exemplify the many reasons we will continue to support women in communications and The Matrix Awards. We're so proud to be a part of this.

**JUSTIN B. SMITH**

CEO, Bloomberg Media



# WOMENHEARD

**Check out our newly relaunched podcast!**

Welcome to WomenHeard: a career-oriented podcast featuring candid conversations with women in communications. Host and career expert Julie Hochheiser Ilkovich chats with successful, passionate guests about topics that are top of mind for working women: career advancement, equality in the workplace, compensation, and so much more! Guests also share their advice on universal career topics, such as mastering the job interview, managing up, entrepreneurship, and time management. The goal of WomenHeard is to create a comfortable space to have the conversations that will help women succeed. This podcast is brought to you by New York Women in Communications.



Listen to our latest episode  
featuring NYWICI President  
**Ashley Miles, the Founder &**  
**CEO of Franklyn West.**

Listen and subscribe now at [nywici.org/podcast](http://nywici.org/podcast)

## EMCEE HALLIE JACKSON



Hallie Jackson is the senior Washington correspondent for NBC News, covering the biggest stories from our nation's capital, and hosts the 3 p.m. hour of "MSNBC Reports." Jackson is a fill-in anchor for "NBC Nightly News" and "TODAY" and her reporting appears across all NBC News and MSNBC platforms and NBCNews.com.

In February 2020, Jackson co-moderated the NBC News and MSNBC Democratic presidential debate in Las Vegas, NV, the most-watched Democratic presidential debate in history with nearly 20 million viewers.

Previously, Jackson was NBC News' Chief White House Correspondent covering President Donald Trump's administration, from the inauguration through the impeachment trial and the 2020 election. Jackson traveled with the president for every key international trip, including the summits with Kim Jong Un and the anniversary of D-Day in Normandy.

In 2021, Jackson became the host of the 3 p.m. hour on MSNBC, where she brings well-sourced updates and breaks down key developments from Washington. She previously hosted the 10 a.m. hour on MSNBC since 2017.

While reporting on the 2016 campaign trail, Jackson consistently broke developments in the election cycle and scored exclusive interviews with several GOP candidates including Donald Trump, Sen. Ted Cruz, Sen. Marco Rubio and Ben Carson.

Before covering politics for the network, Jackson reported from NBC News' Los Angeles bureau for a year.

Prior to joining the network in 2014, Jackson was a national correspondent for Hearst Television in Washington, D.C., providing daily coverage of political and national events for its 26 affiliates across the country. She has also worked for WFSB-TV in Hartford, CT. and was a general assignment reporter for WBOC-TV in Salisbury, MD.

Jackson, a native of Yardley, PA, graduated from The Johns Hopkins University with a bachelor's degree in political science.



# YAMICHE ALCINDOR

Host of WASHINGTON WEEK, PBS  
White House Correspondent, PBS NewsHour

*“To be a political journalist, you have to be ready to stand up for your reporting. You have to be ready to push and hold political leaders accountable.”*

# MAKING A LEGACY OF HER OWN

by SARAH LYNCH

On Friday evenings, Yamiche Alcindor assumes the chair at Washington Week's roundtable with a mighty responsibility: delivering and contextualizing a week's worth of news for the nation. Alcindor became the show's moderator in May, the ninth to helm the renowned PBS program, while retaining her roles as White House correspondent for PBS NewsHour and a political contributor for MSNBC and NBC News. This achievement follows years of political reporting, notably covering the intersection of race and politics, the Trump and Biden administrations, immigration and the impacts of the Covid-19 pandemic, among other crucial stories.

Now, Alcindor leads a roundtable of award-winning journalists as trust in the news hovers at a historic low and hard truths demand difficult conversations. But Alcindor has already established herself as a journalist par excellence, even and especially when challenges arise. With a book on the horizon and a primetime news program to call her own, Alcindor has the floor. And she's not backing down.

"We did an entire special on George Floyd, and it told me that I can mold this show and really own this show and tell the country, 'Here's what's important. Here are the issues that we should be focusing on.' And we'll take them one show at a time," said Alcindor.

Alcindor spoke with New York Women in Communications (NYWICI) to talk about how she's making a legacy of her own and what winning a NYWICI Matrix Award this year means to her.

## WHEN YOU TAKE ON A ROLE WITH SO MUCH HISTORY, HOW DO YOU STRIKE A BALANCE BETWEEN CARRYING ON ITS LEGACY AND MAKING IT YOUR OWN?

Washington Week has this 54-year history and legacy of being this amazing show that people want to watch and that people feel really connected to every Friday. I want to make sure that I keep that legacy going by being a place where you see the best reporters, hear the best information and really review what we've all lived through that week. That being said, I like the idea of making the show fresh for me. That means really focusing it both on power and politics,

but also on everyday people's lives. Making sure the vulnerable people in our society—women and people of color—that their everyday kitchen-table issues are at the center of our conversations.

## BEFORE WASHINGTON WEEK YOU SPENT SIX YEARS COVERING THE 2016 CAMPAIGN AND THEN THE WHITE HOUSE. WHAT DID YOU LEARN DURING THAT TIME THAT YOU THINK ASPIRING POLITICAL REPORTERS SHOULD KNOW?

One of the things that I learned was to really lean into my experiences and lean into the unique view that I bring as

a reporter. Covering the White House, in particular, you need to have a really thick skin. So many people got to know me and my work when I was sparring with President Trump. I also sparred with Senator Bernie Sanders, though not to the level of the former president. To be a political journalist, you have to be ready to stand up for your reporting. You have to be ready to push and hold political leaders accountable. You have to be ready not to be scared when a tense moment is playing out for millions and millions of people to watch.

**YOU HAVE A MEMOIR COMING OUT CALLED DON'T FORGET. WHAT IS SOMETHING YOU HOPE A READER OF YOUR BOOK WILL REMEMBER?**

I hope that when people read my memoir they won't forget that they have the confidence and the wherewithal to make it through anything if they can remember who they are and the power that just being you brings. My story is the story of someone who is a descendant of enslaved people who founded a country in Haiti—who were immigrants who came to the United States in the 1970s fleeing dictators—who navigated as a young Black woman, newsrooms where I was told that I wasn't pretty enough to be on TV or that I didn't look confident enough to do the stories that I wanted to do. I really hope that when people read my book that they feel so inspired to do whatever they want to do, whether it's journalism or being a Wall Street banker or a lawyer.

**DO YOU HAVE ADVICE ABOUT CREATING AND NOURISHING MENTOR-MENTEE RELATIONSHIPS?**

Being a mentee really means being respectful of your mentor's time but also being honest with your mentor about whether or not you're struggling or if you made a mistake. I'm now at Washington Week in the chair that was helmed by Gwen Ifill, who was a dear mentor to me. I think in some ways, it's almost like Gwen is continuing this legacy through Washington Week because she trained me and helped me really understand what good journalism looks like. I'm hoping that the show still has some of the same principles and some of the same value that it had when she was in the chair.

**WHAT DOES WINNING A NYWICI MATRIX AWARD MEAN TO YOU?**

Winning a Matrix award really feels like such a blessing because I'm being

recognized among a sea of women who have just done amazing work. When I look at the names that are next to me—I'm thinking of Maggie Haberman, Awkwafina, Hoda Kotb—these are people that I look up to. These are people that inform me. These are people that entertain me. These are people that I think are just amazing women. And to think of myself as being in the same category as them—it is just surreal, and it blows my mind. I'm so grateful and so honored to be a Matrix awardee.

*This interview has been condensed and edited for clarity.*

**Sarah Lynch** is a production assistant at NBC New York.

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**PRESENTER**

# NIKOLE HANNAH-JONES

*Staff Writer, New York Times Magazine*



Nikole Hannah-Jones is the Pulitzer Prize-winning creator of the 1619 Project and a staff writer at The New York Times Magazine. She has spent her career investigating racial inequality and injustice, and her reporting has earned her the MacArthur Fellowship (known as the Genius grant), a Peabody Award, two George Polk Awards and the National Magazine Award three times. Hannah-Jones also earned the John Chancellor Award for Distinguished Journalism and was named Journalist of the Year by the National Association of Black Journalists and the Newswomen's Club of New York.

In 2020, she was inducted into the Society of American Historians and in 2021, into the North Carolina Media Hall of Fame. In 2016, Hannah-Jones co-founded the Ida B. Wells Society for Investigative Reporting, which seeks to increase the number of reporters and editors of color.

She holds a Master of Arts in Mass Communication from the University of North Carolina and earned her Bachelor of Arts in History and African-American studies from the University of Notre Dame. Hannah-Jones is the Knight Chair in Race and Journalism at Howard University, where she has founded the Center for Journalism & Democracy.

Carol H. Williams Advertising  
celebrates the powerful voices of

# NEW YORK WOMEN IN COMMUNICATIONS



Congratulations to the 2021 Matrix Awards honorees!



# AWKWAFINA

Actor

*“When you don’t see a lot of you on tv, know that absence shouldn’t act as a deterrent to pursue your dreams, but rather motivate you to fill those absences.”*

---

# FILLING THE ABSENCE HERSELF

by MANDY CARR AND SARAH LYNCH

Holding her Golden Globe in 2020, Awkwafina made history and—of course—a joke: “If anything, if I fall upon hard times, I can sell this,” the actress, born Nora Lum, quipped to the crowd. “So that’s good.”

Awkwafina became a breakout star after *Crazy Rich Asians*, and her resume now includes blockbusters like *Jumanji: The Next Level*, *Oceans 8*, *Shang-Chi and the Legend of the Ten Rings* and *Raya and the Last Dragon*. She also stars in her own semi-biographical show on Comedy Central, *Awkwafina Is Nora from Queens*.

Her talent has merited a Satellite Award for Best Actress and nominations for the Rising Star BAFTA in 2020 and a Critics’ Choice Movie Award for Best Actress. And, in January of 2020, she became the first Asian American to win a Golden Globe in any leading actress category.

The actress, viral rapper, writer, executive producer and, now, Matrix Award winner has turned barriers into motivators, paving the way for more nuanced and widespread representation.

Awkwafina spoke with NYWICI about the gaps still present in the industry but the hope to be found behind the scenes and on the screen.

## SINCE YOUR CAREER STARTED, WHAT IMPROVEMENTS IN DIVERSITY HAVE YOU SEEN IN HOLLYWOOD, AND WHAT MORE STILL NEEDS TO BE DONE?

Since my career started, I’ve seen the roles change. I think I slowly saw them morph from one-dimensional, often the only Asian in a group of girls and not fully realized. A big reason for this that I have found is the changes going on behind the camera. And how stories are now being written authentically and then self-directed as Lulu Wang did in *The Farewell*. The changes I’ve

seen are hopeful, but I think Hollywood needs to continue pushing for more diversity on and off-screen. More females and female POC in traditionally male-dominated roles on set (including directing), so more authentic stories can continue to be told.

## WHAT INSPIRED YOU TO START PRODUCING?

Producing is knowing what goes on on all fronts of a show. I realized very quickly that actors often stay in one world, where we don’t always understand or know all of the things that

are taking place to keep things afloat. Producing has since taught me that every movie or show is an effort that includes every single woman and man in every single department. It is about balancing many fires without being a fire yourself, and I’m still learning.

## WHAT ROLE MODELS DID YOU LOOK UP TO AS A KID?

I looked up to a lot of different people, but Margaret Cho really changed my perspective of what might be possible for a woman who looked and spoke like me.

## HOW DO YOU MANAGE YOUR MENTAL HEALTH WHILE ALWAYS BEING IN THE SPOTLIGHT?

This is something I am still trying to figure out. It's an industry that doesn't necessarily ease your mental health, and it's so easy to lose yourself in the process. I want to maintain a strong sense of self and a strong knowledge of who I am. Because without that, you let everyone else define you.

## WHAT DO YOU BELIEVE HAS BEEN THE MOST CHALLENGING PART OF YOUR CAREER?

I think the most challenging part of my career, in the beginning, was a sense of impostor syndrome and not quite understanding how I got here. I saw the amazing opportunities, the amazing people I got to work with and often wondered if this is real, if it'll last and if I'll always continue growing and wanting.

## WHAT ADVICE WOULD YOU GIVE YOUNG ASIAN WOMEN WHO WANT TO FOLLOW IN YOUR FOOTSTEPS?

I would say that for young Asian women, the world is not set up for you to feel pride in your two identities. But you have to find that somehow. When you don't see a lot of you on tv or other fields, know that that absence shouldn't act as a deterrent to pursue your dreams but rather motivate you to fill those absences. For me, I started later than most of my co-workers, so I would also say that it's never too late, and you're never too old!

*This interview has been condensed and edited for clarity.*

**Mandy Carr** is the Tech Editor at Screen Rant.

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### PRESENTER

# BOWEN YANG

Actor



Bowen Yang is a comedian, writer and actor based in Brooklyn, NY. He is currently an Emmy-nominated featured player on *Saturday Night Live*, where he wrote for one season before moving on-screen. He can also be seen recurring on Comedy Central's *Awkwafina is Nora From Queens* and will next star in Fox Searchlight's upcoming comedy *Fire Island* and Paramount's *The Lost City*, starring Sandra Bullock and Channing Tatum. This past year, Bowen was featured in *Time* as one of their Time 100 Next: Artists.

# Congratulations to all the 2021 Matrix honorees

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# CONGRATULATIONS 2021 MATRIX HONOREES!

YAMICHE ALCINDOR / AWKWAFINA / MAGGIE HABERMAN  
JUDITH HARRISON / HODA KOTB / DAWN OSTROFF  
AMANDA RICHMAN / MARISA THALBERG



# MAGGIE HABERMAN

Washington correspondent for *The New York Times*

**“***I feel like I have an obligation to pass along what I've learned over time. Your words can weigh very heavily on the younger generation so choose them carefully.”*

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# IN PURSUIT OF TRUTH

by JULIA CORBETT

Maggie Haberman has a front row seat to the modern political era. Her political reporting career has taken her from New York's City Hall to the Oval Office to cover the Trump administration.

As a White House Correspondent for *The New York Times*, Haberman was a part of the 2018 Pulitzer-prize-winning team that covered the Russia investigation. She is now on leave to write a book about former President Trump.

Throughout her career, which includes past roles at *The New York Post*, *The New York Daily News* and Politico, Haberman has seen firsthand the impact of disinformation—and is in relentless pursuit of the truth.

Haberman spoke with NYWICI to talk about being a journalist in today's world and what winning a NYWICI Matrix Award this year means to her.

## WHAT DOES IT MEAN TO BE A JOURNALIST TODAY?

Being a journalist in today's world is different than several decades ago when there were a handful of news outlets. These days, the news environment is so dispersed that readers can basically choose what news they want to pay attention to and tune out what they don't.

Being a reporter is navigating that. It is also navigating a lot of disinformation—and that does not have to be professionally sent out through some organized means, like a foreign country. There are websites that put out information that is not true. There are elected officials who say things that are not true.

## WHAT INTERESTS YOU THE MOST ABOUT POLITICAL REPORTING?

My first-ever politics-related assignment was covering Rudy Giuliani's reelection tour for mayor in 1997. Politics is the lead-up to policy in this country. It is how policy gets made. We also tend to treat politicians as larger-than-life figures. They can hold outsized media attention and have a way of becoming more nationalized, especially in New York. I think all of those are reasons why I originally got into it.

I've seen over time the impact that our system has on individuals: the way in which policy is crafted, the way in which it's either executed or not executed, the way in which small lies told by politicians can give way to bigger lies or untruths and how corrosive that can be.

## YOUR FATHER WAS A TIMES REPORTER AND YOUR MOTHER WAS AN EXECUTIVE AT RUBENSTEIN. HOW DID THIS INFLUENCE YOUR CAREER TRAJECTORY?

My father's job was so consuming for him—he was a foreign correspondent for the *Times* through most of my childhood. It did not make journalism very appealing to me. I also didn't want to do what my mother did, though my mother is a very good talker and very good at establishing relationships. I do think that had an impact. My father had a tremendous sense of the importance that journalism plays in society and how devoted journalists are to the story. While I didn't feel like I was absorbing that in real time, I think it was more than I knew.

## WHAT INVESTIGATION MADE THE BIGGEST IMPACT ON YOU?

Working on aspects of the Russia investigation into Trump was really important. A lesson for everyone is that you can't write more than you know. I think there was a desire on the part of readers to have some kind of conclusion around a lot of the investigation that we just were not equipped to give them. It's important to bear in mind that you only have the facts that are in front of you.

## HOW DO YOU HANDLE NEGATIVE FEEDBACK?

You have to make a concerted effort to not let it seep in, which does not mean don't listen to criticism. It is important for reporters to hear criticism, but it's also important to understand the difference between legitimate criticism and trolling. Twitter, I think, has obliterated the line between the two.

## WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?

It is a huge honor. It is humbling to be following such incredible women who have been honored. I think the Matrix Awards are unique in that women are being honored for their accomplishments. Too often, women have been given awards as a tack-on to those for men.

## DESCRIBE THE ROLE MENTORS PLAYED IN YOUR CAREER.

Because of the way journalism has traditionally worked in newsrooms, my mentors are generally men. But I had the privilege of working with incredible women who I've learned a lot from: Helene Cooper at the *Times* is one of them and Elisabeth Bumiller, the Washington Bureau Chief, who I actually first met when we were both covering City Hall in 1999.

I feel like I have an obligation to pass along a lot of what I've learned over time. Your words can weigh very heavily on the younger generation so choose them carefully.

## WHAT IS YOUR ADVICE FOR THE NEXT GENERATION OF FEMALE COMMUNICATORS?

Read as much as possible, but try to understand that a lot of news sources that you're picking from might not be as good as they once were. And some advice that I often don't follow myself is to be judicious on social media.

*This interview has been condensed and edited for clarity.*

**Julia Corbett** is an associate content director at Accenture Interactive.

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## PRESENTER

# KATIE ROGERS

*White House correspondent for The New York Times*



Katie Rogers has been a White House correspondent for *The New York Times* since 2018. During that time, she has written extensively about the Trump administration's cultural impact on Washington and about the Biden administration's attempts to course-correct during the Covid-19 pandemic. Her work in Washington has also uncovered sexual harassment in Congress, including an exclusive story that led to the resignation of a Pennsylvania congressman who used federal funds to settle a harassment suit. In 2014, she was among a team of journalists who produced an Emmy-winning multimedia project about Edward Snowden, the National Security Agency whistleblower, for *The Guardian*. Later that year, she joined *The New York Times*.

Born in South Bend, Ind., she holds a bachelor's degree from Loyola University Chicago and received her Master's at Northwestern University.



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IN COMMUNICATIONS

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*—Patrice Tanaka, NYWICI President, 2002-2003*



# LET'S RAISE A GLASS TO THIS YEAR'S MATRIX HONOREES

**Awkwafina**

**Yamiche Alcindor**

**Maggie Haberman**

**Judith Harrison**

**Hoda Kotb**

**Dawn Ostroff**

**Amanda Richman**

**Marisa Thalberg**

IPG Salutes the Winners of  
this Year's Matrix Awards.

**IPG**



# JUDITH HARRISON

Executive Vice President, Global Diversity, Equity & Inclusion,  
Weber Shandwick

*“We have a long way to go to make our industry truly reflective of the racial and ethnic demographics, lived experiences and nuanced perspectives of the stakeholders we engage with.”*

# THE MARCH TO THE C-SUITE

by SARAH LYNCH

Judith Harrison's motivation comes from a place deep within—a place so central to her character that it "defies explanation."

The civil rights and women's rights movements further propelled Harrison's commitment to leveling the playing field for women and people of color. Today, her strong passion for championing women and a multicultural workforce is evident in her work as EVP of Global Diversity, Equity & Inclusion at Weber Shandwick as well as her dedication out of the office.

She is the first woman of color to lead the PRSA Foundation, the only one to lead New York Women in Communications (NYWICI) as president and the only person to have ever led these organizations simultaneously, in addition to a myriad of accolades. But Harrison envisions a corporate world in which her story is one of many.

"The most important lesson I've learned is that having a passion for a cause much bigger than myself, being able to meet people where they are to make that passion contagious and leading with empathy are invaluable tools in any setting that I'm likely to encounter," Harrison said.

Under Harrison's leadership as NYWICI president in 2020, the organization built the most diverse Board in its history. She also led the organization during unprecedented times with the global pandemic and social justice movements.

Harrison spoke with NYWICI about the progress made in the march to the C-suite—and the work that still lies ahead—and what winning a Matrix Award this year means to her.

## YOU'VE BEEN AN INTEGRAL PART OF NYWICI OVER THE YEARS, MOST RECENTLY SERVING AS PRESIDENT FROM 2018 TO 2020. AS YOU THINK ABOUT HOW THE ORGANIZATION HAS EVOLVED, WHAT ARE YOU MOST PROUD OF AND MOST EXCITED ABOUT AS THE ORGANIZATION GROWS?

I am so proud of this amazing organization's 90-plus-year history of leadership, advocacy and practical support for women to unapologetically embrace their ambition and potential. I am particularly proud of our determination to exemplify the most pressing change our industry needs, embedding diversity and intentional inclusion into our leadership and all that we do.

As we continue to grow, I am incredibly excited about #WOMENHEARD, our thought leadership platform. Our national research study to understand how Covid-19 has affected

women across all demographics in communications points the way to a more diverse and inclusive industry.

## WHAT IS THE MOMENT IN YOUR CAREER THAT IMPACTED YOU THE MOST?

The first was when I presented the concept of the Diversity Distinction in PR Awards to the PR Council's board of directors. They loved it and have partnered with PRWeek to present the awards. The other is the completion and launch of *Diverse Voices: Profiles in Leadership*. It's a groundbreaking book that showcases the stories of more than 40 BIPOC and LGBTQ+ PR professionals. The book is an outgrowth of a panel discussion I created for HBCU students at the PRSA International conference. I wanted them to see role models and hear real stories of how successful senior people of color had managed their careers. The result is that

this passion project, *Diverse Voices*, is included for credit in the PR curricula at a growing number of colleges and universities across the U.S.

## WHAT HAS BEEN THE ROLE OF MENTORS FOR YOU AS YOU'VE RISEN THROUGH THE RANKS?

I have had the great fortune to have sponsorship from senior executives over the course of my career. That's made a huge difference in the skills I've developed, the people and ideas I've been exposed to, the ambition I've embraced and the progress I've made over the years. Sponsors like current and former Weber Shandwick CEOs Gail Heimann and Andy Polansky, along with our chairman, Jack Leslie, provided opportunities for me to create new roles, connect with new organizations and strengthen my impact on the agency and beyond. Mentors like Chen Sam, who was Elizabeth Taylor's publicist, were

instrumental not only in coaching me, but in showing me the value of being my authentic self in an industry that, for people like me, was much more encouraging of covering and conformity.

It was an enormous comfort and gift to be seen for who I really was, and I have tried to pass that gift on to people that I have mentored over the years. It is one of the biggest pleasures of my life to work with young people.

**YOU'RE A TIRELESS ADVOCATE FOR THE ADVANCEMENT OF WOMEN AND PEOPLE OF COLOR. WHAT ARE THE MOST MEANINGFUL CHANGES YOU'VE SEEN IN HOW THE INDUSTRY ADDRESSES ISSUES OF EQUITY AND EQUALITY? WHAT DO YOU FEEL HOPEFUL ABOUT, AND WHY DO YOU FEEL HOPEFUL?**

Women have made important strides in the march to the C-suite. That journey is far from over. Moreover, we have a long way to go to make our industry truly reflective of the racial and ethnic demographics, lived experiences and nuanced perspectives of the stakeholders we engage with. The responsibility that

advertisers, media and marketers have today is profound, especially when it comes to depictions of women and people of all backgrounds and cultures. As the gatekeepers of subject matter experts, the PR industry has the responsibility to promote women, especially women of color, who are almost invisible as experts in business and public life. This won't close the pay gap, but it will close the "say gap"—the gap between the number of men and women put forward in the media as authorities.

I would add that the horrific, on-screen murder of George Floyd last year made the industry much more aware of structural inequities in society. It prompted an unprecedented level of self-examination about our diversity, equity and inclusion issues as well as an urgency about addressing them, which is where I feel hopeful.

**WHAT ADVICE WOULD YOU GIVE TO YOUNG WOMEN WHO WANT TO BE CHAMPIONS FOR CHANGE?**

I think that people can just look around them, see what needs to be changed and raise their hand to do it. You can

start an organization, you can join an organization or you can volunteer to create a group at work that can help to address the change that you want to see. From my perspective, there is always an opportunity to contribute to making the world a better place.

**WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?**

Winning a Matrix award is so much more than a dream come true. It is such an incredibly humbling, gratifying, extraordinary experience. I've felt this way since I attended my first Matrix Awards event in 2002, at which legendary White House reporter Helen Thomas. Thomas was presented with the award by the even more legendary Walter Cronkite, who was joined on stage by former president Bill Clinton. I never in my wildest dreams imagined I would be part of this history. This recognition of the work that is so important to me means everything.

*This interview has been condensed and edited for clarity.*

**PRESENTER**

# GAIL HEIMANN

CEO, Weber Shandwick



Gail Heimann is Chief Executive Officer of Weber Shandwick, a leading global communications network that delivers next-generation solutions to brands, businesses and organizations in major markets around the world.

Heimann was a catalyst in Weber Shandwick being named, as the only PR agency, to the prestigious Ad Age Agency A-List in 2014, 2015 and 2020, and featured as an A-List "Standout" Agency in 2017 and 2018. Ad Age also named Weber Shandwick to its Best Places to Work list in 2019. Under Heimann's leadership, Weber Shandwick was also honored as PRWeek's Global Agency of the Year four years in a row (2015 to 2018) and PRWeek's Global Agency of the Year in 2015, 2017 and 2019 and Global Agency of the Decade in 2020.

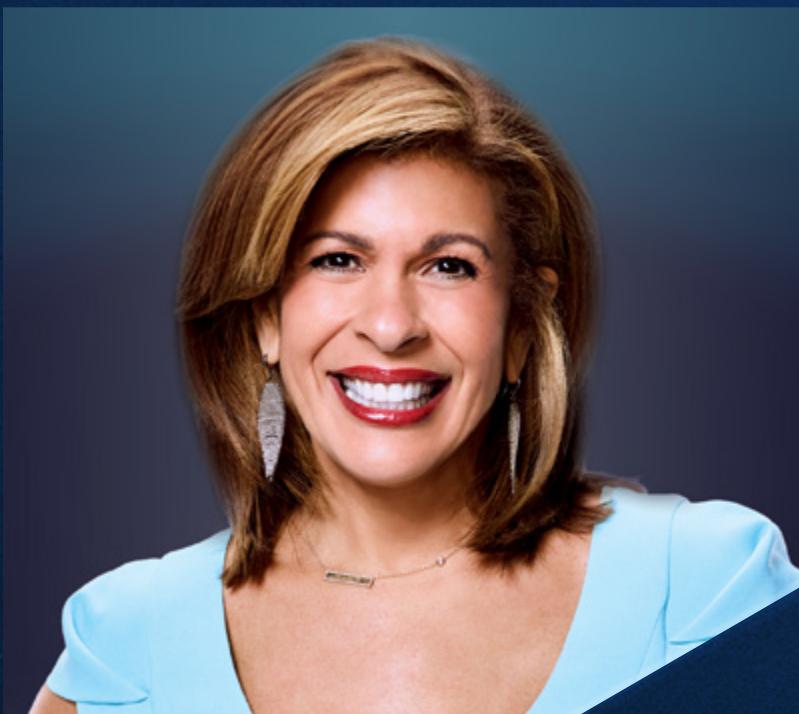
In 2020, Heimann was named the PR Agency Head winner in Campaign's inaugural U.S. Agency of the Year awards. In 2019, she was honored twice by PRWeek as US Agency Professional of the Year and Global Agency Professional of the Year. In 2016, she was inducted into PRWeek's inaugural Hall of Femme. And in 2015, Heimann was named to PRWeek's North America Innovator 25 list. She has served on four juries at the Cannes Lions International Festival of Creativity.

# INSPIRING THE NEXT GENERATION OF LEADERS. TRANSFORMING THE FUTURE OF OUR INDUSTRY.



Congratulations to Executive Vice President, Global Diversity, Equity & Inclusion Judith Harrison and to all of this year's NYWICI Matrix Award honorees.

**JUDITH HARRISON**



## HO DA KOTB

Co-anchor, NBC News' TODAY and  
Co-host, TODAY with Hoda & Jenna

*“I do think women have a way of telling you the truth without using a mallet; even if it’s bleak, we’re here to hold your hand and walk you through it.”*

# GREETING FEAR WITH CONFIDENCE

by SARAH LYNCH

You can't scare Hoda Kotb.

The *TODAY* co-anchor, breast cancer survivor and mother of two has spent a career cultivating confidence. Kotb honed her broadcast chops from Mississippi to Louisiana before landing a correspondent role at *Dateline NBC* in 1998. But a cancer diagnosis in 2007 prompted a career inflection point. The words "You can't scare me" came to Kotb like an epiphany. She marched up to the 52nd floor and pitched herself for the 10 a.m. hour of *TODAY*. Now, she's the main co-anchor for *TODAY*, joining Savannah Guthrie to form the first female anchor duo in the show's history. Kotb is also the co-host of *TODAY with Hoda & Jenna*, an author and, most recently, a podcast host, after launching *Making Space with Hoda Kotb* in September.

For Kotb, confidence comprises the wherewithal to ask for what you want but also the discernment to establish priorities. Every morning at 3, she chooses to give herself 30 minutes of peace. She devotes herself to motherhood and work and directs her remaining energy with intention.

She has the job "you don't even write down in your journal with a heart around it" and made history at the anchor desk. But the beauty of the accomplishment for Kotb is how commonplace it has started to feel. When she and Guthrie speak to local affiliates in the morning, female duos often greet them.

"I feel like [Savannah and I] are puzzle pieces that fit, and when you find that, no matter what gender, it works," Kotb said. "The bonus is that we happen to be two women who cheer each other on, who root for each other, who want the other to succeed, and now we get the privilege of showing little girls that of course you can do that. They won't even think twice."

Kotb spoke with NYWICI to talk about how she's living and working fearlessly and what winning a NYWICI Matrix Award this year means to her.

**IN 2018, YOU BECAME CO-ANCHOR FOR TODAY JOINING SAVANNAH TO FORM THE FIRST FEMALE CO-ANCHOR TEAM FOR THE SHOW. WHAT DID THAT ACHIEVEMENT MEAN TO YOU WHEN YOU FIRST GOT THE JOB, AND WHAT DOES IT MEAN TO YOU NOW?**

We were all in such a state of shock at the time that I don't think the impact was immediately clear to me. But then I remember I walked into a SoulCycle class and everyone broke out into applause. They were cheering because there were now two women on the

*TODAY* show. I looked around and was like, "Oh my god." I didn't realize until that moment how much it meant.

I just think of Savannah and I as partners letting people know what's going on in the world. I do think women have a way of telling you the truth without using a mallet; even if it's bleak, we're here to hold your hand and walk you through it. We aim to be straightforward, while also understanding many of our viewers are moms and dads at home with little kids who have a lot going on.

**DID YOU HAVE A MENTOR OR MENTORS THROUGHOUT YOUR JOURNEY, AND WERE THERE ANY KEY LESSONS THAT YOU LEARNED FROM MENTORS ALONG THE WAY?**

In every market I've ever worked in, I've always picked the best writer or reporter and said, "What are they doing? How did they get that interview with the aunt who no one else could get?" So, I'd just ask them. And because of that, I've had many mentors throughout my career.

Most recently, Maria Shriver gave me some really special advice about

prioritizing. She said to write all of the things that require your love, attention and focus (i.e. your spouse, kids, job, volunteering, exercising, etc.) on separate pieces of paper. The size of each piece of paper should correspond with the amount of time, love and support it requires. Then, put all the pieces of paper on a platter or plate, right on your dining room table. Now, you can literally look at your life and see if your priorities are straight. You might say your spouse is your priority, but when you look at the platter, you realize you are giving them the same amount of time as volunteering. So, you have to reevaluate—add some things on, move some things off, make some things bigger and make some things smaller. It's also a great reminder that if your plate is overflowing, you're drowning.

#### **HAS YOUR PERSPECTIVE ON YOUR CAREER AND WORK CHANGED SINCE YOU BECAME A MOM?**

Yes, it has. I know where my North Star is now. It's easier for me to say "yes" and "no" and I'm choosier with what I decide to do outside of my home. I make sure my

girls know that they are always my number one priority. I also want them to know how much I enjoy work; I want them to know that it's not a thing that keeps mommy away, it's a thing she enjoys. The other night, I had a work phone call and [my daughter] started crying. I said, "One day, you're going to find something you love to do so much, and you're going to love your family like I love you. But you're also going to enjoy work. It's important. Mom likes going to work!"

#### **WHAT KEEPS YOU GOING WHEN THAT ALARM GOES OFF AFTER A ROUGH NIGHT'S SLEEP OR WHEN THE NEWS IS PARTICULARLY HEAVY OR WHEN YOU'RE JUST HAVING A BAD DAY?**

The only quiet time I get is the morning and I treasure it. My alarm goes off at 3 a.m., and by 3:30 a.m., I'm sitting downstairs at my kitchen table. I do the exact same thing almost every day: I write my kids a note and then I leave them clues to find it. I light a candle. I make some tea. I listen to an app that has different prayers and things, and I scribble in my journal. I actually love that time, because I think it might be the

only 30 minutes that I get. Even when everything's crummy and I barely write the note and I can't even read what I scribbled in my journal, I enjoy sitting there and putting it all out on the table.

#### **WHAT DOES WINNING A NYWICI MATRIX AWARD MEAN TO YOU?**

I have been in the audience at the Matrix Awards many times. Looking around the room is always a "pinch me" moment. I remember seeing all of these women who are at the tip-top of their game—Oprah, Barbara Walters, Diane Sawyer, Katie Couric and the list goes on. I would say to myself, "Oh my gosh, I can't believe I'm witnessing this." To watch them give speeches moved me to my core because they spoke to me. I mean, I'm in my career, I'm 57 years old and I'm having another "pinch me" moment. Imagine how cool that is to be able to get an award like this and to think to yourself, "I don't know if I'm worthy of this, but thank you."

*This interview has been condensed and edited for clarity.*

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#### **PRESENTER**

# **MARIA SHRIVER**

**TODAY** Special anchor



Maria Shriver is a mother of four, an Emmy and Peabody award-winning journalist, a seven-time *New York Times* best-selling author, an NBC News Special Anchor, the founder of The Women's Alzheimer's Movement and Shriver Media and co-founder of the mission-driven brain health and wellness brand, MOSH.

A trailblazer for empowering women, Shriver uses her voice and her platforms to advance some of our nation's most pressing issues affecting women and women's health. In 2010, she broke new ground when, in partnership with the Alzheimer's Association, *The Shriver Report: A Woman's Nation Takes on Alzheimer's* reported for the first time ever that women are at an increased risk for the disease. She also worked tirelessly on behalf of women and families, particularly those living on the brink of poverty, during her time as First Lady of California from 2003-2010.

Shriver's life and career are driven by her fervent belief that everyone has the ability to be an "Architect of Change" and make the world a better place. Her media company Shriver Media, and its newsletter The Sunday Paper, seek to inspire hearts and minds and elevate the voices of others. Shriver's latest books, *New York Times* bestseller *I've Been Thinking* and its companion *I've Been Thinking...The Journal* offer wisdom, guidance, encouragement and inspiration for those seeking to create a meaningful life.

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JUDITH HARRISON

HODA KOTB

DAWN OSTROFF

AMANDA RICHMAN

MARISA THALBERG





# DAWN OSTROFF

Chief Content & Advertising Business Officer, Spotify

*“I've always been somebody  
who believes in hard work  
and letting your passion  
drive your career. I am still  
excited about what I do  
every day. I wake up each  
morning looking forward  
to going to work.”*

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# A FEARLESS DREAMER AND DO-ER WHO GETS BY WITH A LITTLE HELP FROM HER FRIENDS

by BETH FELDMAN

As a 2021 New York Women in Communications (NYWICI) Matrix Award winner, Dawn Ostroff continually dares to be front and center in our ever-changing digital media industry. And she gets there with grit, passion and pure joy. But behind her warm, personal demeanor is a hard working New Yorker who gets things done.

If you've been lucky enough to cross paths with Ostroff, then the first word that will probably come to mind is dynamo. She is unafraid of any challenge she faces. Launch the CW television network with a programming slate that will have teens on the edge of their seats? No problem. Develop an engaging digital content and streaming platform for traditional publishing giant Condé Nast? Piece of cake. Transform Spotify from a destination for music into a podcasting behemoth that offers content creators a distribution and advertising platform reaching millions of listeners in over 178 countries? Check. Raise four incredible kids and finally get the chance to take your daughter to college in the midst of a pandemic? She's got that one covered too.

And Ostroff is equally grateful to her family and her village of powerhouse friends who have supported and guided her both personally and professionally.

Ostroff spoke with NYWICI about the importance of community and shared her insight to help young women pursue fulfilling careers in our industry.

## YOU'VE BEEN A FEMALE LEADER IN THE ENTERTAINMENT INDUSTRY FOR MORE THAN TWO DECADES. WHAT CHANGES, BOTH POSITIVE AND NEGATIVE, HAVE YOU EXPERIENCED AS A WOMAN IN A LEADERSHIP ROLE?

When I was starting in the business, we were sort of the token women, and it was certainly a boys' club. I'll never forget when one of the trade magazines decided to do a women's issue and had a hard time finding 50 women to honor. There were some high-ranking women like Sherry Lansing and Dawn Steel, but the idea we could run a network was just a dream. Years later, when I was running the CW network, there were three other women running networks, so we had four out of the six networks being run by women. Today, there are so many women who proliferate the industry. What I think we haven't accomplished is having women running media businesses.

My friend, Shari Redstone, is the Non-Executive Chair of Viacom and is a high-ranking woman and majority shareholder of a publicly traded company. We need to see

more women who have risen through the ranks and are CEOs of publicly traded companies and who are setting the path for their industries and their companies to thrive and evolve.

## DURING THE PANDEMIC, SPOTIFY BECAME A DESTINATION FOR CONTENT CREATORS TO INSPIRE, SHARE INFORMATION AND TELL THEIR INDIVIDUAL STORIES. HOW IS SPOTIFY CONTINUING TO LEAD THE WAY AS A ONE-STOP RESOURCE FOR STORYTELLERS AND THEIR PODCASTS?

Spotify has played a critical role in transforming the music industry, and similarly, our founder and CEO has

taken on the challenge of doing the same with podcasting. We believe in the creative economy. We strongly believe everyone has something interesting to say, and anyone who's interested in making a podcast can do so, get distribution and even monetize it. For us, it's about innovation on all sides of the business—be it as a consumer, creator or advertiser.

## AS A WORKING MOTHER RAISING FOUR CHILDREN ALL WHILE JUGGLING A HIGHLY DEMANDING CAREER, WHAT ADVICE WOULD YOU GIVE TO NEW AND WORKING MOMS WHO MAY BE STRUGGLING TO STAY AFLOAT PROFESSIONALLY, ESPECIALLY DURING THESE DIFFICULT AND UNSETTLING TIMES?

When I was raising my family, I leaned on an incredible group of women who were all going through the same

experience as me—raising kids while both parents had demanding careers. That was the most meaningful part of my personal balancing act. That group included women like Dana Walden, a studio executive; Jeanne Newman, an attorney; Nancy Josephson, an agent; and Nancy Tellem, who was running two TV networks at the same time. I also looked to organizations like NYWICI—that's where I met so many like-minded women who to this day are still my dear friends.

Having that kind of support and community around you is most critical. You're not in it alone, and you shouldn't try and get through it alone. I think my motto has always been to keep my priorities straight. I couldn't be in all places at all times so I chose what was most important at that particular moment and leaned on others to help get me through. There are times when you have to be somewhere for your kids, and then there are other times where there's something really important at work, and you have to make those calls. They're difficult and gut-wrenching and you won't get it right all the time, but you have to be forgiving of yourself, and you have to know that nobody is perfect.

### HOW DID THE PANDEMIC IMPACT YOUR OWN LIFE, BOTH PROFESSIONALLY AND PERSONALLY?

From a professional standpoint, I realized so much can be done via Zoom or Google Hangout. I think we've all learned there is another way to approach travel and meetings, especially at a time when we're all dealing with so much of a crisis in our own environment. We're all struggling to figure out how we are going to make our world a better place. I think everyone has had a different experience through the pandemic. It was very hard watching my daughter finish high school without being in high school. I'm already experiencing the gratitude of watching my kids be with their friends or taking my daughter away to college and having her able to attend school. I think when we go back to some semblance of normalcy, as we've done to a degree, we'll just have such a deeper appreciation for so many of the things we took for granted before.

### WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO IS HOPING TO PURSUE A CAREER IN THEIR CHOSEN PROFESSION?

I think as a young person starting out, you

need to make sure you work hard and hone your craft and take advantage of every opportunity that comes your way. You're not an impostor—you're great at certain things, you're probably not great at other things—and that's what every single person you meet in your career will experience as well. The key is to find what you're really good at and go in that direction and continue to grow and learn. I've always been somebody who believes in hard work and letting your passion drive your career. I am still excited about what I do every day. I wake up each morning looking forward to going to work. I actually jump out of bed excited because I work with such brilliant people. I would encourage everyone to start off being excited and curious and make sure you carry that through your entire career.

*This interview has been condensed and edited for clarity.*

**Beth Feldman** is President of *Beth Feldman Media* and a co-founder of *Beyond PR Group*.

### PRESENTER

# SHARI REDSTONE

*Non-Executive Chair, ViacomCBS*



Shari Redstone is a media executive with wide-ranging experience in the entertainment industry and related ventures. Through National Amusements, a world leader in the motion picture exhibition industry, Redstone and her family are the majority voting shareholders of ViacomCBS, which is home to brands such as CBS, Showtime, Nickelodeon, MTV, Comedy Central, BET, CBS All Access and Pluto TV, as well as Paramount Pictures. Redstone is Chairperson, CEO and President of National Amusements and Non-Executive Chair of the Board of ViacomCBS.

Redstone is also Co-Founder and Managing Partner of Advancit Capital, an investment firm launched in 2011 that focuses on early-stage companies at the intersection of media, entertainment and technology. Current investments include Masterclass, Headspace, Thrive Global and The Athletic.

Redstone serves on the Board of Trustees for the Paley Center for Media and is actively involved in charitable, civic and educational organizations. She is a member of the Board of Trustees at Dana Farber Cancer Institute.

Redstone earned a BS from Tufts University and a JD and Master's in Tax Law from Boston University. She practiced corporate law, estate planning and criminal law in the Boston area before joining National Amusements.

# Makeout

**Silly name. Serious creatives.  
Proud producers of the  
51st Matrix Awards.**

Congratulations to the whole NYWICI team on another incredible Matrix!  
We're honored to have been part of it with you again.

xoxo,

**The Makeout Crew**

**PS: Have an upcoming commercial, event or outside-the-box production  
that really needs to be something special? Let's talk.**

---

makeout.nyc | [lets@makeout.nyc](mailto:lets@makeout.nyc) | [@makeoutnyc](https://twitter.com/makeoutnyc)



# AMANDA RICHMAN

North America CEO, Mindshare

**“***I do believe leaders lead with hope, not fear, and paint that picture of positivity and the impact that we can have by making sure that we’re living that and expressing that every day.”*

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# LEADING WITH OPTIMISM, EMPATHY AND BRAVERY

by ANDREA GOLDSTEIN

Amanda Richman joined Mindshare as CEO, North America, in April 2021—more than a year into the pandemic. But Richman wasn't afraid to enter a new role amidst so much uncertainty. So, she accepted the role as CEO and never looked back. Now, she's responsible for driving the strategy for one of the world's most notable media agencies and its more than 1,700 employees across the U.S. and Canada as they work to support top brands like Unilever, Ford, General Mills and more.

She started this position during a time where organizations relied on strong leadership to pivot, innovate and overcome the market challenges. And that's just what Richman did. She came in with fresh thinking and a fresh take to bring Mindshare's "Good Growth" proposition to life. And she's building upon Mindshare's philosophy of "Intentional Media," or looking at media investment beyond cost savings and value creation. To Richman, "media can be both good for society and good for the bottom line."

Richman has brought her take on leadership to Mindshare, which focuses on optimism, empathy and bravery. "I do believe leaders lead with hope, not fear, and paint that picture of positivity and the impact that we can have by making sure that we're living that and expressing that every day," Richman said.

Prior to taking on this role, Richman joined GroupM agency MEC from Starcom as U.S. CEO in 2017, ahead of its merger with Maxus, which resulted in the creation of Wavemaker. Last year, she led Wavemaker through the pandemic to impressive growth in the U.S. and helped the company gain recognition as Adweek's U.S. Media Agency of the Year.

Richman spoke with NYWICI to talk about her leadership style—especially over the past year—and why winning a NYWICI Matrix Award this year is meaningful to her.

## WHAT CHANGES IN THE INDUSTRY HAVE YOU SEEN OVER THE LAST YEAR, AND HOW ARE YOU STAYING AHEAD OF THEM?

What's interesting coming out of this past year of the pandemic and social unrest is that there wasn't one single dynamic change. Overall, it was this acceleration of change that we all predicted, and we knew what was coming, but it came at a much faster pace.

We also saw this pivot to how consumers start to vote more with their wallet and really try to understand the values of the companies they're supporting. They realize that there has been a gap that has been created by this focus on the short term and an immediate sale versus a longer-term customer relationship.

How do we think about growth from the lens of short term and long term, and how do we help marketers find their purpose [and] build on that purpose with where their media dollars are invested to support it?

## WHAT HAVE YOU LEARNED THROUGH BEING A LEADER DURING CHALLENGING TIMES?

This year raised a spotlight on what I would say is the notion of getting real and being real. We needed to take a step back and see what truly matters to our people, our customers, our clients, [and] how do we simplify and really focus on what the achievable goals are and how we can help. And I love that, so let's get real about the business and focus where it matters.

The "be real" element is something that I think we've all been hearing more and trying to live—being more authentic and showing vulnerability. How do you walk away from [the] notion that you have to appear to have solved it all in your role, and instead turn to your network, bring others aboard and make sure that you have that support system in place to share the problem. How can we be more real—focusing on the right places and engag[ing] others and solving a problem together at every level.

## WHAT ARE THE QUALITIES YOU BELIEVE MAKE A GOOD LEADER?

Leaders at every level need to possess three things: optimism, empathy and bravery. We need to be able to set

forth a vision that is positive. There is the empathy element, which I think this last year has really brought to light—the need to understand from another view of the world through another person's perspective. And that helps us understand the impact of our decisions. Having that empathy and understanding is critical. There's also a time to lead and make hard decisions and have the bravery to go where no woman has gone before.

**YOU RECENTLY IMPLEMENTED A NEW MISSION AT MINDSHARE THAT HELPS CLIENTS TRULY CONNECT WITH THEIR CUSTOMERS. CAN YOU TELL US ABOUT HOW THE AGENCY DEVELOPED MINDSHARE'S NEW POINT OF VIEW AND ETHOS, "GOOD GROWTH?"**

Our notion of Good Growth is how do we help marketers resolve this tension between short termism and long termism and really think beyond the moment of sale. What's the relationship with customers over time from a brand building plus performance perspective? And how do we then deliver profit and performance, as well as purpose—those two don't have to be in conflict. Our notion of Good Growth

is how do we use our tools and our talent and our expertise to make sure we're able to deliver both for our clients: performance, as well as purpose.

**CONGRATULATIONS ON YOUR MATRIX! WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?**

Winning this award takes me back to my first Matrix awards, sitting in the room with a lot of women in DVF dresses and inspiring speeches. And what I had realized at the time was this was really the very first event where I was in the audience of a virtually all-female event with all women being honored for their stories and [their] further impact across the full breadth of communications.

It was really a wake-up call for me of the power of developing a strong female network of support and being inspired by other women and their stories. And it actually wasn't long thereafter that a few friends formed a group called the Wild Women of the Web, which has been an amazing support group for myself and each other through not only work but also through our personal lives. I would

have to say the Matrix awards annually was that reminder of the power of a support system and network and the need that we have to actually continue that tradition and make sure we're lifting others up at work and connecting and support[ing] each other in life more broadly.

**ARE THE WILD WOMEN OF THE WEB STILL TOGETHER?**

Oh, yes, completely. It's more on WhatsApp [now] than ever, but we used to get together, four or five times a year. It's those moments where we can actually connect and talk about what we're seeing, how we're reacting, how we can support each other, how we can help others in business and just in life. And I love that we really have grown together. And like you said, it just reinforces the power of women supporting women.

*This interview has been condensed and edited for clarity.*

**PRESENTER**

# WENDA HARRIS MILLARD

*Vice Chairman, MediaLink*



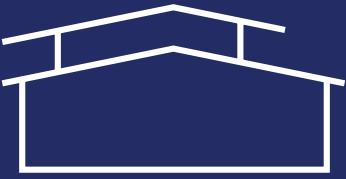
Wenda Harris Millard is Vice Chairman of MediaLink, a leading strategic advisory and business development firm that provides critical counsel and direction to the media, advertising and entertainment industries and to companies and investors that interact with those sectors.

Prior to joining MediaLink, Millard was Co-CEO and President, Media for Martha Stewart Living Omnimedia, Inc. Millard oversaw MSLO's media businesses and was the driving force behind creating cross-platform programs for marketers in TV, digital, magazines and radio.

Before MSLO, Millard was Chief Sales Officer at Yahoo!, where she led the team that drove revenue from \$700 million to over \$6 billion in six years. Prior to Yahoo!, Millard was Chief Internet Officer at Ziff Davis Media and President of Ziff Davis Internet.

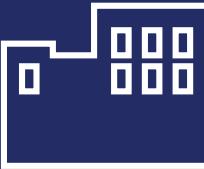
In 2015, Millard was named a MAKER in AOL's Makers: Women Who Make America series created by Gloria Steinem and Emmy Award-winning documentary filmmaker Dyllan McGee. Millard has received numerous industry awards including being named by Ad Age in 2012 one of the "100 Most Influential Women in Advertising in the Last 100 Years"; the 2011 Oracle Award from Springboard; among many more. In April 2022, she will be inducted into the Advertising Hall of Fame.

**BREAKING  
BOUNDARIES  
TO   BUILD**

  **A**  

**BETTER  **

  **FUTURE**

**FOR     **

  **WOMEN.**

Congratulations to Marisa Thalberg on this year's Matrix Award. Deutsch LA is honored to work by your side as you lead the way for all.



Mother. Wife. Friend.  
Executive Vice President  
Chief Brand and Marketing Officer  
Entrepreneur. Founder.  
President. Creator.  
Influencer. Leader.

**And now, 2021  
Matrix Award honoree.**



**Congratulations to Marisa Thalberg  
and the other honorees who empower  
us to be the best in every facet of life.**

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## MARISA THALBERG

Executive Vice President, Chief Brand and Marketing Officer, **Lowe's**

“

*“It’s become increasingly clear that several of the qualities prevalent in women are not only acceptable in leaders—they are proving to be key to the best, modern archetypes of leaders.”*

# A CHANGEMAKER AND INNOVATOR WHO IS PAVING THE WAY FOR WORKING MOMS

by BETH FELDMAN

Matrix Awards honoree Marisa Thalberg has advanced throughout her 30-year career by embracing change and bringing her family along for the journey. A pioneer in digital marketing, Thalberg has been at the forefront of developing innovative and creative campaigns for consumer brands that touch nearly every aspect of our lives, including beauty, food and home. As the founder of Executive Moms, she has also paved the way for tens of thousands of working mothers to imagine and create attainable ways to strive for personal and professional fulfillment.

When it comes to fearless female leaders who have made a profound impact in the communications industry, Thalberg leads the charge.

Thalberg spoke with NYWICI to talk about how she's redefining what a working mom is and what winning a NYWICI Matrix Award this year means to her.

## **YOU HAVE SUCCESSFULLY MANAGED TO CHANGE INDUSTRIES WHILE MOVING ACROSS THE COUNTRY IN THE PROCESS. HOW HAVE YOU NAVIGATED THOSE MOVES, BOTH PROFESSIONALLY AND PERSONALLY?**

I went from luxury beauty at The Estée Lauder Companies and became the CMO of Taco Bell. Luxury beauty to fast food was surprising to many, but frankly, the harder personal adjustment was relocating my family from my lifelong home of New York City to Southern California. Then in early 2020 I made another major industry and geographic leap, in going from Taco Bell to Lowe's Home Improvement, relocating again in the process to Charlotte. It's easy for people to look at those scenarios and see the dissimilarities, but I think it's more interesting to find the common threads. At times my life feels unrecognizable to me to what it had been for so long, but I've learned how much excitement

and wonder exists in making the journey an adventure and stretching your boundaries.

## **YOU WERE ONE OF THE FIRST EXECUTIVES TO START A GROUP FOR WORKING MOTHERS. HOW HAS BEING A WORKING MOM IMPACTED YOUR ROLE AS AN INDUSTRY LEADER, AND WHAT HAVE YOU LEARNED FROM OTHER WORKING MOMS ALONG THE WAY?**

There's no question that being a mom and starting Executive Moms influenced my career and how I've grown as a leader. Executive Moms gave me an unbelievable lens and platform to speak with authenticity to women like myself who wanted to be spoken with realistically and optimistically, as whole women. I also sought to debunk the unfair stereotypes of how working moms are portrayed in the media, which has been particularly concerning to me in

terms of the cultural signals it sends to all of us, and the rising generations of Executive Moms. I remain passionate about the need for like-minded women to feel that sense of connection and support. Most "executive moms" are doing better than we think. Within corporate agendas, it's imperative that we continue to create the right models and examples of leadership. It's become increasingly clear that several of the qualities prevalent in women are not only acceptable in leaders—they are proving to be key to the best, modern archetypes of leaders.

## **AFTER REFLECTING ON ALL YOUR CAREER ACCOMPLISHMENTS, WHAT ADVICE WOULD YOU GIVE TO YOUR YOUNGER SELF?**

I have a daughter who's about to graduate from college this coming spring, and so I've been reflecting on this as she starts taking those first steps

into her own career. My 20s were very angsty! And I don't wish the same for her, because I was extremely impatient with myself in terms of the expectations I had about what success was supposed to look like. The advent of social media has only exacerbated the tendency to benchmark ourselves against what we see, accurately or not. I wish I could tell my younger self to abandon the expectation that it is going to be a clear, straight line, to trust the journey even at its most confusing or disconcerting points, consider it all a bit of an adventure and continue to believe in yourself no matter what.

#### WHAT CAREER ACCOMPLISHMENTS ARE YOU MOST PROUD OF?

I'll give you an example or two of the more visible ones, and an example of what is less visible. On the visible side, my favorite recent accomplishments entail solving a real business challenge in a uniquely creative way, so that it surprises, delights, gets people talking and fundamentally drives new behaviors. In the midst of the pandemic, when all attention

was turned to the home, partnering with NY Fashion Week helped those designers, put fashion in a relevant context for the moment and was a shot in the arm of Lowe's reputation when it comes to all the great style and décor we have. The Taco Bell Hotel is another, as it was the apotheosis of all of the work leading up to it to position Taco Bell as a lifestyle brand, and thereby put it in a class by itself from the rest of fast food. I love hitting that perfect intersection of business and buzz. The less visible but even more important accomplishment of which I'm proud is building teams of diverse, passionate, talented people. When you come in as an outsider, with a team that needs to be transformed, and then you see people not only accepting you but embracing you and your vision—and doing things together they might never have before—that's where my greatest pride lies.

#### WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?

I've been lucky in the past few years to have been the recipient of some really

wonderful industry recognitions, and I'm fully aware that as I work in large organizations, those recognitions are a reflection of true team effort. However, winning the Matrix Award has special meaning for me. I reflect back to 10, 15 years ago when I was invited to sit in that Waldorf ballroom, seeing these iconic women being honored and thinking: That was making it. Imagining if there might ever be a day when I could be a Matrix Award winner. Over the years of ups and downs, big bets and bad risks, there were many points where that seemed impossible and elusive. It is a dream come true to hit this moment where it's actually, amazingly, come to fruition.

*This interview has been condensed and edited for clarity.*

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#### PRESENTER

# BOBBY BERK

*TV Personality from Netflix's Queer Eye and design guru*



From Missouri to Texas to Denver, Bobby Berk grew up quickly at a young age, driven to pursue his growing passion for interior design. He then settled in New York (for 20 years) as he immersed himself in the retail world. Working his way up in companies like Bed Bath & Beyond and Restoration Hardware, his determination, specific creative eye and love for people, gained Berk the title of Creative Director for Portico Home + Spa. In 2006, Berk started his own company and opened his first showroom in lower Manhattan the following year. Years later, in 2015, he launched his full-service bespoke interior design practice for residential, commercial and hospitality clientele.

In addition to the rapid growth of the Bobby Berk brand and his lifestyle website [BobbyBerk.com](http://BobbyBerk.com), his Netflix show *Queer Eye*, where he is the resident designer, has won three Emmy Awards and been nominated for multiple People's Choice Awards. In its fourth season, *Queer Eye* is now one of the most popular shows on Netflix and is aired in more than 100 countries. In 2020, *Architectural Digest* crowned Bobby as one of the "most famous interior designers working today."

When Bobby is not filming or traveling, he spends his time in Los Angeles where he resides with his husband, Dewey.



# Congratulations, Marisa Thalberg!

**Executive Vice President, Chief Brand  
and Marketing Officer, Lowe's**

From beauty to burritos to building supplies, your creative spirit continues to light the path for the next generation of women leaders.



**Congratulations on being a 2021  
Matrix Spotlight honoree, Marisa.**

We're honored to walk with you on your journey.



# MATRIX AWARDS

NEW YORK WOMEN  
IN COMMUNICATIONS

## HALL OF FAME

### 2020

Carla Hassan  
Ann Lewnes  
Barri Rafferty  
Tina Tchen\*  
Carol H. Williams  
Linda Yaccarino  
Susan Zirinsky

### 2019

Padma Lakshmi  
Kate Lewis  
Jeanine D. Liburd  
Susan Magrino  
Norah O'Donnell  
Kathy Ring  
Lisa Sherman  
Sally Susman

### 2018

Halle Berry  
Mika Brzezinski  
Kim Kelleher  
Betsy Kenny Lack  
Dia Simms  
Alexandra Trower  
Shelley Zalis  
Jodi Kantor, Emily Steel,  
Megan Twohey\*

### 2017

Rukmini Callimachi  
Gretchen Carlson  
Susan Credle  
Savannah Guthrie  
Kristin Lemkau  
Judy Smith  
Nancy Weber

### 2016

Linda Boff  
Nancy Dubuc  
Lena Dunham  
Nancy Gibbs  
Carol Hamilton  
Melody Hobson  
Liz Kaplow  
Janice Min

### 2015

Kirsten Gillibrand  
Debra L. Lee  
Andrea Mitchell  
Robbie Myers  
Martine Reardon  
Megan Smith

### 2014

Wendy Clark  
Queen Latifah  
Jane Mayer  
Cynthia McFadden  
Dyllan McGee  
Eileen Naughton  
Jonelle Procope

### 2013

Joanna Coles  
Anne Finucane  
Mindy Grossman  
Bonnie Hammer  
Jacki Kelley  
Audra McDonald  
Kara Swisher

### 2012

Tyra Banks  
Gayle Butler  
Glenn Close  
Maria Cuomo Cole  
Ann Curry  
Laura Desmond  
Zenia Mucha  
Peggy Noonan

### 2011

Cindi Berger  
Gwen Ifill  
Robin Koval  
Idina Menzel  
Abbe Raven  
Sheryl Sandberg  
Gina Sanders  
Betty White\*

### 2010

Susan Chira  
Sheryl Crow  
Tina Fey  
Ina Garten  
Doris Kearns Goodwin  
Anne Keating  
Gayle King  
Marissa Mayer

### 2009

Campbell Brown  
Leslee Dart  
Monica Langley  
Dany Levy  
S. Epatha Merkerson  
Sherrie Rollins Westin  
Linda Sawyer  
Linda Wells

### 2008

Joannie C. Danielides\*  
Diane von Furstenberg\*  
Susan Gianinno  
Linda Greenhouse  
Ruth Reichl  
Robin Roberts  
Anna Deavere Smith  
Anne Sweeney

### 2007

Cindy Adams  
Lisa Caputo  
Joan Didion  
Pamela Fiori  
Thelma Golden  
Susan Lyne  
Arianna Huffington  
Meredith Vieira

### 2006

Jill Abramson  
Candace Bushnell  
Beth Comstock  
Geena Davis  
Ellen DeGeneres\*  
Joan Hamburg  
Cynthia Leive  
Renetta McCann  
Katherine Oliver

### 2005

Christiane Amanpour  
Nina DeSesa  
Linda Fairstein  
Edie Falco  
Amy Gross  
Wenda Harris Millard  
Charlotte Otto  
Marjorie Scardino

### 2004

Alix M. Freedman  
Ann Fudge  
Susan Peterson Kennedy  
Nell Merlino  
Martha Nelson  
Bernadette Peters  
Debra Shriver  
Paula Zahn

### 2003

Christy A. Ferer\*  
Gretchen C. Morgenson  
Sheila Nevins  
Maurie Perl  
Carolyn K. Reidy  
Jane Rosenthal  
Daisy Expósito-Ulla  
Kate White

### 2002

Carole Black  
Peggy Conlon  
Eve Ensler  
Kati Marton  
Helen Thomas  
Madeline de Vries  
Meg Whitman  
Anna Wintour

### 2001

Andrea Alstrup  
Judy Corman  
Jane Friedman  
Joanne Lipman  
Judy McGrath  
Valerie Salembier  
Lois Smith  
Pamela Thomas-Graham

**2000**

Candice Carpenter  
Ranny Cooper  
Patricia Cornwell  
Patricia D. Fili-Krushel  
Katharine Graham  
Judith Jamison  
Ann Jackson  
Linda Kaplan Thaler

**1999**

Katie Couric  
Esther Dyson  
Joyce Hergenhan  
Dorothy Kalins  
Debbie A. Krenek  
Linda Srere  
Meryl Streep  
Nan Talese

**1998**

Pilar Crespi  
Anthea Disney  
Phyllis McGrady  
Bette Midler  
Sally Minard  
Janet Robinson  
Rochelle Udell

**1997**

Red Burns  
Nora Ephron  
Anne Sutherland Fuchs  
Betty Hudson  
Laura Landro  
Esther R. Newberg  
Rosie O'Donnell  
Mary Lou Quinlan

**1996**

Charlotte Beers  
Whoopi Goldberg  
Geraldine Laybourne  
Liz Smith  
Martha Stewart  
Amy Tan  
Patrice Tanaka

**1995**

Shelly Lazarus  
Carolyn Lee  
Patricia Matson  
Toni Morrison  
Cokie Roberts  
Elizabeth Tilberis

**1994**

Gail Blanke  
Maureen Dowd  
Sarah Frank  
Mary Ellen Mark  
Ann S. Moore  
Naomi Wolf  
Ruth A. Wooden

**1993**

Jean L. Farinelli  
Paula Forman  
Jacqueline McCord Leo  
Penny Marshall  
Terry McMillan  
Lesley Stahl  
Alessandra Stanley

**1992**

Sylvia Chase  
Fredrica S. Friedman  
Lou Rena Hammond  
Callie Khourie  
Elizabeth Valk Long  
Aileen Mehle  
Helayne Spivak

**1991**

Penny Hawkey  
Karen Elliott House  
Annie Leibovitz  
Joan Lunden  
Grace Mirabella  
Lynn Nesbit  
Terrie Williams

**1990**

Tina Brown  
Marian Burros  
Phyllis E. Grann  
Michelle H. Jordan  
Louise McNamee  
Lynn Sherr

**1989**

Kim Armstrong  
Gail Collins  
Nancy Evans  
Frances Friedman  
Ellen Levine  
Betty Rollin

**1988**

Myrna Blyth  
Carolyn Carter  
Marilyn Laurie  
Anna Quindlen  
Carolyn Wall  
Genevieve Young

**1987**

Margaret Booth  
Jane Pauley  
Elaine S. Reiss  
Beverly Stephen  
Susan L. Taylor  
Wendy Weil

**1986**

Dorothea M. Brooks  
Meredith Fernstrom  
Charlayne Hunter-Gault  
Kate Rand Lloyd  
Marcella Rosen  
Alice Walker

**1985**

Barbara Taylor Bradford  
Laurel Cutler  
Helen Gurley Brown  
Eleanor Lambert  
Flora Lewis  
Mary Alice Williams

**1984**

Susan Brownmiller  
Tamara K. Homer  
Judy Lynn Prince  
Enid Nemy  
Patricia Ryan  
Diane Sawyer

**1983**

Maya Angelou  
Kay Koplovitz  
Patricia Martin  
Mary McGroarty  
Jane Bryant Quinn  
Charlotte Kelly Veal

**1982**

Karen W. Arenson  
Cathleen P. Black  
Caroline R. Jones  
Joyce Carol Oates  
Jeannette E. Paladino  
Kay J. Wight

**1981**

Letitia Baldridge  
Judith Daniels  
Beth Fallon  
Pegeen Fitzgerald  
Jane Brown Maas  
Letty Cottin Pogrebin

**1980**

Franchellie Cadwell  
Suzanne Garment  
Frances Fitz Gerald  
Barbara Hunter  
Pamela Hill  
Ruth Whitney

**1979**

Betty Furness  
Marcia Ann Gillespie  
Joan Lipton  
Elaine R. Pitts  
Harriet Rabb  
Barbara Tuchman  
Barbara Yuncker

**1978**

Rena R. Bartos  
Jane E. Brody  
Patricia Carbine  
Dr. Dorothy Gregg  
Barbara Seaman  
Barbara Walters

**1977**

Ann Berk  
Beatrice Buckler  
Gloria Emerson  
Muriel Fox  
Ada Louise Huxtable  
Nadeen Peterson

**1976**

Gay Pauley  
Sylvia Porter  
Lynn Povich  
Marlene Sanders  
Jean Schoonover  
June Thursh

**1975**

Madeline Amgott  
Aileen Corbett  
Elizabeth Janeway  
Charlotte Klein  
Judy Klemesrud  
Geraldine Rhoads  
Shirley Polykoff

**1974**

Shana Alexander  
Charlotte Curtis  
Susanne Loeb  
Joan Murray  
Rita Sands

**1973**

Jo Foxworth  
Sondra Gorney  
Lucy Jarvis  
Eileen Shanahan  
Gail Sheehy

**1972**

Mary Andrews Ayres  
Marilyn Bender  
Pat Coffin  
Melba Toliver

**1971**

Gloria Steinem  
Theo Wilson

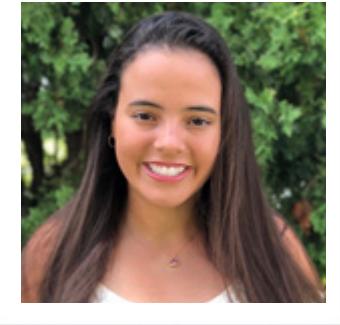
\*Special Award

# 2021 NYWICI SCHOLARSHIP RECIPIENTS



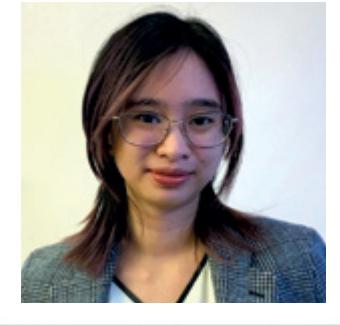
**Adonista Bob-Grey**  
Howard University

**Bloomberg  
Media**



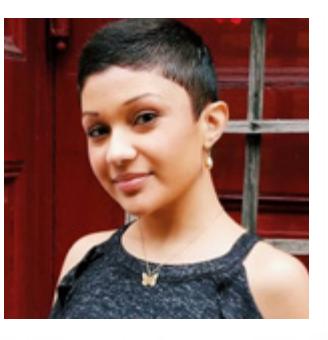
**Paloma Camacho**  
Elon University

**IPG**

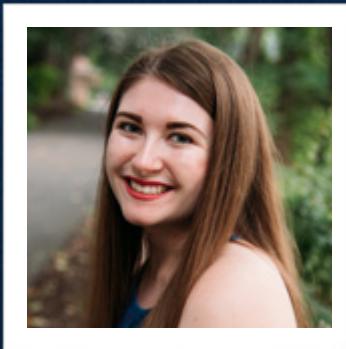


**Krystle Fajardo**  
SUNY Albany

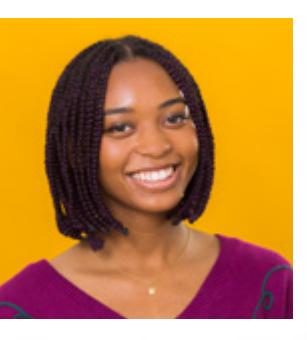
**IPG**



**Beatrice Forman**  
University of Pennsylvania



**Hannah Garcia**  
Cornell University

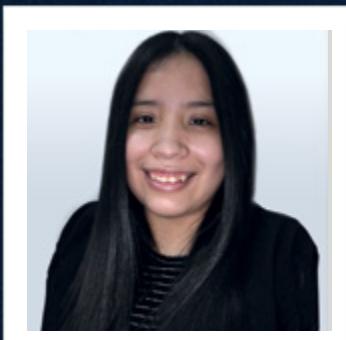


**Amanda Gordon**  
New York University



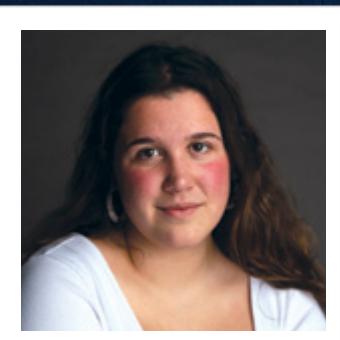
**Vanessa Handy**  
New York University

**KAPLOW**



**Yamila Martinez**  
Hunter College

Esperanza Scholarship funded by  
d'expósito & Partners  
newamericanagency.com



**Maria Thamas**  
The New School

# 2021 SPONSORED SCHOLARSHIPS

New York Women in Communications awards scholarships each year in amounts up to \$10,000. Several are named, or sponsored, awards supported by corporations or foundations that retain the right to impose certain criteria that may include, but not be limited to, a declared major, internship availability, year in school, personal background, etc.



**Ann Liguori Foundation Sports Media Scholarship** This scholarship supports the study of sports media communications or management and is intended for those hoping to pursue a career in sports broadcasting, reporting, programming or production. Applicants must be at least a rising junior.



**Esperanza Scholarship** funded by d expósito & Partners. Awarded to a student of Hispanic heritage pursuing the dream of a career in communications. The Esperanza award is funded by former Matrix Award recipient, Daisy Expósito-Ulla, and her firm d expósito & Partners.



**Interpublic Group (IPG)** Scholarship is awarded to an ethnically diverse student who is currently a college junior and has demonstrated an interest in a career in communications. IPG is the holding company for a large number of firms focused on communications. Some of the most well-known advertising and PR brands include McCann Worldgroup, R/GA, FCB, Deutsch, Weber Shandwick, Rogers & Cowan PMK and Golin.



**Kaplow Scholarship** Awarded to an ethnically diverse student interested in communications and media relations and is a rising sophomore/junior/senior in college.



**New York Women in Communications Alumna Award of Excellence** Awarded to a previous scholarship winner who is dedicated to strengthening NYWICI and has shown outstanding growth as a student since she first became a recipient. This scholarship is supported by the fund-raising efforts of previous scholarship winners.

Thank you to the Nicholas H. and Margaret H. Carlozzi Charitable Foundation  
for its contribution to the 2021-22 NYWICI Scholarship Fund.

## THANK YOU TO OUR SCHOLARSHIP SPONSORS!

To offer corporate support to the New York Women in Communications  
scholarship program, call 212-297-2133 or visit [nywici.org/donate](http://nywici.org/donate).

# SCHOLARSHIP HALL OF FAME

## 2020

Hailey Aldrich  
Gabriella Conway  
Yamila Frej  
Victoria Giardina  
Amanda Gordon  
Anna Harris  
Taffy Lashley  
Drashii Mehta  
Godlyse Mahungu  
Brooke Salamone  
Ellis Stewart  
Elizabeth Sugar  
Daejah Woolery

## 2019

Natalia Castelan  
Paula Chirinos  
Lily Coltoff  
Rachel Frank  
Kayla Jennings-Rivera  
Felicia LaLomia  
Sarah Lynch  
Ingrid Nin  
Janie Peacock  
Danielle Pluchinsky  
Sena Pottackal  
Ciara Rolle-Harris  
Nicole Thorne  
Leigh Anne Tiffany

## 2018

Danielle Allentuck  
Nicale Bruno  
Tia Di Salvo  
Jillian Forstadt  
Meghan Hayfield  
Katie Holzman  
Jazmin Kay  
Taffy Lashley  
Emme Leong  
Amanda Livingston  
Sabrina Maggiore  
Sarah Matusek  
Azaleah Peterson  
Lena Reilly  
Guneet Singh  
Jessica Smith  
Mirelle Tinker  
Nina Trach  
Delaney Wehn  
Alexis White

## 2017

Schania Anderson  
Alana Battalino  
Emma Beltrandi  
Alison Bonaviso  
Lauren Dana  
Stephana Eghan  
Anna Gardner  
Jacqueline Homan  
Jazmin Kay  
Jenn Lavelle  
Sarah Lynch  
Emma Noblesala  
Chinyelu Onuora  
Melynda Payne  
Janie Peacock  
Kyra Richardson  
Maylan Studart  
Jennifer Walsh  
Alexis White

## 2016

Laura Amato  
Zainub Amir  
Katie Baldwin  
Chelsea Cirruzzo  
Naomi Ducat  
Lauren Dugan  
Anna Gardner  
Meghan Grau  
Alison Hartley  
Katherine Hernandez  
Kathryn Hornyak  
Cynthia Huasipoma  
Allison Latini  
Alanna McCatty  
Kimberly Pena  
Gabrielle Reese  
Isabella Sarlo  
Casey Silvestri  
Allison Waddington  
Allison Wahl  
Hilarey Wojtowicz  
Rachel Zuckerman

## 2015

Elena DeLucia  
Naomi Ducat  
Salihah Evans  
Erika Eyleth  
Nicole Gartner  
Kendal Lambert  
Ariel Litovsky  
Julia Livesey  
Aziza Kibibi McGill  
Amanda Morris  
Leticia Moya  
Cindy Nguyen  
Meg Omecene  
Kia Robinson  
Taylor Sassman  
Casey Silvestri  
Leigh Anne Tiffany  
Joanna Ventour

## 2014

Stephanie Agresti  
KarYee Au  
Gina DeCagna  
Molly Gamache  
Nicole Godreau  
Katelyn Guaitieri  
Lauren Hard  
Bridget Jackson  
Kristine Mamanta  
Alanna McCatty  
Amanda Morris  
Alexandra Osten  
Vanessa Powell  
Brooke Sassman  
Sovanndary Sok  
Elisa Tang  
Opal Vadhan  
Melissa Vargas

## 2013

Claudia Balthazar  
Julia Corbett  
Amanda Kontor  
Kendal Lambert  
Amanda Livingston  
Arielle Martinez  
Sonya Mattis  
Vivian Nunez  
Ann Panousopoulos  
Marisch Perera  
Blaire Pistoia  
Emily-Anne Rigal  
Ayden Rosenberg  
Lauren Ryan  
Brooke Sassman  
Ashley Schwartz  
Opal Vadhan  
Camden Weber

## 2012

Alexandra Carmichael  
Katia Diaz  
Laura Foti  
Luisa Garcia  
Grace Gavilanes  
Melanie Hicken  
Nkechi Hooper  
Sarah Kajani  
Elisa Mala  
Marian Omidiji  
Marisch Perera  
Jamie Primeau  
Tess Quinlan  
Lauren Ryan  
Ilyssa Simsek  
Nkiruka Umegbolu  
Miriam Ward  
Jenny Xie

## 2011

Jacqueline Bryk  
Alexandria Clarke  
Katie Corrado  
Camille D'Elia  
Shira Engel  
Amanda Ferrarotto  
Natifia Gaines  
Samantha Gordon  
Stephanie Guzmán  
Megan Hess  
Denise Horn  
Amelia Jiménez  
Diana Lau  
Emellie O'Brien  
Camille McMorrow  
Ivellisse Morales  
Queen Muse  
Cherrelle Nicholson  
Eunic Ortiz  
Natasha Spedalle  
Anna Sussman  
Miriam Ward

## 2010

Stephanie Aaron  
Katie Corrado  
Shira Engel  
Amanda Ferrarotto  
Natifia Gaines  
Samantha Gordon  
Stephanie Guzmán  
Megan Hess  
Denise Horn  
Amelia Jiménez  
Diana Lau  
Emellie O'Brien  
Chelsea Orcutt  
Amanda Quick  
Tess Quinlan  
Taylor Trudon  
Eva Werk  
Jie Jenny Zhou

## 2009

Marie Dugo  
Nina Marie Elias  
Emily Freisher  
Maggie Groves  
Kristen Joerger  
Rachel Johnson  
Carol Kuruvilla  
Kayla LeGoff  
Sydney Lowe  
Miki Onwudinjo  
Chelsea Orcutt  
Kelli Plasket  
Charlotte Schaefer  
Sara Spruch Feiner  
Elizabeth Stoltz  
Kaitlin Tambuscio  
Taylor Trudon

## 2008

Aisha Al-Muslim  
Cailin Barrett-Bressack  
Katie Corrado  
Marie Dugo  
Vanessa Garcia  
Katerina Gkionis  
Najlah Hicks  
Cristin Johnson  
Sabira Lakhani  
Francesca Larson  
Cate Mahoney  
Michele Meshover  
Samantha Neugebauer  
Jennifer Pelly  
Elizabeth Pelly  
Jessica Prince  
Selena Shen  
Chelsea Theis  
Emily Warne

## 2007

Oulimata Ba  
Kristin Bradley  
Christen Brandt  
Aimee Campbell  
Samantha Davis  
Kaitlyn Dreyling  
Marie Dugo  
Meredith Engel  
Ya-Hsuan Huang  
Kimberly Laughman  
Noelle McKenzie  
Jennifer Pelly  
Elizabeth Pelly  
Jessica Prince  
Selena Shen  
Chelsea Theis  
Emily Warne

## 2006

Lindsay Adler  
Gina Afalo  
Samantha Davis  
Sheena Fisher  
Lauren Horn  
Colleen Huysman  
Nancy Lan  
Kimberly Last  
Joniaka Leblanc  
Ana Liss  
Lauren Little  
Kaitlyn Moore  
Olivia Ner  
Irene Razon  
Alexis Taylor  
Tammy Tibbets  
Jamie Tomczuk  
Elizabeth VanDurme

## 2005

Rima Abdulkader  
Larae Booker  
Sharon Clott  
Lisa DiGuglielmo  
Jennifer L. Elliott  
Denise Horn  
Elana Jacobs  
Lauren Mack  
Beatriz Melendez  
Ilana Plen  
Lavina Ramchandani  
Tammy Tibbets  
Beth Young  
Anna Youngquist  
Laura Zirinsky

## 2004

Genevieve Byrd  
Kristen Carter  
Lauren Gould  
Lisa DiGuglielmo  
Jennifer L. Elliott  
Denise Horn  
Cady Johnson  
Miriam Kriegel  
Joanika Leblanc  
Meredith Levin  
Denise Martinez  
Christy-Ann Waterman

## 2003

Rima Abdulkader  
Candice Crystal  
Arlette Daluz  
Maria Graves  
Daphra Holder  
Allison Kapner  
Kimberly Last  
Stephanie Riesenman  
Priya Shah

## 2001

Kafi Brown  
Julia Cotton  
Sharon Ehm  
Irina Finerman  
Aya Karpinska  
Mary Ruth  
Kasprzyk  
Christine Kontrafouris  
Jennifer McCoy  
Amy Pedyccord  
Lauren Punaro  
Margaret Williams

## 2000

Christina Borchini  
Lenora Pi-Lan Chu  
Suzanne Copsey  
Sharon Ehm  
Sedona Fitzgerald  
Maya Gorton  
Ysanne Harper  
Hedi Hong  
Vesna Jaksic  
Rachelle Jones  
Sara Leeder  
Stacey Patton  
Kristen Telker

## 1999

Camille Clarke  
Charlyn Zlotnick

## 1998

Kristen DeGroot  
Christine Haughney  
Lori Moffett  
Cynthia Patson  
LaTisha Robinson



NEW YORK WOMEN  
IN COMMUNICATIONS

Connect. Create. Communicate.

## NEXT FROM NYWICI:

### Watch for the **#WomenHeard** Research Report

Earlier this year we launched a nationwide study to uncover the extent of the mental, familial and financial impacts due to COVID-19 on women in the communications community and get a better understanding of why they are occurring.

Due to be released in a comprehensive report later this year, these findings will provide invaluable insights for industry leaders to facilitate candid conversations and better support women in their workforce.

Learn more and get involved.

Together we can support each other.



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