



Dear WAM!ers,

As we enter the Trumpian era, the WAM!NYC board wants to let you know how grateful we are for each and every one of you! We are committed to ensuring WAM!NYC stays welcoming, powerful and vibrant. The next four years are going to require a lot of work and organizing, but we are no strangers to that. It is more important now than ever.

*Scroll down for info on upcoming events, volunteer and job opportunities, and what you, our awesome WAM!ers, are up to. As always, we need your help to keep this initiative going strong. We welcome your submissions!*

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## Upcoming WAM!NYC Events

Holiday Party!

**December 15//6:30-9:30pm//**

**Hamilton Heights**

**\$5 for copious food and drink**

Come celebrate the end of 2016 with WAM!NYC! Come for the booze,

snacks and great tunes, stay to help us plot the resistance.



Stay tuned or email [reneefeltz@gmail.com](mailto:reneefeltz@gmail.com) for more details!

## RESCHEDULED: Workshop: Train Your Negotiation Muscles!

**January 29//1-4pm//DUMBO//\$15**

You keep procrastinating to ask for your promotion because you don't know how to approach your boss? You decided it's time to raise your freelance rates but have no idea how to communicate that to your clients? Often we shy away from advocating for what's important to us because we fear damaging relationships. Hosted by former WAM!NYC board member Martyna Starosta, this workshop will offer a solution-oriented approach to negotiation, including group discussions, team exercises and role plays.

Please note that this is not a free event. In addition, space is limited. To RSVP, please email [reneefeltz@gmail.com](mailto:reneefeltz@gmail.com). More information is also [on Facebook](#).



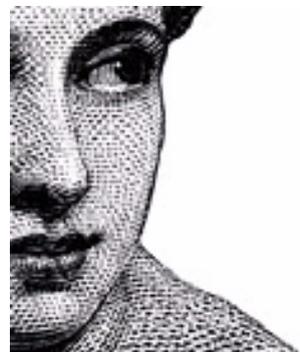
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## Other Upcoming Events

### Communicating in Trump's America

**December 4//5-9pm// DUMBO**

Hosted by *The New Inquiry*: Join digital security pros from Freedom of the Press and revolutionaries from the Middle East at Verso



Books for a discussion and workshop on how to communicate for social change under repressive conditions. To prepare for life under Trump, we'll have to do more than download Signal and learn PGP. We'll have to learn how to scheme in the shadows, pass notes, and encrypt our offline communications as securely as we do our emails. No RSVP needed. [More information available here.](#)

## Celebrate 20 Years of Democracy Now!

**December 5//7pm//Morningside Heights//\$30**

Join Democracy Now! and its host/executive producer **Amy Goodman** to celebrate

the show's 20th anniversary! When Goodman co-founded the show in 1996 it was carried on nine radio stations. It now broadcasts on over 1,400 public television and radio stations. Today, more than half the show's producers are women, and its general manager, development director, social media editor, Spanish Department and Education Department directors are all women. More information and tickets to the event are [available here.](#)



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**SAVE THE DATE: June 17, 2017**

WAM!NYC Gender Justice in Media  
Conference

We're excited to announce the date of next year's WAM!NYC conference, to be held at Barnard College in Morningside Heights. As we plan the conference, we're interested in hearing your ideas. What panels do you want to attend? Who would you love to see as a keynote speaker? [Give us your input here.](#)

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## WAM!er of the month: Erika Velazquez Alpern



Erika Velazquez Alpern is the CEO and Founder of Tactile, an agency created to #changetheratio by advancing gender diversity and shaping a better future for female leaders. Prior to running Tactile full-time, Erika was the VP of Marketing and Communications for The New Republic. She has also run brand marketing for The Guardian and NewsCred.

**Congratulations on your new agency! What projects**

## **are you working on right now, and where do you hope to be in a year?**

Thank you! Right now, I am working on a bunch of projects (including hiring to accomplish them all!) Tactile Studio is working with a few female-led startups on brand development and PR, including Argent (a new women's workwear brand) Emerj (previously Lean On, they are a mentorship app) Malka Dina (a ceramics studio) and GROUPE (a soon-to-launch fashion incubator.) We also just hosted a workshop for Hearst Labs female CEOs to discuss early-stage marketing. Tactile Projects is currently launching three products. We are working with Brilliant Bodies on a pop-up lactation room for companies. We are working with an incredible designer on a secret soon-to-launch project. And we are about to launch a new newsletter about how to be an ally in the workplace. I am also in the process of organizing two events - one discussing how the private sector should take an active role in advancing progressive policy and one called #fundraisingwhilefemale to shine a light on the myriad challenges women face when raising a round.

## **Your tagline - "change the ratio" - what does that mean to you?**

It means taking action when it comes to gender equality in the workplace. And so much needs to change in order to get there. Unfortunately, many organizations and industries think that addressing diversity is just a recruitment conversation and a numbers game. And while that is important, numbers don't equal a culture of inclusion. It is important to have an overarching culture shift and a move towards and inclusion in the workplace.

When it comes to Tactile, we have divided the business into the two departments to address two aspects of this. Tactile Studio aims to increase the number of female-run companies and Tactile Projects aims to launch projects/products that address the myriad challenges women face in the workplace.

**What role do you think marketing and communications can play in promoting gender justice?**

I think that marketing and PR is a great way to promote incredible women. The amount of times I have heard executives say that they haven't hired any women "because they are hard to find" is offensive. But if we can do more to make that excuse more ridiculous than it already sounds, I think that's a great start.

Additionally, since the election, I have been thinking a lot about how Tactile can identify key women's issues (relevant to the workplace) and launch marketing/advertising campaigns that raise awareness. For example, when it comes to Paid Family Leave, launching a large ad campaign that targets CEOs/HR leaders at companies with lack luster policies.

Follow Erika on Twitter: [@ErikaAlpern](https://twitter.com/ErikaAlpern).

**Call for WAM!er of the Month submissions**

Would you like to be featured as a WAM!er of the month, or do you know someone in WAM!NYC who's been kicking ass lately? We're launching this newsletter segment to highlight the extraordinary work our members do each and every day in their fields. Send a short bio or success story

(yours or a friend's) to [srussellkraft@gmail.com](mailto:srussellkraft@gmail.com) to be featured in an upcoming newsletter!

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## Opportunities

- The Village Voice is looking for a [culture reporter](#).
  - Electric Literature is [offering scholarships](#) to Catapult Writing Courses.
  - Quartz is [hiring for multiple positions](#), including environment reporter and cities reporter.
  - RollingStone.com is hiring an [editorial director](#).
  - Columbia Journalism Review is looking for an [associate editor](#).
  - LGBT rights advocacy group Lambda Legal is hiring a [digital director](#).
  - The anti-poverty nonprofit Global Citizen is looking for a [growth editor](#).
  - Healthcare start-up Maven is looking for a [writer](#).
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## Member Updates

This section of the newsletter functions sort of like an alumni update section from a university magazine, but with a WAM!NYC twist. Are you a newly appointed editor and want to send out a call for pitches? Did you just score your dream job and want to tell the world about it? Will you be covering a big news story and are looking for twitter followers or editors to pitch? Do you know a WAM!er who simply deserves a shout-out? **Send short updates to [srussellkraft@gmail.com](mailto:srussellkraft@gmail.com) and we'll include them here.**

This month's updates:

- **Emily Ladau** was recently named Editor in Chief of the Rooted in Rights Blog. Rooted in Rights is a disability-rights focused non-profit organization. She's especially interested in pitches that interweave personal narrative with intersectional disability issues. Authors will be paid \$150 per published piece. [Here's more](#) on the type of work she's accepting and [here's](#) the submission page. Follow her on Twitter: [@emily\\_ladau](#).
- **Jennifer Mattson** is teaching a relaxing, fun and self-care [weekend at Kripalu Center for Yoga and Health](#) January 20-22 for writers who want a relaxing place to eat organic food, do yoga, sauna, and whirlpool in the beautiful Berkshires. (Bus leaves from Port Authority NYC or drive from anywhere). Follow her on Twitter: [@jennifermattson](#).
- **Jerin Arifa** is excited to share a [recent Op-Ed](#) she wrote, with the support of WAM! Director Jamia Wilson, about an imam who was murdered this past summer in Queens. She also wrote [a piece for The Tempest](#) about why the election has had her fearing for her life. Follow her on Twitter: [@JerinArifa](#).

Want to learn more about what WAM!, a 501(c)3 non-profit, does on a national level? Check out executive director Jamia Wilson's [strategic vision](#).



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