



**MATRIX**  
AWARDS  
NEW YORK WOMEN  
IN COMMUNICATIONS

ZIEGFELD  
BALLROOM  
NEW YORK CITY

**OCTOBER 26, 2022**  
**6 – 9 PM ET**

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LASTING LEGACIES



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## ABOUT THE MATRIX AWARDS

Since 1970, the Matrix Awards have been presented by New York Women in Communications (NYWICI)—the New York City's largest organization of professional women in the communications industry. It has honored and celebrated female empowerment and achievement in the field of communications and the arts since its first honoree, Gloria Steinem. The Matrix Award is given to women who are making a difference, building community and inspiring the next generation of female leaders in their field. Prior honorees include Maya Angelou, Halle Berry, Sheryl Crow, Tina Fey, Gayle King, Audra McDonald, Sheryl Sandberg, Joanna Coles, Cindi Berger, Dia Simms and Meredith Vieira. [For a full list of honorees see here.](#)

## AUDIENCE

The NYWICI community is approximately 70% are female and 30% are male from a variety of communications fields including broadcasting, publishing, journalism, media and marketing, advertising, public relations and corporate communications.

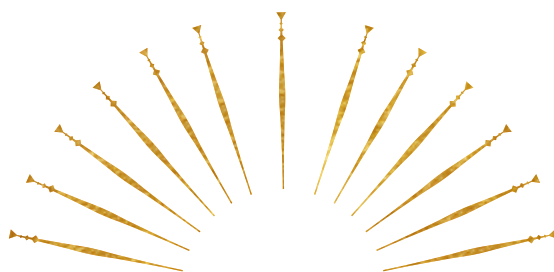
## WHO WE ARE

Founded in 1929, NYWICI is the premier organization for female communications professionals. Today, the 90-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 and integrated marketing, publishing, advertising, 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 who have come before them and those who will come after with the Matrix Awards. Since 1971, 340 women have received the NYWICI Matrix Award.

Each year, NYWICI awards scholarships ranging from \$2,500 to \$10,000 to high school seniors, college and graduate students, and offer educational programs, including an annual Communications Bootcamp for women beginning their careers or embarking on career transitions. To date, we have awarded more than \$2 million in scholarship support to over 350 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



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## 2022 MATRIX HONOREES



### DEVIKA BULCHANDANI

*Global CEO, Ogilvy North America*

Devika Bulchandani is a world class marketer who leads with passion, purpose, and an uncompromising focus on creating impact. She currently serves as Global President of Ogilvy. Under her leadership, Ogilvy was named Network of the Year at the 2022 Cannes Lions International Festival of Creativity. In addition, Ogilvy was also named Network of the Year by The One Show and Global Network of the Year by Campaign Magazine. She has received many honors including, NY Power Woman by Moves Magazine; US Advertising Agency Head of the Year by Campaign Magazine; Working Mother of the Year by She Runs It; and AdColor Innovator. She has been the recipient of multiple 4As Jay Chiat Awards for strategic planning. Dev is a founding member of Times Up Advertising, a board member of the ERA Coalition, the Ad Council, the 4A's, and the Advertising Club. She is a frequent speaker at Ad Council, Ad Forum, and other prominent industry events.



### RITA FERRO

*President, Advertising*

As President of Advertising for Disney Media & Entertainment Distribution (DMED), Rita Ferro leads advertising sales for The Walt Disney Company's entertainment, news, sports and kids & family linear, digital TV ad-supported streaming and audio businesses: ABC Entertainment, ABC Daytime and ABC News; Disney Channels Worldwide; Disney+; ESPN Networks and ESPN+; Freeform; FX; Hulu; and National Geographic. She also leads the integrated sales team for Disney Digital, the Company's online, mobile and social offerings. Additionally, Ferro directs political, and National TV and Regional Ad Sales for ABC's eight owned local TV stations. She has been in this role since September 2018.



### MARLEE MATLIN

*Actress/Activist*

Marlee Matlin received worldwide critical acclaim for her motion picture debut in *Children of a Lesser God*, a performance the film community chose to recognize with its highest honor—the Academy Award® for Best Actress. At age 21, she became the youngest recipient of the Best Actress Oscar® and one of only four actresses to receive that honor for a film debut. In addition to the Oscar®, Matlin was honored by the Hollywood Foreign Press Association with the Golden Globe® Award for Best Actress in a Drama. Matlin continues to make a name for herself behind the camera. Producing several TV and Film projects, including the 2021 Academy Award Nominated short film *FEELING THROUGH*. And is making her directorial debut on the network series "Accused." The series, based on the acclaimed British drama is co-production by Sony Pictures Television and Fox, and produced by Howard Gordon, Alex Gansa and David Shore.



### STEPHANIE MEHTA

*CEO & Chief Content Officer, Mansueto Ventures (parent company, Fast Company)*

Stephanie Mehta is chief executive officer and chief content officer of Mansueto Ventures, publisher of *Inc.* and *Fast Company*. She previously served as editor-in-chief of *Fast Company*, where she oversaw digital, print, and live journalism. Under her leadership *Fast Company* was a National Magazine Award finalist in design for three years in a row, and the title added two new annual conferences. She has worked as a writer and editor at *Vanity Fair*, *Bloomberg Media*, *Fortune*, and *The Wall Street Journal*. Mehta began her career as a business reporter at *The Virginian-Pilot* in Norfolk, Virginia. She received a BA in English and an MS in journalism from Northwestern University. A Chicago-area native, she now lives with her husband and two children in Scarsdale, New York.

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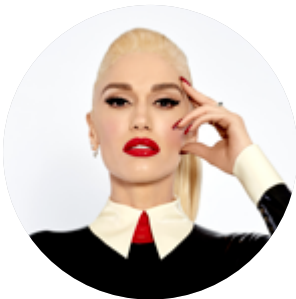
## 2022 MATRIX HONOREES



### ELIZABETH RUTLEDGE

*Chief Marketing Officer, American Express*

Elizabeth Rutledge is the Chief Marketing Officer at American Express, overseeing the brand's global media, communications, sponsorships, experiences and customer insights. She is a member of the company's Executive Committee and is passionate about providing the "Powerful Backing" of American Express to colleagues and customers around the globe through innovative content and initiatives. Elizabeth is on the Board of Directors for the Association of National Advertisers, the Ad Council and the YMCA of Greater New York. She is also a member of the Adweek Diversity, Equity and Inclusion Council. Prior to that, Elizabeth was Executive Vice President, Global Network Marketing and Information, where she delivered. Elizabeth and her husband live in Old Greenwich, CT, and have a daughter. Elizabeth is a graduate of Princeton University and holds an MBA from New York University.



### GWEN STEFANI

*Singer/Songwriter*

Gwen Stefani is an American singer, songwriter, rapper, fashion designer and actress. A three-time GRAMMY® Award winner, Gwen Stefani has achieved global success as a performer, songwriter, front-woman for iconic rock band No Doubt, and multi-platinum solo artist. In addition to her three GRAMMY® Awards, Stefani's honors include four MTV Video Music Awards, two Billboard Awards, an American Music Award, and a Brit Award. In 2014, she channeled her tremendous musical passion into empowering young singers as their coach on the seventh season of NBC's musical competition series "The Voice." One of pop culture's most magnetic style icons, Gwen Stefani has also emerged as the first global celebrity artist to translate music stardom into a series of massively successful lifestyle brands. Through her fashion line L.A.M.B., its sister label Harajuku Lovers, and her eyewear line gx by Gwen Stefani, the designer and entrepreneur has brilliantly merged modern glamour with fashion-forward streetwear. With over \$1 billion in retail sales across all brands to date, she recently took the helm as co-creator and executive producer of "Kuu Kuu Harajuku": a children's animated TV show on Nick Jr., fulfilling Stefani's mission of providing young girls with content that celebrates creativity, imagination, and fearless individuality.



### TIFFANY R. WARREN

*EVP, Chief Diversity & Inclusion Officer, Sony Music Group / Founder, ADCOLOR*

As Executive VP, Chief Diversity & Inclusion Officer for Sony Music Group. In this newly created role, Tiffany will expand equity and inclusion activities and policies across of all Sony Music Group's (SMG) global recorded music, publishing and corporate divisions, reporting directly to SMG Chairman Rob Stringer. Recognized as a leader in the field of diversity, Tiffany is a talent strategist with 25+ years of championing diverse professionals in the creative industries. In 2005, she founded ADCOLOR, which has launched the ADCOLOR Conference, Awards and FUTURES program. As President of ADCOLOR, she deeply impacted and has been widely recognized for the progress and direction the creative industries have taken around diversity, equity & inclusion. A native Bostonian and the oldest of ten children, Tiffany is a proud graduate of The Winsor School and Bentley University and still finds the time to mentor over 100+ professionals personally.



### JUDY WOODRUFF

*Anchor and managing editor of PBS NewsHour*

Judy Woodruff is the anchor and managing editor of the PBS NewsHour. She has covered politics and other news for five decades at NBC, CNN and PBS. At PBS from 1983 to 1993, she was the chief Washington correspondent for the MacNeil/Lehrer NewsHour. From 1984 – 1990, she also anchored PBS' award-winning documentary series, "Frontline with Judy Woodruff." From 2006 – 2013, Judy anchored a monthly program for Bloomberg Television, "Conversations with Judy Woodruff." In 2006, she was a visiting professor at Duke University's Terry Sanford Institute of Public Policy. She returned to the NewsHour in 2007, and in 2013, she and the late Gwen Ifill were named the first two women to co-anchor a national news broadcast. After Ifill's death, Woodruff was named sole anchor. She is the recipient of more than 25 honorary degrees. Judy lives in Washington, DC, with her husband, journalist Al Hunt, and they are the parents of three children: Jeffrey, Benjamin and Lauren.



## 2022 SPONSOR BENEFITS

	Individual \$5,000	Bronze \$12,500	Silver \$25,000	Gold \$50,000	Platinum \$100,000
Step and Repeat Signage					X
Co-create a Program with NYWICI to meet needs of your company objectives (e.g. DE&I, professional development)					X
Corporate Membership <i>all employees of company receive membership</i>				X	X
VIP Event Reception at Matrix Awards			2 Invites	5 Invites	10 Invites
Monthly NYWICI Newsletter Sponsor				X	X
Banner ad on NYWICI website			X	X	X
Serve as guest on an episode of the NYWICI Women Heard podcast				X	X
Verbal recognition from President or Emcee during Matrix Awards			X	X	X
Ad in Matrix Journal		Half	Full	Full	Spread (premium position)
Logo hyperlinked on nywici.org sponsorship page		X	X	X	X
Logo in Matrix Journal and at Matrix Awards show		X	X	X	X
Digital Signage at Matrix Awards	X	X	X	X	X
Listing on Matrix Journal Insert Card	X	X	X	X	X
Dedicated social media recognition	X	X	X	X	X
Seating at Matrix Awards	1 Individual Ticket (Reserved seat)	1 table of 10	1 table of 10	2 tables of 10	2 tables of 10
1-Year Individual Membership	X				

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## \$15,000 WIFI SPONSOR

- Logo in Matrix Journal and at Matrix Awards
- Signage at Matrix Awards recognizing and thanking sponsor for providing free WiFi access
- Home screen/landing page directing users to URL/ message of sponsor's choice
- Attendees will be notified of the free WiFi service several times prior to the event and sponsor will be recognized and thanked in each notification
- Listing on Matrix Journal Insert Card

## \$12,500 MIRROR MIRROR SPONSOR

- Sponsor will have their logos featured in the Ladies Rooms Mirrors for Selfie Opportunities
- Selfie accessories and phrases will be available
- Listing in Matrix Journal insert card

## \$5,000 NON-PROFIT SPONSOR

*Organization must be a 501(c)6 or a 501(c)3 for this special rate*

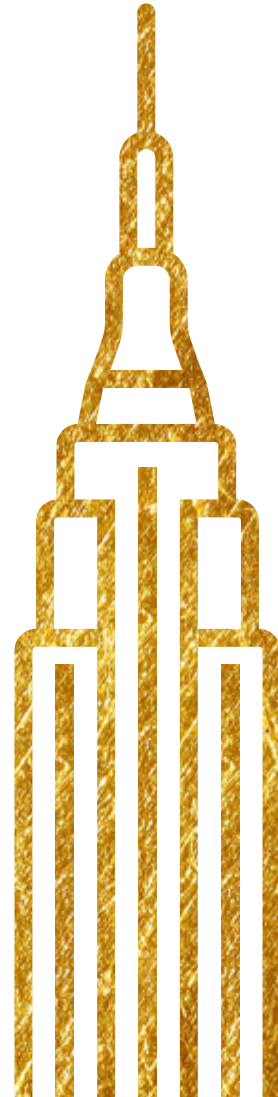
- Logo hyperlinked on nywici.org sponsorship page
- Logo in Matrix Journal
- Listing on Matrix Journal Insert Card
- 2 Individual tickets (reserved seats)
- Digital signage

## MATRIX JOURNAL AD

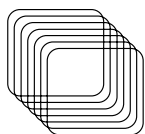
AD INSERTIONS:	SPREAD	FULL-PAGE	HALF-PAGE
4-Color:	\$12,000	\$6,750	\$4,750
B/W:	\$8,000	\$4,500	\$2,500

*Ask for rates for premium positions*

Scan the QR code below with your smartphone or mobile device, or visit [this link](#), to access a form where you can submit all the necessary sponsored materials needed from your sponsorship level.







# MATRIX AWARDS

NEW YORK WOMEN  
IN COMMUNICATIONS

## DIGITAL SPECIFICATIONS:

For submission of ad materials, questions on specs or FTP information,

contact: Sabrina Sheth  
Phone: 703-442-2079  
Email: [sabrina.sheth@wearemci.com](mailto:sabrina.sheth@wearemci.com)

File requirements:  
Adobe press ready PDF files are preferred. Please be sure all fonts converted and bleeds are included.  
Ads can be submitted via email, if under 5MB. If larger than 5MB, an FTP site is available.

Reserve ads by September 9.  
Materials due by September 23.  
Complete, complete by email to NYWICI Matrix Awards

7918 Jones Branch Drive Suite  
300 McLean, VA 22102

For all other questions please contact Donna-Jean Plante, CAE, Executive Director, NYWICI

Phone: 571-685-8011  
Email: [Donna-Jean.Plante@nywici.org](mailto:Donna-Jean.Plante@nywici.org)

## SPONSORSHIP OPPORTUNITIES

Please fill out and submit this form.

Check all that apply:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> \$100,000 Platinum Sponsor | <input type="checkbox"/> \$12,500 Bronze Sponsor    | <input type="checkbox"/> \$15,000 Wifi Sponsor           |
| <input type="checkbox"/> \$50,000 Gold Sponsor      | <input type="checkbox"/> \$5,000 Individual Sponsor | <input type="checkbox"/> \$12,500 Mirror, Mirror Sponsor |
| <input type="checkbox"/> \$25,000 Silver Sponsor    | <input type="checkbox"/> \$5,000 Non-Profit Sponsor |  |

## PREMIUM AD SPACE IN MATRIX JOURNAL

- |                    |   |                                       |
|--------------------|---|---------------------------------------|
| Inside Front Cover | <input type="checkbox"/> 4-Color \$10,000 | <input type="checkbox"/> B/W \$10,000 |
| Inside Back Cover  | <input type="checkbox"/> 4-Color \$12,000 | <input type="checkbox"/> B/W \$12,000 |
| Back Cover         | <input type="checkbox"/> 4-Color \$10,000 | <input type="checkbox"/> B/W \$10,000 |

## AD INSERTIONS

- |         |  |  |  |
|---------|--|--|--|
| 4-Color | <input type="checkbox"/> Spread \$12,000 | <input type="checkbox"/> Full-page \$6,750 | <input type="checkbox"/> Half-page \$4,750 |
| B/W     | <input type="checkbox"/> Spread \$8,000  | <input type="checkbox"/> Full-page \$4,500 | <input type="checkbox"/> Half-page \$2,500 |

NYWICI Foundation is a 501C3 non-profit organization (Federal Tax ID #: 134111956.) Federal income tax laws limit deductions for charitable contributions to amounts in excess of the fair value of goods or services provided in exchange for your contribution. (a good faith estimate of the value of goods or services per person you receive is \$300/head. Or \$3,000 for a table of ten) The tax-deductible portion of your contribution is limited to the amount of your contribution less the value of goods or services received in return.

## Please Print or Type

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Phone Fax \_\_\_\_\_

Email \_\_\_\_\_

Web Address (to link to your website) \_\_\_\_\_

Check for \$ \_\_\_\_\_ enclosed. (Please make check payable to New York Women in Communications)

Credit Card Type: ☐ AMEX ☐ VISA ☐ MASTERCARD

Name on Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Signature \_\_\_\_\_

# PAST MATRIX SUPPORTERS

160over90	Burson Marsteller	Fidelity	Services	Oberg & Lindquist	Starcom/Mediavest
21st Century Fox	Business Week	Fine Line	Lifetime Networks	Corporation	Steelcase
4 A's	Calvin Klein	Fleishman-Hillard	LinkedIn	Ogilvy & Mather	Sterling Group
42 West	Capital Publishing	Food & Wine	Lippincott &	Oscar de la Renta	Suka & Friends
A + E Networks	Cappa Productions	Food Network	Margulies	OWN: Oprah Winfrey	Sundance Channel
AARP	Carol H. Williams	Forbes	Lippincott Mercer	Network	Teneo Strategy LLC
ABC Inc.	Advertising	Fortune	Little, Brown and	Oxygen Media	Thomson Reuters Tax
ABC Media Networks	Cartier	Fox Cable Networks	Company	Pantheon Books	and Accounting
ABC Television Network	CBS Corp.	Gannett	Liz Claiborne	Parade Magazine	Tiffany & Co.
The Abernathy	CBS Interactive	GE Companies	L'Oreal/Matrix	PBS	TikTok
MacGregor Group	CBS News	General Foods	Lotas Minard Patton	The PBS News Hour	Time Inc.
Accenture	CBS Radio	General Motors	Lowe's	Pearson/Financial Times	Time Magazine
The Ad Age Group	Chandler Chico	Glamour	Mclver	Penguin Group (USA)	Time Out New York
The Ad Council	Chobani	Goldman, Sachs &	Lou Hammond	People Magazine	Time Warner
Addison	Cindy Adams	Company	& Assoc.	Peppercom	Time Warner Global
Adobe	CIT Group	Golf Digest	Macy's	Petersen's Youth Group	Marketing
Advanswers Media	Citi	Good Housekeeping	MacManus Group	Pfizer Inc.	Time Warner Cable
Programming	Clark & Weinstock	Google	Magaschoni	PGM	Media Sales
Advanced Marketing	CMP Publications	Grey Advertising	The Markle	Philip Morris USA	Time Warner Trade
Service	CNBC	Gruner + Jahr	Foundation	Planworks	Tory Burch, LLC
Advertising Agency	CNN	Gucci Group	Marsh Inc.	Planned Parenthood	The Travelers
Register	Coca-Cola	Gurwitch Products LLC	Martha Stewart Living	PMK Public Relations	Companies, Inc.
Adweek	Combs Enterprises	Hachette Filipacchi	Omnimedia	Polo Ralph Lauren	True North
Adweek Magazine	Comcast NBCUniversal	Media U.S.	MasterCard	Port Authority of NY/NJ	Travel & Leisure
AGT/Seven	Condé Nast Publications	HarperCollins	Mattel Fisher Price	Prada	Tribeca Productions
AICPA	Continuum Health	Harper's Bazaar	McCann Worldgroup	Prevention	Truth Initiative
Altria	Partners	Harpo, Inc.	The McGraw-Hill	PR Newswire	Tupperware Brands
AMC Networks	Cover Girl	HBO	Companies	Pricewaterhouse	Turner Broadcasting
American	CPC Best Foods	Health/Parenting	McKinsey & Co.	Coopers	System, Inc.
Advertising	Crain Communications	Hearst Corporation	Mediaedge:cia	Primetime Omnimedia	TV Guide
Federation (AAF)	Creamer Dickson	Hearst Entertainment	Medialink	Procter & Gamble	Twitter
American Airlines	Basford	& Syndication	MediaStorm	Prudential Financial Inc.	United Technologies
American Express	Creative Artists Agency	Hearst Magazines	Media Networks	PT&Co.	Corporation
American Express	Crown Publishing	Hearst Newspapers	Media Recruiting Group	Publicis USA	Universal Studios
Publishing	DailyCandy.com	Help USA	Meigher Comms.	Publicis Groupe	U.S. Fund for UNICEF
American Health for	The Daniel Neidich	Heyman Associates	Mercedes Benz USA	Publicis Kaplan Thaler	US News & World
Women	and Brooke Garber	Hill Holliday	Meredith Corporation	Putnam Berkeley	Report
American Ireland Fund	Foundation	Hill & Knowlton	Messner Vetere	PVH Corp.	USA Network
American Legacy	Danielides	Hoffmann	Meta	Quantcast	USA Today
American Legacy	Communications, Inc.	Hollins University	Michael Finkelstein	Ralph Lauren	Vanity Fair
Foundation	Davis & Gilbert	Home Depot	Foundation	Corporation	Verizon
Ammirati & Puris	D-A-Y PR	Howard P. Milstein	Microsoft	Ralph Lauren	Vera Wang
Andrea Electronics	DDB Worldwide	Foundation	Milstein Fuchs	Fragrances	Viacom
ANA	Dentsu	Horizon Media	Mirage Enterprises	Random House	Video Monitoring
ANN INC.	Deutsch	HSN	Mobil Corp.	Reader's Digest	Services
Aol	DeVries PR	Hudson Yards	Money	Refinery29	Vogue
The Apollo Theater	Diane Von Furstenberg	HuffingtonPost.com	More Magazine	Revlon	Volvo
Foundation	Discovery	IBM	MPA	Roche	Waggner Edstrom
Applevision	Communications	iVillage	MSL Group	Rodale	Worldwide
Applied Graphics	Disney-ABC Television	Instacart	MTV Networks	Rodale Press	Wall Street Journal
ASME	Group	InStyle	Munroe Creative	Ronald McDonald House	The Walt Disney
ASPCA	Disney Global Public	International Creative	Partners	New York	Company
Associated Press	Policy	Management	Mutual of NY	Rosie's All For Kids	Walt Disney Studios
A.T. Cross	Disney Worldwide	Interpublic Group	NASDAQ	Foundation	Warner Books
AT&T	Outreach	IPG Mediabrands	National Geographic	Rubenstein	Washington Post
Avon Foundation	Dorf & Stanton	J. Walter Thompson	National Geographic	Ruder Finn	WE tv
Avon Products, Inc.	Dotdash Meredith	JC Penney Co.	Society	Russell Reynolds	Weber Shandwick
Ballantine/Dell	DoubleClick	Johnson & Johnson	NBA	Associates	Weight Watchers
Bank of America	Doubleday	Jonathan M. Tisch	NBC News	Saatchi & Saatchi	International, Inc.
Barclay's Capital	Dow Jones	Foundation	NBC Universal	Sara Lee Corp.	Wells Fargo
BBC/Lionheart	Dyllan McGee/Makers	Jones Apparel Group	The Nduna Foundation	The Savannah College	Wells Rich Greene
BBDO NY	eBay Inc.	Just Ask a Woman	New Amsterdam	of Art and Design	WETA Washington, D.C.
Bcom3	EAB	Kaplow	Entertainment, Inc.	Schawk/AGT7	William Morris
BerlandTeam	Edelman PR	Kaufman Astoria	News Corporation	Scholastic, Inc.	WinStar
BET Networks	Electronic Arts	Studios	NEC Inc.	The Secular Society	Communications
Better Homes and	Elle	Kekst and Co.	Neuberger Berman, LLC	SELF Magazine	Woman's Day
Gardens Real Estate	Entertainment Weekly	Kellwood Company	New Line/Fine Line	Sesame Workshop	Women + Co./Citigroup
Biography	ESPN/Disney Consumer	Kenneth Cole	New York Daily News	Seventeen	Women's Health
Bloomberg	Products	Ketchum PR	New York Mets	Showtime	Magazine
Bloomingdale's	Essence	The Knopf Publishing	New York Private Bank	Shyldo	World Color Press
BlueRock	Communications	Group	& Trust	Communications,	Worth Magazines
Boxenbaum Grates	Estee Lauder	Know Your Value	New York Newsday	LLC	WPP Group USA, Inc.
Bozell	Companies	KPMG	New York Power	Simon & Schuster	Wunderman New York
Bradford Enterprises	Euro RSCG MVBMS	La Roche Inc.	Authority	Snap Inc.	WWE, Inc.
Brand.net	Partners	Ladies Home Journal	The New York Times	Sony Corp. of America	Yahoo! Inc.
Bravo Networks	Expo Design Center	Lander Associates	New York Yankees	SONY Pictures	Yorktown Productions
The Bravo Group	Facebook	Laurie M. Tisch	News Corporation	Television	Young & Rubicam
Bristol Myers	Fairchild Publications	Illumination Fund	Newsweek	Sports Illustrated	Ziff Davis
Brown Printing	Family Circle	Legacy	NW Ayer	Spotify	The Zucker Organization
BSMG	FCB	Lehman Brothers	NYU College of Nursing	SRDS/Kantar Media	
Burberry	The Female Quotient	Lifetime Entertainment	Oath	Starlink	

FOR MORE INFORMATION, PLEASE EMAIL [INFO@NYWICI.ORG](mailto:INFO@NYWICI.ORG)