An Evening of Communications  
Career Development & Networking  
Wednesday, January 27, 2010  
HUB 108 & 106B

### Live Networking Sessions (HUB 108)  
4:30p – 7:00p

<table>
<thead>
<tr>
<th>Hosted By</th>
<th>Featuring</th>
</tr>
</thead>
</table>
| My Tam Nguyen  
Community Relations & PR  
*City of Seattle* | [Washington Film Works](https://www.washingtonfilmworks.org)  
[Amazon](https://www.amazon.com)  
[Starbucks](https://www.starbucks.com)  
[Edelman](https://www.edelman.com)  
[Microsoft](https://www.microsoft.com) |

### Panel Discussion on Entrepreneurialism (HUB 106B)  
7:00p – 8:30p

<table>
<thead>
<tr>
<th>Moderated By</th>
<th>Featuring</th>
</tr>
</thead>
</table>
| Kristina Hudson  
Director WA Interactive Network  
enterpriseSeattle | Fitz Cahall,  
*The Dirtbag Diaries*  
Laura Pavlou,  
*WWish*  
Lucas Mack,  
*4th Avenue Media*  
*The Common Language Project* |

Register online at: [www.com.washington.edu/careerday.html](http://www.com.washington.edu/careerday.html)  
FREE

Sponsored By: Department of Communication & M.C. in Digital Media (MCDM) Program
### Live Networking: Featured Guests

**My Tam H. Nguyen (’06)** graduated from the University of Washington in International Studies and Journalism. She is a graduate of Leadership Tomorrow and the Asian Pacific Islander Community Leadership Foundation’s Community Leadership Program.

Her current community service includes being a mentor and coach for the Ashoka Foundation’s Youth Venture Program, serving on the UW, Dept of Communication’s Alumni Board, the Seattle Art Museum Young Advisory Board, and designing communication, marketing and social media strategies for local and international organizations. Passionate about food, Nguyen is a contributing food writer for the International Examiner, and blogs about ethnic food and family recipes. She enjoys connecting people, resources, ideas and organizations to strengthen our local and global communities.

**Amazon.com** is a Fortune 500 company based in Seattle, Washington, is the global leader in e-commerce. Amazon offers everything from books and electronics to tennis rackets and diamond jewelry and operates sites in the United Kingdom, Germany, France, Japan, Canada, and China (Joyo.com).

**comScore** is a global leader in measuring the digital world and the preferred source of digital marketing intelligence. Through a combination of behavioral and survey insights, comScore enables clients to better understand, leverage and profit from the rapidly evolving worldwide web and mobile arena.

**Edelman** is the leading independent global PR firm. Their mission is to provide public relations counsel and strategic communications services that enable clients to build strong relationships and to influence attitudes and behaviors in a complex world.

**Microsoft** is a multinational computer technology corporation that develops, manufactures, licenses, and supports a wide range of software products for computing devices. Its most profitable products are the Microsoft Windows operating system and the Microsoft Office suite of productivity software.

**Starbucks** purchases and roasts high-quality whole bean coffees and sells them along with fresh, rich-brewed, Italian style espresso beverages, a variety of pastries and confections, and coffee-related accessories and equipment. Starbucks’ objective is to establish Starbucks as the most recognized and respected brand in the world.

**WashingtonFilmWorks (WFW)** is a non-profit organization. Its mission is to promote economic vitality in Washington State by encouraging growth in the film and video production industry and to help ensure that Washington State re-emerges on the national and international scene as a premiere destination for motion picture production.

**Washington Technology Industry Association** is the largest state-wide association of technology companies and executives in the world. They are a catalyst for setting new industry directions, sharing expertise, fostering collaboration, delivering key business services, and advancing the economic value and global impact of technology companies doing business in Washington.
### Live Networking: Featured Guests

**Weber Shandwick** is a global public relations and communications leader. Across an expansive global network of public relations practitioners, our award-winning communications teams bring to every engagement an unrelenting client focus, a passion for their clients’ businesses, innovative and creative strategies and a commitment to measurable results.

**Msnbc.com** is the online news outlet for the NBC News family, including network shows such as *Today*, *NBC Nightly News*, and *Dateline NBC*, as well as MSNBC TV. In addition, MSNBC.com hosts articles and features from several partners, including *The Washington Post* and *Newsweek* magazine.

### Panel: Featured Guests

**Kristina Hudson** joins enterpriseSeattle as the newest Case Manager specializing in Technology. In 2004, Kristina established the Washington Interactive Media Program. This was the first economic development program in the United States to be targeted solely at the game industry. As founder, Kristina brings this program to enterpriseSeattle.

Kristina works to promote, nurture, and grow the interactive media and technology industries in the Seattle area. By working with the print and television media, she helps to raise the awareness of the local industry. Early successes include articles in the LA Business Journal, the Puget Sound Business Journal, the Chinese Game Developer Magazine, and local television news stories.

**Fitz Cahall (’02)** worked as a freelance outdoor writer for a variety of publications. Over the years, he collected interesting stories about regular people that magazines did not want to publish. It was getting harder to sell his stories, so he jumped into the world of new media with the 2007 launch of his podcast on climbing. He now has a radio show and will soon begin a web television show.

**Laura Pavlou (’06)** is founder of the interactive online magazine *WWish*. While attending Wenatchee Valley College, Pavlou founded and served as editor-in-chief of the student newspaper. She was awarded a full scholarship from the Jack Kent Cooke Foundation and attended the University of Washington. She made Dean’s list and graduated with a BA in Journalism in 2006. Laura was inspired to create WWISH, with a mission to help women move out of crisis, because of the personal adversity she overcame in her own life.

**Lucas Mack (’04)** started out in public relations at the University of Washington. He took a job at KOMO TV as the Audience Coordinator for the live talk show Northwest Afternoon. He moved to eastern Washington as a reporter for the NBC affiliate, where he discovered storytelling. He moved to Texas, reporting for the FOX affiliate in San Antonio as their Feature Reporter, hosting his own live segment. In 2008, Lucas co-founded 4th Avenue Media to give clients the unique opportunity to tell their story by a broadcast journalist.

**The Common Language Project (CLP)** is a nonprofit multimedia production house that reports news from around the world about people affected by key social issues. The project has a core staff of young journalism and political science graduates from Hunter College and New School University, a funding and outreach coordinator (and UW grad) and a CUNY graduate student.
Jenni Hogan’s Tips for Effective Networking (AM Traffic Anchor for KIRO-TV)

“To me, networking is giving and helping others and really enjoying it. Think, ‘How can I help this person?’ That is GREAT networking.”

Expect it to be one-sided: How can I help you? How can I make it easy for you to build a relationship and an investment in me?

Get over being polite: The communications industry is about chasing down people, telling their stories, winning people over. It may be awkward but you’re showing them how good you are at communicating if you keep calling, emailing, knocking on their door with a reason. Remember this is how you’d treat a job at their company.

Get out there but be real: Go to events to support charities you believe in, attend networking nights that you have a common interest in (e.g. ladies night). UW networking is great…we all have a common interest (Huskies).

Don’t be a network snob: Throw a wide net. Network everyone. Don’t just network the people in the power seat. Network other students, the receptionist, students in other fields/degrees. The communication industry is small. Students around you will be able to help you in the future. Some may hire you, some you may want to hire or recommend to your boss they hire them. Start now. Build a network of people in your field and age. They’re not your competition, they’re your network.

Sample Networking Questions

**Working**
- What skills are required in your position on a day-to-day basis?
- What parts of your job do you find most challenging?
- What do you find most enjoyable?

**Industry**
- How do you stay abreast of trends in this field?
- Is this field growing enough to ensure a continued increase in hiring?
- Are too many or too few people entering this profession?

**Advancement**
- How did you get your job?
- If you could start all over again, would you change your career path in any way?
- What characteristics are essential for success in this field?

**Lifestyle**
- How does your company compare with others in the field?
- Does this work involve any lifestyle changes (travel, late-night business, entertaining)?
- With all the people you have met, what personal attributes are essential for success?

**Career Change**
- Do you have recommendations for someone making a career change?
- In your company or industry interested in career changers?
- Do you see a way I can capitalize on my background in order to get into this field?

**More Info**
- What professional journals, publications, websites, and org. should I be aware of?
- Is there anything else you think I need to know about this career path?
- Do you see a way I can capitalize on my background in order to get into this field?