

**TINA ROTH EISENBERG:** This SwissMiss reaches millions of readers

# DOMO



## The Power of Women

How they shape the media

**HILLARY CLINTON**

Soon the world's most  
powerful woman?

**MERKEL & KLUM**

The secret of their  
**SUCCESS**



**ooo Ringier**

In-house journal  
September 2014



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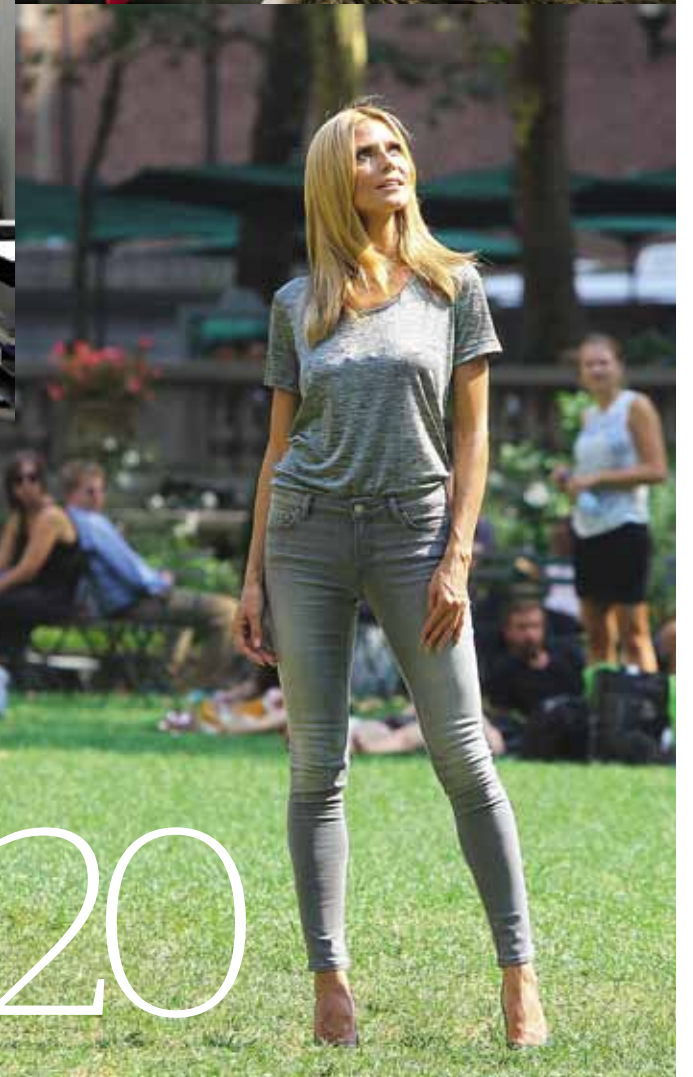
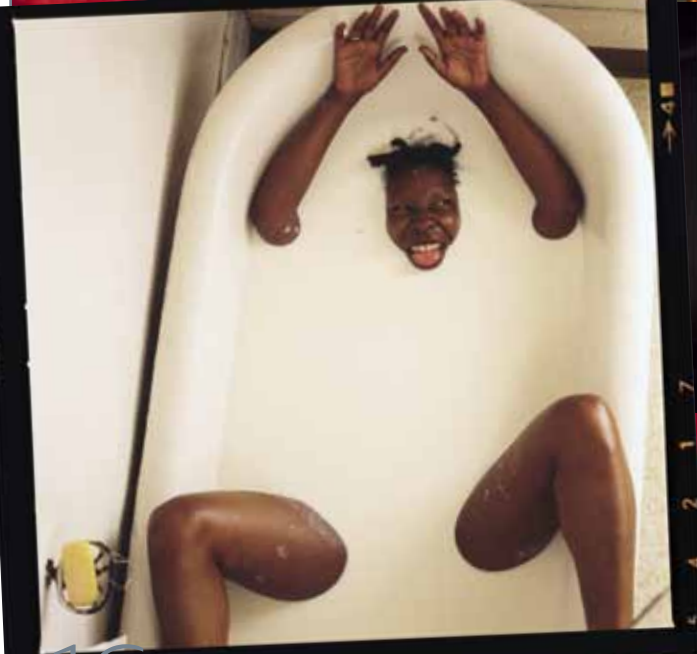
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# When women call the shots

All around the world, women have power in the media. They shoot films, write texts, reveal scandals, run papers and manage budgets. To get there, they have had to struggle – and be better and more original than most men. This is a piece of media «herstory».

Text: Peter Hossli



In many photos she is the only woman among men: Marion Gräfin Dönhoff, former editor-in-chief and publisher of Die Zeit. She admired Mikhail Gorbachev (center) and his politics of «Glasnost» and «Perestroika». He, in turn, said of her: «Marion is a wonderful woman and a good friend. One can talk to her frankly about life as well as politics.»





**Anneliese Schuller** is 21 years old, bold as brass, curious and consumed with desire for one thing: she wants to be a journalist, to travel the world, write an account of her experiences and publish it. Munich, in 1948, is recovering from a long war, and men almost exclusively staff Germany's newspapers. Schuller means to change that. The would-be reporter applies to the *Süddeutsche Zeitung*, enclosing samples of her writing, signing «A. Schuller» to disguise her gender. The publisher likes the texts. He invites A. Schuller for an interview - and is stunned to learn that she is a woman. «All right,» he says, «now that you're here you may as well stay.» Schuller is the only woman to intern with the Munich paper. Sure, her good looks don't hurt. More importantly, though, she has a smooth writing style. She rises in the ranks and becomes a well-paid columnist with the popular illustrated weekly *Stern*. She goes on to marry Werner Friedmann (1909 - 1969), founder of the Munich *Abendzeitung* and an investor in the *Süddeutsche Zeitung*. Following his death, Anneliese Friedmann is co-owner of both papers. She has power, power that she attained by initially having to deny being a woman. Her story is typical of many women who got into journalism: Starting out, their talent wasn't enough. They had to be more original and better than the men. Eventually these women rose to become powerful media personalities. Their names are legion. One enabled the most important investigative report on record to go forward. Another woman had more impact on movies than anyone else. Yet another built an empire branded with her given name. One woman is now the most influential personality in online news worldwide. And who was the most important voice in German postwar journalism? A woman!

Often barred from public office, women were quick to recognize journalism as a forum for political activity. Although denied suffrage, they were still permitted to write. US President Millard Fillmore (1800 - 1874) decreed that women journalists should be granted access to the House of Representatives. The first woman to be accredited at Congress in Washington was Jane Grey Swisshelm (1815 - 1884), an advocate for women's rights and an abolitionist who fought slavery with fiery tracts and detailed accounts. She founded her own newspapers in Philadelphia and Minnesota and used them as mediums for her political purposes. Even in today's times, a desk in an editorial office serves as a substitute for political office. The ratio of influential women journalists is far higher in the U.S.A. than in Europe - because women still find it difficult to get into politics. There has never been a female US President. Only a scant few states have elected female governors. Until 1992 there were never more than two women in the US Senate; now, at least, there are 20, i.e. one fifth of the Senate body. Conversely, editorial offices in the U.S. are staffed to one third with women. Especially when it comes to television, women call the shots.



## The Woman of Steel: Katharine Graham

«The first lady of Washington and American journalism» is how US President George W. Bush (90) described Washington Post publisher Katharine Graham (1917 - 2001) shortly after her death. «Mrs. Graham became a legend in her own lifetime because she was a true leader and a true lady, steely yet shy, powerful yet humble, known for her integrity and always gracious and generous to others.» Katharine Graham, née Meyer, started out as a reporter at the Washing-

ton Post, then a local paper that belonged to her father, who did not think much of his daughter. When she married lawyer Philip Graham in 1940, Eugene Meyer signed the paper over to his son-in-law and gave him more shares of voting stock than his daughter. «You never want a man working for his wife,» the patriarchal-minded Meyer said. Philip Graham, who suffered from bipolar disorder, drank himself into depression and committed suicide in 1963, leaving a widow with four small children. Sinking her teeth into the business she'd inherited she led the Washington Post to unprecedented glory. In terms of journalistic quality, the Post was on a par with the New York Times in the early 1970s. In 1971 it was Graham who decided to publish the «Pentagon Papers» at the same time as the Times. These secret reports revealed the disastrous course of the Vietnam War. One year later, the courageous publisher led her paper to what may be the most important achievement in newspaper history: the uncovering of the Watergate scandal and the resignation of President Richard Nixon. «Our greatest fear became that we would make a mistake,» Watergate reporter Carl Bernstein (70) told DOMO. But: «We had the backing of the great and powerful Washington Post, with editor-in-chief Ben Bradlee and Katharine Graham behind us, which gave us a great sense of comfort.» When Graham resigned from all her offices in 1999, her company was worth two billion dollars. Then a man took over. A year ago, Jeff Bezos (50) bought the company for 250 million dollars.



## The Countess: Marion Dönhoff

They called her «the Countess» because she was an aristocrat and had grown up on an estate, «but her nobility derived from her conduct, not her birth,» former US Secretary of State

Henry Kissinger (91) said of Marion Dönhoff (1909 - 2002). She was Germany's most important woman journalist and as influential as Henry Nannen (1913 - 1996), the founder of *Stern*, and Spiegel publisher Rudolf Augstein (1923 - 2002). Dönhoff was born in East Prussia and enjoyed a sheltered upbringing amid horses and servants. She studied economics in Frankfurt and earned her doctorate in Basel, Switzerland, where, as soon as the Nazis seized power in Germany, she began to distribute flyers against the brown-shirts. In 1944 she helped to organize the failed attempt on Hitler's life. When the Red Army invaded from the east she fled on horseback, surviving a six-week odyssey westward. She got into journalism «quite accidentally,» she said. «I wanted to make a good paper for a good Germany,» Dönhoff stated and helped to found the weekly *Die Zeit* in 1946. She wrote and researched articles, was promoted to political editor, left the paper in the mid-1950s because she felt it was too right wing, came back and was promoted to editor-in-chief in 1968. Four years later she became the publisher

- an office she held until her death and which, for the last few years, she shared with Germany's former Chancellor Helmut Schmidt (95). Her life's motto was tolerance, as she affirmed in a high-school graduation speech in 1995. «Above all, you need to try to be tolerant,» she told the students. «For those who are truly tolerant will not succumb to hatred and thus not be tempted to resort to violence.» For 50 years she would write an article almost every week. «Marion Dönhoff had more influence on journalism than any other woman and most men,» according to *Die Zeit*. She had left something irreplaceable: «standards». She would take a stance and had an attitude: the claim to the truth, knowing how complex it could be. Her texts often had literary merit. Dönhoff would travel wherever the stories were. She would fly to New York or ride from Amman, Jordan, to Baghdad, Iraq, in a taxi with three other passengers because she knew she would learn more in a taxi than she would on a jet. She never married nor had children; she was fine-boned and she liked fast cars.

German politicians of all colors found an important counterpart in her. She stood up for reconciliation with the Soviet Union and supported the foreign policies of Chancellor Willy Brandt (1913 - 1992), who humbly knelt down in Warsaw and apologized for the Nazis' atrocities. Her goal was that Germany, divided after the war, should reunite. Brandt even asked her to stand for the office of German President. Dönhoff declined because like so many powerful women in the media she felt her power lay not in office but in words and phrases. ▶

## ▼ ANNA WINTOUR, 64

«Anna Wintour does not hold a finger to the wind to judge trends: she is the wind,» this is how *The New York Times* described this British-born woman's status in the world of fashion. In 1988, when she was 38 years old, she was appointed editor of American *Vogue*. Under her guidance, the *Vogue* empire rakes in 400 million dollars in annual advertising revenue. Whatever Ms. Wintour dislikes in a collection is remedied. She opens her network to young talent. Although never having finished school, she is driven by unbridled ambition. While Wintour may well be a frosty breeze, they don't pay her two million dollars a year to be nice.



Photos: Mark Peterson/Redux/Laif, Keystone (2), Getty Images





## ANTONIA RADOS, 61

«I come from the west and I work for German television. Please tell me about your life,» says Antonia Rados. A political science graduate, she knows that you can cover a war without standing in the crossfire. Her live coverage from Baghdad for the German RTL network got people's attention. The fact that she is physically inferior to men, that she can't run as fast and that the bulletproof vests are usually too big for her is something that Rados does not consider a disadvantage – it has made her more careful.

## SHERYL SANDBERG, 44

«We were her first employees,» her younger brother says of Sheryl Sandberg. After she had graduated from Harvard, her mentor Larry Summers hired her while working for the World Bank and later appointed her chief of staff when he was Secretary of the US Treasury. She had not even turned 30 yet. Sandberg joined Google and oversaw the company's stock market launch. In 2007 she met Facebook founder Mark Zuckerberg, who soon made her his COO, and she has been managing his network ever since. Her book «Lean In» earned Sandberg the reputation of a charming feminist, and she is convinced that Gloria Steinem was right: «It's not about biology, but about consciousness.»



Photos: Michael Kappeler/DDP, Ullstein Bild, Jens Gyarmaty/VISUM, Keystone (2)



### ► The Meanie: Helen Thomas

White House correspondent Helen Thomas (1920 - 2013) covered the terms of ten US Presidents. She asked hard questions of John F. Kennedy (1917 - 1963) as well as Barack Obama (53), Richard Nixon (1913 - 1994) and George W. Bush (68). She was president of the elitist White House Correspondents Association,

and until shortly before her death she almost always sat in the front row during White House press conferences. She got to ask the first question and ended press conferences with a respectful «Thank you, Mr. President» - a sign of gratitude that Thomas denied US President George W. Bush when he invaded Iraq. Thomas was the first female member of the National Press Club and the only woman in the press corps traveling with Nixon on his trailblazing visit to China. Her tough questions made her «the most famous woman reporter» in the US capital, according to the Washington Post. So exasperated by her questions was Gerald Ford that he publicly said: «I'm firmly convinced that if the good Lord had made the world today, on the seventh day, he would not have rested. He would have had to justify it to Helen Thomas.»

## ANNE SINCLAIR, 66

«News about my husband should be treated like any other news,» Anne Sinclair told her editorial staff when she was appointed head of the French edition of the online magazine HuffingtonPost in 2012. She was referring to Dominique Strauss-Kahn. When she met him in 1989 she was already looking back on a successful career: She had worked as a reporter with the French TV network TF1 and had her own political talk show. She gave up both for DSK's sake. When he was suddenly accused of rape she stood by him unconditionally and became his best PR consultant. Meanwhile, they have divorced, and Sinclair has resumed her career in journalism.



### The propagandist: Leni Riefenstahl

In esthetic terms, Leni Riefenstahl (1902 - 2003) is revered for her groundbreaking camerawork and montage. The Neue Zürcher Zeitung, usually prone to understatement, called her a «directorial genius». «An ambitious filmmaker», nothing more, was how she once described herself to me in an interview by e-mail. Of course, Riefenstahl said, «I regret that my way of composing images is dubbed fascist.» One thing is clear: The German director was a protégé of Adolf Hitler (1889 - 1945) and may have exerted more influence than any woman before her. Her effective propaganda consolidated the power of one of the greatest monsters in history, and she accelerated Hitler's rise. Her film «Triumph of the Will» about the 1934 Nazi Party Rally was instrumental in making Hitler famous even in the backwaters of Germany. Augstein, the founder of the weekly Der Spiegel, called her «the Führer's bride, barring sex», and throughout her life she would be asked about Hitler and always answer that she had been fascinated by him and regretted ever meeting him. That she had not been aware of the atrocities during the war. «We never heard about the book burnings because



there was no television back then,» she said. When she shot «Triumph of the Will» in 1934 she «had no idea that there would be concentration camps or anything like that. How was I to know?» she told the Frankfurter Rundschau. Her esthetic is denounced as «fascist». She cared about all things visual, beautiful, strong, were they muscular Nazis, sinewy Africans or indeed colorful fish and coral in salt water. «If I see a red fish, a blue fish and a gray fish,» she told Vanity Fair, «I prefer the red and blue fish to the gray fish.»

Critics like Susan Sontag or filmmaker Erwin Leiser blame her for having been just as choosy when the Nazis were in power - favoring the beautiful over the ugly, the «Aryan» over the «racially inferior», the strong over the weak, the healthy over the sick. «Leni Riefenstahl was no war criminal in the proper sense; there is no blood on her hands. She did, however, more than any other propagandist, contribute to entrenching the ideal of a master race entitled to rule the world in Germans' minds,» Leiser wrote. ►



# MEDIA HISTORY



Photos: ABBAS/Magnum Photos, Getty Images, Dana Press, Reflex, Keystone, AP Photo



## CHRISTIANE AMANPOUR, 56

«Where there's war there's Amanpour,» is what *The New York Times* wrote about this undisputed international star of female foreign correspondents in English-language television. She is known for her commitment to relating the truth: «I truly believe that good journalism can make a difference in the world.» Amanpour's critical attitude and her willingness to take risks certainly justify her high salary, and she has won many international awards and accolades for her work.



### ► The Queen: Oprah Winfrey

TV talk-show host Oprah Winfrey (60) has been called the «Queen of All Media». Her career is one-of-a-kind. There is no doubt that she is currently the world's most powerful woman in media. *Forbes* magazine estimates her net worth at

three billion dollars. She rules an empire that is active in almost every type of media business. The name says it all. Oprah? Every child, grown-up and senior citizen in the U.S. knows that name. Oprah TV. Oprah online. Oprah print. Oprah radio.

She grew up in poverty, without a father, raised by a teenage mother. She often wore clothes tailored from potato sacks. She was molested by her uncle and her cousin and at 14 gave birth to a child that died in infancy.

All that incredible hardship, Oprah Winfrey would later say, served to motivate her. She needed to become somebody. At 17 she won a beauty pageant. She took to the stage and read the news on the radio and for a local TV station. In 1986 she launched «The Oprah Winfrey Show», a one-hour talk show that would garner her riches and popularity. She produced films and worked as an actress.

According to CNN, Oprah is «arguably the world's most powerful woman», and *TIME* magazine ranked her among the world's most influential people eight times, more often than anyone else. Only the Pope had more influence than Oprah Winfrey, wrote *Vanity Fair*.



### The Busy Bee: Arianna Huffington

Arianna Stasinopoulou was born in Athens in 1950. Her father was a journalist. At age 16 she moved to London and studied economics. In California in 1985 she met her future husband Michael Huffington and embarked on a career in journalism and politics in the U.S. She wrote more than a dozen books, mostly on political and feminist issues. In 2005 she launches the Huffington Post, an online paper that changed the face of media around the world. HuffPo started out as a news platform with lots of liberal bloggers. In 2011 AOL bought the platform for 315 million dollars, making Arianna Huffington a multimillionaire and editor-in-chief of an internationally operating media enterprise.

She keeps thinking about the ways in which media influence people and vice versa. In her 2014 book «Thrive» she calls for more sleep and less media consumption. She does not want everyone to be married to their smartphones. She favors walking meetings, quoting Silicon Valley executive Nilofer Merchant: «I love that people can't be checking e-mail or Twitter during walking meetings.» Her definition of success is female: «Success is more than the money in our bank account, the size of our house, how high we've gone up the career ladder. Work and financial security are important. But if all we do is pursue money, power and fame, we are missing the meaning of life: exchanges with others.»



### The Ruthless One: Rebekah Brooks

Not all women in the media glitter; some are ruthless, inscrutable and treacherous. British-born Rebekah Brooks (46) made the English tabloid *News of the World* a success - on the

strength of highly dubious exclusives. At the age of 31 she was appointed editor-in-chief of *News of the World* by media tycoon Rupert Murdoch.

The secret of her success was a simple formula: scandals from the lives of the beautiful and famous. Her reporters got many of these stories by tapping their phones.

And that is illegal. When this scandal broke, Murdoch fired her and shut down the paper. She was arrested, and the prosecution brought charges. Even the demure *Neue Zürcher Zeitung* branded her a «witch». Last June a jury cleared her of all charges.

The lady made sure that her parachute was golden - Murdoch gave her 10,8 million pounds in compensation as well as the use of a chauffeur-driven car. That, too, is power.

Sixty-six years ago, Anneliese Schuller had to disguise her gender. It was the only way she could get a desk and a typewriter. Since those days, women have torn down a lot of barriers. They are editors-in-chief at renowned papers, including - until recently - the *New York Times*. The courage and ambition of pioneers like Schuller, Dönhoff or Graham have paved the way for many women, and now they run publishing companies, win Pulitzer Prizes and put their own ideas into practice. They leave their mark on the media, making them more female, which is to say: more sophisticated, more exciting and more human. 🌐



## LETIZIA ORTIZ, 42

«She is a perfectionist. Average doesn't cut it with her,» a former colleague at the Spanish public TV network TVE says of the woman who is now Queen of Spain. Back then, Letizia Ortiz anchored the prime-time news program and travelled to all the world's political hot spots. On the oil-polluted beaches of Galicia she interviewed Spain's Crown Prince Felipe. Two years later they celebrated their wedding - a media woman marrying power.



## NANCY GIBBS, 54

«She has a great gift for getting the best ideas out of people and merging them into a strategy,» says *Time.com* managing editor Edward Felsenthal about Nancy Gibbs. She is the first woman to hold the position of managing editor in *Time* magazine's 90-year history, and she is determined to expand this brand into the digital world. Gibbs has been working for *Time* since 1985 and is known for her many cover stories - she has written more than 150 including the one about Sept. 11, 2001, which won her the National Magazine Award.





**Tina Roth Eisenberg**

# «Soft skills are crucial»

She hails from Eastern Switzerland and lives in New York. As SwissMiss she reaches millions with her blog. Tina Roth Eisenberg talks fast, works hard and never sits still. As a boss she relies on employees with a good heart and her drawer full of confetti.

Text: Bettina Bono. Photos: Julia Robbs.

**Ms. Roth Eisenberg, how powerful are you?**

**Tina Roth Eisenberg:** I know how many people read my blog. Still, I wouldn't say powerful, as the power I allegedly have is balanced by my huge sense of duty. I always try to present young «projects» in my blog. Whenever someone thanks me because my blog led them to give up their job, helped them focus on their project and go freelance, that makes me really happy. That was me using my power in a positive way.

**Have you ever tried to exploit that power?**

Companies I like get to buy one entry per week without a picture to promote their products on my blog. These posts are marked as «sponsored». Apart from that I can't be bought. My blog visitors know that. I could earn five times as much, but I would have lost my integrity and my readers.

**What does power mean to you?**

It gives me great self-confidence, which enables me to develop ideas and contacts further. I handle power in a very conscious and cautious way. I want to do things right, not rip people off.

**Is women's power in the media different from men's?**

Definitely. I recently attended a conference with New York's most powerful media honchos. The men kept mentioning how much power they had and ruffling their feathers. The women seemed self-confident but unassuming and more discreet. Perhaps that's why women aren't so much in the spotlight.

**How can women stay in power?**

Promoting yourself is important. You need a lot of self-confidence. Always work hard, be better, be extremely cautious, be authentic. «Whatever Tina does, she does right.» I have to live up to that motto every day. Being respectful and friendly in dealing with people is just as important as being convinced of an idea, as is thinking organically. I want to act sustainably, not short-term. Oh dear, I'm talking like a mother.

**You are a mother. How have your children changed you?**

They've softened me. My daughter Ella (8) was an unhappy baby. She cried a lot. That tested my limits. Suddenly, here was something I couldn't deal with, that I couldn't do «right»; an important experience. In addition, I learned to put

down my work in the evenings and go home.

**Your children have often been an inspiration to you.**

Absolutely. Ella was the initial spark for going freelance. The day she was born I started my own company. During my pregnancy with Tilo (4) I decided not to work for clients anymore but to focus on products and my ideas. Ella inspired me to make ugly,

washable tattoos more beautiful. Children change your perspective. I often wonder what I will be proud of when my children are grown.

**What will it be?**

Of all my projects, it'll certainly be «CreativeMornings». In over eighty-eight cities to date, like-minded entrepreneurs and freelancers are meeting to network. The mummy in me is happy about

that: I've brought together the most creative minds.

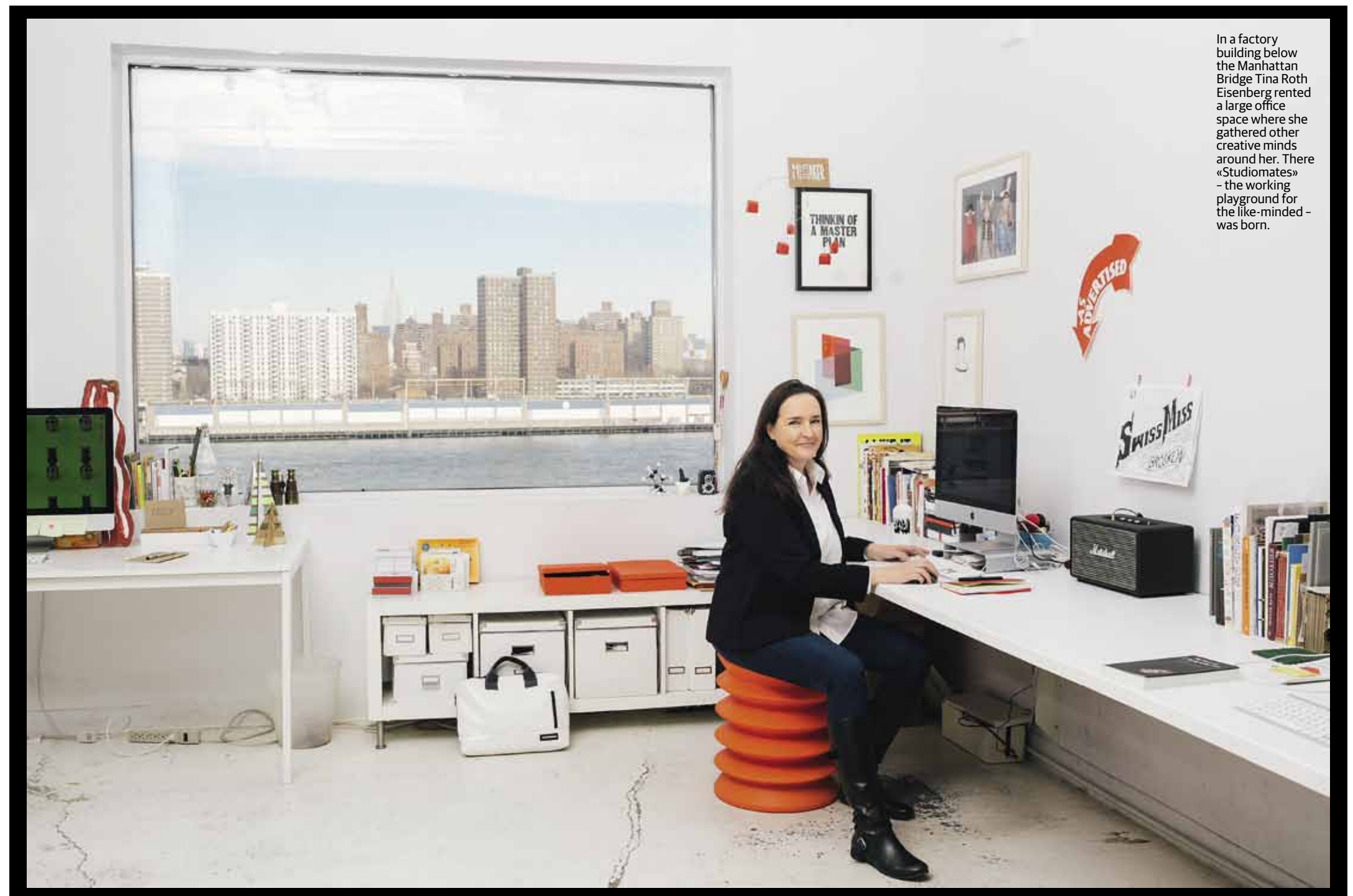
**What is the best way to trigger creativity?**

Creativity is an attitude. I'm a very visual person, always curious. It's about looking closely. What does your toothbrush look like? Take a close look at the thing in the morning! You should always have your antennas set to «receive». That's why I'm so happy in New

York. There is so much to discover here.

**Are you never afraid of missing something?**

I am, sort of, yes. I never want to have to say: If only I had... That's why I started the dinner date with my daughter. We go out to dinner together every Monday night. I wanted this to become a fixture before she is a teenager and thinks it's strange. And I really value it. ▶



In a factory building below the Manhattan Bridge Tina Roth Eisenberg rented a large office space where she gathered other creative minds around her. There «Studiomates» - the working playground for the like-minded - was born.



► Last Monday I asked her if she knew what I do at my office. She replied: «You sit in front of your computer and laugh.» When I asked her if by this she meant that I have fun at my job she said: «Yes, mommy, but that's what it's all about!» Isn't that great?

## Doesn't it bother you to make your private life so public?

Much to the chagrin of my husband - no. Gary is a very private person, but he participates as much as he can. I love to follow other people's lives. That creates proximity. We're all only human.

## You say that your environment is a crucial element of your success. How do you do networking?

My coworking space «Studiomates» allows me to work with a lot of innovative young people in the areas of media and design, so I have a good network within the world of design. Being a decidedly social person, I throw two or three large

dinner parties a month. My parents always had dinner guests, and I'm keeping up this tradition. I always explain to my children beforehand what our guests do professionally. That way they can get talking to them much more easily.

## Recently, Ted Pearlman, a well-known networker, held a raffle, the prize being a dinner with the Swiss-Miss - and flew in a young woman from South Africa for the purpose.

That's true. Out of three contestants who won, two were from the U.S. So I told him I wanted to meet the student from South Africa, because I knew it was most likely I would be able to influence her career in a positive way.

## Which is more difficult: raising children or starting a business?

There are many parallels. It is certainly a question of what type of person you are. To me it seems easier to start a business, as I have direct control of who works for me.

► An ancillary room in the «Studiomates» office is home to «Tattly». Twelve employees handle the shipping of temporary tattoos from here. The wipe-able skin decorations are shipped to over 86 countries. The business idea came about by chance. Tina: «When my daughter Ella came home with one of those ugly tattoo stickers on her arm, I knew: I can do better than that!»



Children are born with their own personality and you can only hope that you will be compatible.

## Is a good mother a good boss?

I don't think so. Many people are different at the office than at home. However, I do manage my company with a lot of heart, guiding my employees the same way I guide my children. Children are as diverse as the employees of an enterprise, and they react differently to different mothering styles. Those who are parents themselves have a better sense of that at the office than those who aren't.

## Fulfilled, happy employees who know that they are appreciated - is that the new benchmark for success?

To be successful you have to work very hard. Employees who know that their boss has their best interest in mind will do that. They feel secure and know they are allowed to make occasional mistakes. I want to work with

people who are good at heart that I could stand to be on a desert island with. Bosses tend to attract the kinds of employees that suit them. And yes, I am a mommy at the office.

## That includes the confetti drawer at your workstation?

Sure. You need to keep people entertained. Fun has to be a part of that. Who wouldn't want to throw confetti around from time to time?

## How do you rate soft skills?

They're absolutely crucial. One of my employees turned down a job at Google three-and-a-half years ago and joined my firm. Today, he runs the «CreativeMornings» by himself. That's exactly the kind of person I'm looking for now to run tattly.com. Someone who recognizes, when he sees an employee coming into the office in the morning, that this person isn't feeling well, and shows some empathy.

## Empathy is what people get when they order at tattly.com - the goods are delivered in an envelope with a postage stamp and a handwritten address.

(Laughs.) Yes, I drive my team nuts with that. But who gets personalized mail these days? This gives our business a personal touch. And, incidentally, imagine going to the post office counter and asking for a hundred sheets of stamps. That comes to roughly 4000 dollars. Everybody will know you after that.

## Your outfits always feature something red, be it the nail polish or the entire pantsuit. Is this a branding thing or your way of carrying a piece of your old home country with you?

Both. The color red stands for my home country, my first life - and my last name. That I blog as Swiss-Miss is a coincidence, though. Mind you, in hindsight, it's been brilliant branding. 🍷

## Where SwissMiss blogs:



[www.swiss-miss.com](http://www.swiss-miss.com)

«Tina rocks!», says Keir Kurinsky of Sillycone.us. Shortly after Tina Roth Eisenberg had blogged about his alphabet-shaped silicone ice-trays, the first orders came in. The Swiss Miss and her blog move and shake the entire design industry. At first, the blog was supposed to be her personal diary and «archive for finds». Today, a million visitors per month go there to find out what new products Tina has discovered, among them architects, designers and even The New York Times' creative director. The Museum of Modern Art even hired the Swiss Miss as a designer for their Intranet.

## Here are Tina Roth Eisenberg's pointers for a successful blog:

- Always be aware of why you started the blog
- Find your own niche
- Express yourself clearly and plainly
- Be polite and generous
- Communicate useful information
- Basically write the blog for yourself; readers will turn up by themselves
- Be patient
- Don't have any expectations
- Ignore other people's envy

## PERSONAL NOTES

**Tina Roth Eisenberg, 40, grew up in Speicher, Switzerland. She studied design in Geneva and Munich and subsequently moved to New York. Eight years ago, she went freelance with her design blog and studio. She developed her own ideas, among them her app «TeuxDeux», an organizational tool. Later she founded the «CreativeMornings», a networking meeting for young entrepreneurs and freelancers, and «Tattly», wipe-able temporary tattoos. Tina Roth Eisenberg lives in Brooklyn. She is married and the mother of two children.**



► 4256 miles away from her home country, Tina Roth Eisenberg has found a new home. Her skyscraper apartment is unusually large by New York standards. She lives here with husband Gary, 52, and her children Ella, 8, and Tilo, 4.

Thanks to her coworking space Tina Roth Eisenberg is very well connected in the world of design. This is where she came up with the idea for the networking meetings she calls «CreativeMornings». These now take place in over 88 cities around the globe.





# Looking through a woman's lens

For once, DOMO is focusing on successful, committed women photographers who have created artistically and socially relevant images. They have distinguished themselves in the areas of portrait and fashion photography and equally as photo editors and photojournalists in news reporting.



## ANNIE LEIBOVITZ

Heads of state, stars and sportspeople – Annie Leibovitz, 64, has all of them lining up in front of her lens. Her elaborately staged and often provoking photographic portraits have made her world-famous. Graydon Carter, editor of *Vanity Fair*, once said that Leibovitz was able «to make boring white men who have desk jobs look epic,» meaning himself. Leibovitz has created iconic images that have made her the legitimate heir to Richard Avedon and Helmut Newton. John Lennon, naked, in a fetal position, embracing the fully clothed Yoko Ono. Carl Lewis (at right) in nothing more than panties and a pair of red high heels. Whoopi Goldberg bathing in a tub of milk – all of these pictures are in the «Annie Leibovitz» coffee-table book in the Sumo series published by Taschen Verlag.

Leibovitz was born in Waterbury, Connecticut, the third of six children of a US Air Force officer and a dance instructor. In 1970 she began working for «Rolling Stone». Since 1983 she has been photographing for «Vanity Fair».

### «Annie Leibovitz»

ISBN: 3-8365-5237-X  
Publisher: Taschen Verlag





ELLEN VON UNWERTH

She was a supermodel before the term had even been coined. Ellen von Unwerth, 60, knows how to capture beautiful women. Her photographs, sometimes in color, sometimes black-and-white, convey seductive femininity, romance, fetishism, humor, decadence or a sheer zest for life. Model Eva Herzigova on shooting with von Unwerth: «It's never vulgar, it's always funny.» Von Unwerth is one of the most original and successful fashion photographers in the world today. Her book «Fräulein» features photographs of the most breathtaking women, including Tatjana Patiz (picture at right). Von Unwerth was born in Frankfurt, Germany, in 1954, and grew up in an orphanage in the Allgäu region. She worked as a model for ten years before becoming a photographer and discovering Claudia Schiffer.

«Fräulein»  
ISBN: 3-8365-2808-8  
Publisher: Taschen Verlag



ANNE GEDDES

She made her 1984 New Year's Eve resolution in Sydney harbor: «I'm going to be the best-known baby photographer in the world.» Everybody laughed at her then. But today, Anne Geddes, 58, the mother of the flower babies, is one of the most famous practitioners of her craft. Her unique way of photographing babies as delightful flowers, animals and fairy-tale creatures has sold more than 15 million books. In her coffee-table book «Pure» (out of print) Geddes shows another aspect of her work apart from baby photographs (picture at left): For the first time she publishes photos of pregnant women and their baby bumps. Early in 2014 her exhibition of photographs of children, teenagers and young adults stepping back into everyday life after recovering from bacterial meningitis, caused quite a stir.

Geddes grew up on a 38,000-acre cattle farm in the Australian outback with four sisters and grumpy, frustrated parents. Her childhood memories shaped by disappointment markedly influenced Anne Geddes' own motherhood – as well as her photographs.



LAUREN GREENFIELD

She became famous for her documentary portraits of teenagers. Through them, Lauren Greenfield, 48, renders realistic images of youth and its culture, of gender and consumer behavior. In her second book «Girl Culture» (picture at right) she impressively documents the life of female teenagers in the U.S. Lauren Greenfield: «I was interested in seeing to what extent Britney Spears shapes the everyday lives of American girls. How they feel, how they deal with



STEPHANIE SINCLAIR

Most of her work deals with the daily brutality suffered by young girls all over the world. It is surprising, time and again, that Stephanie Sinclair, 41, is even granted access to such sensitive topics – such as child marriages in Afghanistan, Ethiopia, Yemen, India and Nepal, where young girls are signed over to men who are twenty or thirty years their seniors (picture at right). Sinclair spent more than eight



their frustrations.» Her latest oeuvre is the highly praised documentary «Queen of Versailles», which won an award at the Sundance Film Festival

A Harvard graduate, Greenfield began her career at «National Geographic». Since then her photographs have regularly been published in «The New

York Times Magazine», «Time», «GQ» and «W». Her work has repeatedly won awards. She is currently working on an exhibition and a book entitled «Wealth - The Influence of Affluence».

«Girl Culture»  
ISBN: 978-0811837903  
Publisher: Chronicle Books



years traveling through these countries, capturing stirring images of child brides. In 2007, Unicef declared one of her pictures the «Photograph of the Year». Sinclair also won the World Press Photo Award for another photo from this series.

Following her studies, Sinclair began working for the «Chicago Tribune» and was immediately sent to Iraq on assignment. For the subsequent six years she worked as a freelance photographer for «The New York Times Magazine», «Time», and «Newsweek».

Lauren Greenfield/Institute

Stephanie Sinclair/VII



# RESTLESS NOMAD



**Jessica Stiles**, 28, Head of Digital Marketing for Ringier Africa and Asia, does a lot of traveling. So much that she often wakes up in the morning not knowing what country she is in. Receiving marriage proposals from total strangers is no rare event for her. Being kidnapped by a taxi driver – mercifully – is.

Text: Adrian Meyer. Photo: Thomas Buchwalder.

It was a hot morning in Ghana's busy capital, Accra, and traffic was dense. Jessica Stiles and her driver were stuck in the middle of it, and she had lowered her window because of the heat. Next to her car, on the side of the road, a man in a wheelchair was selling apples. He rolled up and looked at her for a few seconds. «Apples?» She gratefully declined. The man considered her reply for some time, took another look at her and said: «Marriage!»

It was, says Jessica Stiles, the best marriage proposal she ever got. And she gets quite a lot of them since she has been traveling through Africa for Ringier. Because she tends to be lodged in a new place every time, company drivers pick her up to take her to work. This is the most fun part of her day, Stiles says. «Because there are two things the drivers can't believe upon meeting me: first, that I'm an atheist, and second – which is far more confusing to them –, that I'm not married.» Within a few days she will usually get a marriage proposal.

Jessica Stiles cannot help laughing as she tells this anecdote. She is in Zurich for one of her rare visits to Ringier headquarters. In order to work she has taken out her laptop and sat herself down at a vacant desk on the sixth floor. Since November of last year Stiles has been in charge of Ringier's Digital Marketing division for Africa and Asia. She supports local teams with her expertise, training them and optimizing strategies or launching online marketing projects.

Once upon a time, she says, she decided to go into online marketing because it did not require talking to a lot of people. «But what I find myself doing most of the time now is talking to other people.» She is not naturally gregarious, and she always speaks her mind. Her blunt approach confuses many people, she claims. Which is hard to believe, as she is

once again laughing her contagious laugh.

Born in Australia, Stiles officially lives in Berlin. Most of the time, however, she spends on the road between Ghana, Kenya, Nigeria, Senegal, the Philippines, China and Vietnam. «Often enough, when I wake up in the morning, it takes me a moment to remember what country I'm in,» she says. This irritating feeling of a total loss of orientation is something she has grown used to by now. She goes wherever she is needed – a life on call. «It's not an easy job, because I'm on my own out there.»

Still, to be able to find her way around in a foreign environment, moving from one country to the next, from one hotel to another – Jessica Stiles has certainly internalized the life of the modern nomad. Even in her spare time she is restless, spending most of her weekends on private trips. She has already visited 174 cities in 56 countries. She keeps track of her destinations: Whenever she has visited a country she enters it into the app of the travel website Tripadvisor and shares it on Facebook. That's how her family and friends always know where in the world she is at any given moment. The list is about to grow even longer: Israel, Jordan and Tanzania await.

What made her pull up sticks was something that happened at her last employer in Australia. She optimized the website design for a telecommunications company. The redesign instantly led more users to buy the company's products. Her superior, however, took the credit for the lion's share of the work, and she was denied the recognition she deserved. «That was the moment I decided to quit.» In Australian companies the glass ceiling is still too thick for women, she says, «and I was fed up with always banging my head against it.» And so, at 24, she chose to leave Australia for good.

From one day to the next she packed a backpack and emigrated to Berlin. No job lined up, no exact plan. She wound up in the local start-up scene, gave advice to numerous budding firms as a marketing expert and after a few years felt that she had had enough of failing firms. «They start up so many companies but only one in ten is a success. Eventually that gets to be frustrating, you can't go on doing that for too long.»

Again she wanted to take her backpack and set out for the unknown, this time in the U.S., but a friend convinced her to apply to Ringier in Switzerland. This opened up a whole new world to her, one that she is not keen to leave any time soon. Never standing still and always trying something new is an aspiration that she can realize with Ringier. «And because I'm enjoying what I do I give it 110 percent.»

Since starting her job with Ringier she has been working with people from countless different cultures. That requires a lot of sensitivity. Which is why she has learned that it is not always best to be too outspoken. More and more, she finds herself following her mother's most important piece of advice: «If you want something from a person, don't emphasize why that is good for you. Make the other person see how they benefit if they do something for you.»

In the hubbub of African mentalities she has only ever found herself in one sticky situation: when a Ghanaian taxi driver tried to kidnap her on the way to work. «In the end it turned out all right. All he wanted was to marry me.» So she said «yes». «And then he drove me to work.»

## PERSONAL NOTES

**Jessica Stiles, 28, was born in Sydney on February 28, 1986. She studied marketing, media and communications at University of Wollongong, south of Sydney. Following her graduation she worked as an executive in online marketing for several Australian firms. Four years ago she moved to Berlin and got into the start-up scene there. Since November of last year she has been working for Ringier as head of digital marketing for emerging markets in Asia and Africa.**

Robin Lingg on Jessica Stiles: «Her inexhaustible energy, her outstanding abilities and her global understanding make Jessica a perfect fit for our young and dynamic Africa/Asia team.»





# The secrets of women's power

For a long time they constituted a majority treated like a minority. But that's history. German Chancellor Angela Merkel and top model Heidi Klum are long-standing examples of the different ways in which women wield power these days.

Text: René Haenig. Photos: Johannes Eisele/AFP Photo; Dukas; Marion Nitsch/Pixsil; Heidrick&Struggles/obs.

**T**hat very woman who is known to skimp on crumbles when baking, whose own party friends years ago mockingly dubbed her «Mommy», now demonstrates how power works: march ahead and post signals. Angela Merkel, 60, has been the head of

Germany's government for almost ten years. Amidst the uniform gray of her entourage of ministers it is not just color that makes her stand out. Has the powerful Chancellor, who studied natural science, perchance read an article in the «Journal of

Personality and Social Psychology» about how red makes women attractive to men?

Angela Merkel is certainly aware of one thing. Her appearance is a means to an end: to give her credibility, sympathies and approval. Merkel's ►



► appearance is subject to as many discussions and articles as the looks of Heidi Klum, 41, a supermodel known for her love of her grand-mother Leni's sauerkraut soup. The cheerful blonde girl from the Rhineland region and the parson's daughter from the GDR are each powerful in their own way. But while in Heidi Klum's cosmos sexiness and success are inextricably linked and the maxim «ugly people are losers» still rules, Mommy Merkel has decidedly proven that a woman can make it to the top despite jokes about her hairstyle or the drooping corners of her mouth.

How come? «Both are very successful in their own ways, because they are intelligent, they have courage and clear visions, and they firmly believe in themselves,» explains professor Ulrike Ehlert, 54, head of the Department of Clinical Psychology and Psychotherapy at the University of Zurich. Neither Merkel nor Klum let anything dissuade them from their goals. They are textbook examples of successful and powerful women – one childless, the other a mother of four.

«Heidi Klum, 5 ft. 9 in., measurements: 32-25-36, eye color: brown, hair color: light brown.» That is all that her set card in the early 1990s read. Heidi had just been elected «Model '92» from 25,000 contestants. A magazine at the time wrote: «She walks down the steps in her little black dress, silver confetti rains down from the ceiling, the audience applauds frenetically. At the bottom of the stairs she is met by the host, Thomas Gottschalk; behind him a brass band is playing. Her hair is brown, her heels are low; she can barely utter a sound and is smiling shyly.» The win earns Klum a three-year, 300,000 dollar modeling contract. Gottschalk prophesies: «After Claudia Schiffer we now have our Heidi.»

And Heidi makes her mark. Unlike Claudia Schiffer, Klum is able to turn her name into a brand. Schwarzkopf, Astor and Coca Cola – all trust Klum's ability to shine. US magazine Forbes labels the new German Fräulein miracle a «mogul», with a fortune topping fifty million dollars. German market research institute Forsa estimates ninety-six percent of all Germans are aware of Heidi Klum. The fact that Klum firmly believes in herself quickly became apparent. After her «Model '92» win, she goes to Milan and Paris and is promptly rejected everywhere. She is flatly

told: «You need to change, cut your hair, get a cooler look, lose weight.» Time and again, people put her down: «You'll never make it onto the cover of Vogue.» Their mistake. In 1998, she lands her international breakthrough as the cover model for Sports Illustrated. Heidi Klum herself guesses that, all told, she has appeared on over 400 covers, including Vogue. By now everyone has forgotten Karl Lagerfeld once scoffed: «I don't know her. She has never been to Paris, we don't know her.»

▼ Heidi Klum, supermodel and TV host, loves to attract attention – like here, at the Creative Arts Emmy Awards in Los Angeles. This dress stuns even her «Project Runway» partner Tim Gunn, who sits on the jury of the U.S. casting show with her.



Klum is clever. On her TV show «Germany's Next Top Model» she skillfully exploits female rivalry. «What we call intrasexual competition is an enormous power factor among women,» psychologist Ehlert maintains. Klum uses it predominantly to expand and strengthen her position of power in the entertainment business. Klum plays on her femininity. She loves to make quips about her breasts, «Hans» and «Franz»; and about her likeness on a special-issue postage stamp she says: «I don't mind being licked.» Flirting is part of her image.



«Angela Merkel and Heidi Klum are so powerful and successful because they have courage and they believe in themselves and won't let anyone or anything dissuade them from their goals,» says Ulrike Ehlert, professor of psychology at the University of Zurich.

Heidi teases everybody. «She knows how to appear attractive but not cheap,» Ulrike Ehlert observes. When Heidi Klum participates in negotiations with men, she knows that she will achieve many things simply because she is a woman.

That is something Angela Merkel can only dream of. She is 5 ft. 4 in. tall, measurements: unknown, eye color: blue, hair color: dark blond. When Merkel stepped onto the political stage in the early 1990s, she initially tried everything to conceal anything personal about herself. She covered her bosom with jackets, and once, when someone actually put the question to her, Merkel admitted to being a woman. When she was subsequently asked what that meant, she explained that she couldn't comment, as she had never been a man. Merkel, too, firmly believes in herself. In the GDR she was a straight-A student, an active member of the church and of the youth organization Free German Youth. She was a bit of a conformist yet also, a bit of an outsider. Having joined the CDU within a year after the fall of the Berlin Wall, she soon became Federal Minister of Family Affairs, Women and Youth under Chancellor Helmut Kohl. Nine years later she was the party's leader, generally regarded as a stop-gap. Meanwhile she has been in office for fourteen years, and last fall she was elected Chancellor for the third time running. To former US Secretary of State, Hillary Clinton, Angela Merkel is «Europe's most important leader». Merkel has shaped her office like

barely a Chancellor before her. Merkel is equated with Germany; the Germans themselves identify with their Chancellor. «Mommy» – she has even managed to use this slur to her advantage. Unlike Klum, who likes having granny Leni cook sauerkraut soup for her, Merkel prefers being behind the stove herself and cooks her own potato soup. The German weekly Die Zeit recently wrote that Merkel's popularity is largely based on what she is not: She is neither vain nor greedy, neither arrogant nor aggressive and she does not bear grudges.

Merkel is occasionally accused of being boring and of simply sitting out certain problems. «Helmut Kohl, her political mentor, may have been an excellent example in this respect,» says psychologist Ehlert. «These sorts of reactions are a matter of personality, though. Merkel, being a woman of considerable life experience, must know that certain issues that are overheating are best dealt with by applying reason and wisdom.»

Merkel and Klum; two entirely different women? Protesters in Greece and cartoonists in Poland love painting Merkel's face with a Hitler moustache. On one of Heidi Klum's advertising billboards, too, someone once used a black pen to give the model a Hitler moustache. The German news magazine Der Spiegel responded by printing the following mathematical equation: «If Merkel=Hitler and Klum=Hitler, therefore: Merkel=Klum. It's only logical.»

## «Adopt a style that suits you»

### Ms. Stimpel, do women handle power differently from men?

For most women the notion of «power» doesn't have a positive connotation. It sounds like an end in itself, while women with careers in management tend to focus on the issues at hand. While that can be a disadvantage, overall, it's an advantage, especially since today's preference in management is shifting away from charismatic types or power players towards more professional, objective-oriented leadership. Chancellor Merkel is a good example of that.

### Are women less power-hungry?

Today's executives are primarily internationally focused personalities acting globally. The notion of power takes a back seat – because that is something that matters more on a national level.

### Are women better bosses?

That's not a question of gender but of the individual.

### Would women do better to use their femininity or to hide it?

Neither nor. They should just be themselves. However, it helps to create an identity, a style that suits you and which may be recognizable. Remember Madeleine Albright's brooches? A detail, but it was well received.

### Who would be easier for you to place: Angela Merkel or Heidi Klum?

Definitely Angela Merkel. For her, there would be excellent international assignments, for example with the U.N.



Dr. Christine Stimpel, 53, partner at Heidrick & Struggles – one of Germany's best-known headhunters.



# Dead·line /'dedlain/ *noun* – (for sth) a point in time by which sth must be done

In our working world, where time is probably the rarest of commodities, it lurks everywhere: the **deadline** – intractable, irritating and often a bitch. Ringier's female employees manage this cruel mistress with equanimity and a sense of humor. Here is an attempt to get to grips with this incorruptible judge of success or failure.

Text: Nina Siegrist

I'll admit that this isn't exactly the best advertisement for the following text. Then again, I'm sure you'd have better things to do than to read these lines. There's that tax return waiting to be filed, right next to the pile of scrap paper waiting to be bundled for recycling. Or indeed this article, which despite continual procrastination («Tomorrow is another day!», «There's no forcing creativity!») just simply won't write itself. One more glimpse at Facebook, tidy up the fridge, a quick cup of coffee with a friend (ok, in the end it was three cups plus a glass of Prosecco - but she was really in bad shape!), and it's over, this day that where it went to escapes you. Deadlines are incorruptible, charmless - and a bit like a visit from unpopular relatives: Although you can try and ignore the date, sooner or later the doorbell will inevitably

ring. Panic is followed quickly by despair, despair by pragmatism («Nice to see you!»). Maybe Auntie Deadline won't turn out to be so bad, she might even press a silver dollar into your palm as she leaves. But when the door closes behind her you'll be glad to take a breath and have some time to yourself again. Yes, deadlines are unpleasant taskmasters, or rather: taskmistresses, because, as is so often the case when things get unpleasant, this expression in German is of the feminine gender. Dictionaries define the deadline as the last possible point in time, a due date or a fatal borderline. The images this term evokes are varied. Flavia Schlittler, a people journalist with the Blick Group, describes it like this: «A deadline is like a first date. The closer it gets the more you get nervous. Butterflies in your stomach, your heart beats faster

and of course there's nothing, nothing at all in your wardrobe that even comes close to looking great.» Florence Githinji, community manager with Ringier Kenya, compares deadlines to the love-hate-relationship you have for your doctor. Sometimes she feels strangled by a deadline, as if it were a gradually tightening noose around her neck. Sometimes, though, she enjoys this duel, as she calls it, because when the clock is ticking, nothing is as inspiring as desperation. «The adrenaline rush brings out the best in me and I enjoy burning the midnight oil so I can hand in a job that I'm proud of.»

This ambivalence is reflected in the psychological analyses of deadlines: While some researchers regard them as negative stress factors that contribute to the widespread phenomenon of burnout, more recent studies conclude that deadlines may also boost performance and trigger euphoria - depending on the work environment and the individual's attitude. If you enjoy your work, are in control of it and receive recognition you will barely be bothered by deadlines. Or, as famous fashion designer Karl Lagerfeld once put it: «Stress is unknown to me. All I know is strass (rhinestones).»

Sandra Casalini, journalist and copy editor at the women's weekly Glückspost, calls herself a «deadline ka-

mikaze»: The closer the due date gets, the more efficiently she works. Professionally, missing a deadline is a no-go, especially if it adversely affects others. In her personal life she has a more relaxed attitude: «What deadlines have I missed? The one for submitting my tax return - this year, last year and the year before. And my daughter's birth date: She was born five days post-term, which made her a Virgo instead of a Leo, much to the chagrin of her father.»

A mother of two, she is also experienced at setting deadlines: «Every morning I tell my kids: «Be ready in ten minutes!» She is well aware by now that this deadline is unrealistic - «just as I know in advance that some people won't be returning the quotes I submitted for their approval within 24 hours.» Some superiors, like Caroline Killmer, editor-in-chief of City Weekend in Beijing, have resorted to stratagems when it comes to deadlines: «To make sure I don't land in a tight spot myself, I ask for certain things a bit sooner than I actually need them.»

Despite such tricks there will always be dawdlers and «deadline pushers». The University of Münster has even set up a so-called procrastination ambulance for them: Psychologists make sure that chronic delayers don't despair but deliver. There are countless self-help books on the subject: define milestones, plan for leeway days, write up lists of priorities - any amount of strategies to make us believe that deadlines are not the devil's work. You just need to get organized! Nevertheless, many people find that at the end of the day only one thing works for them: little sleep, lots of coffee, and per-

sonal motivation stimulants - in Florence Githinji's case «loud, pounding trance music». Anita Toth, a columnist at the Hungarian daily Nemzeti Sport, does not even bother to plan ahead: «Get the info, write as fast as you can and move on to the next story!» this expert on motor racing recommends. Like most people, she has a few anecdotes about challenging deadlines to tell: At the 2009 Dakar Rally in South America she was supposed to gather quotes from the first arrivals at the drivers' camp - before the copy deadline in Europe. But nobody had arrived yet. «I had to write 2,333 words - about sweet nothing. Funnily enough, later everyone said that it had been a very interesting piece.» People journalist Flavia Schlittler remembers how she was supposed to deliver a story about Prince Charles and his sons in Klosters but - due to her lousy knowledge of geography - took off from Zurich in completely the wrong direction. She arrived in Klosters two hours late and tried to ditch her car as quickly as possible. «I parked outside some random pizzeria. And just at that moment, I was the only journalist for miles when Charles walked past me with his two sons and entered the pizzeria. After their lunch my photographers shot some pictures that no-one else got.» And so, a story can still have a happy ending despite (or because of) a missed deadline. Anyway, says Sandra Casalini, deadlines don't really deserve their bad rap: «If it weren't for them, I guess the world would still be waiting for my first story!» What holds true for other unpleasant taskmistresses goes for deadlines as well: It's best if you learn to get along. 🌍



**ANITA TOTH**  
Columnist, *Nemzeti Sport*, Hungary  
«My image of a deadline? Saturday night, everyone's running around and someone answers the phone, saying: This is Bedlam. How may I help you?»



**FLAVIA SCHLITTLER**  
People journalist, *Blick Group*, Zurich  
«The minute you get a deadline you usually pretty much know whether you can meet it or not.»



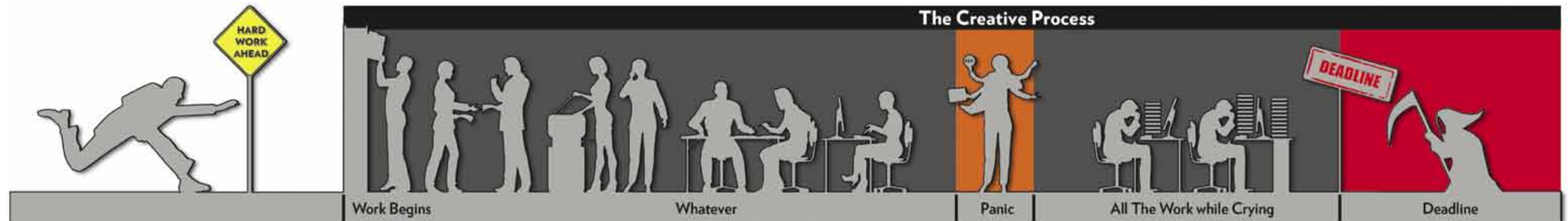
**CAROLINE KILLMER**  
Editor-in-chief, *City Weekend*, Beijing  
«When things go well, the word deadline stands for structure, an objective and the moment when everything is in the right place.»



**FLORENCE GITHINJI**  
Community Manager, Kenya  
«My excuse for missed deadlines? The dog ate my homework! There has never been a better reason and there never will be.»



**SANDRA CASALINI**  
Copy editor/journalist, *Glückspost*, Zurich  
«I'm a list freak. Every day I strike off what I've done. The task with the most urgent deadline is always at the top.»





# Rock star in high heels

While she was US Secretary of State, **Hillary Clinton** visited 112 countries – without finding a single one where women truly have equal rights. Peter Hossli on three encounters with the lady who may soon be the world's most powerful woman.

**H**illary Clinton is many things: woman, lawyer, mother, activist, First Lady, senator, US Secretary of State. Change is her constant companion. So are perfectly tailored pantsuits.

In the early summer of 2000 I was working as a correspondent in the United States. Hillary Clinton, then 51 years old, was standing at the top of the escalator at Grand Central Station. The New York train station was seething with people. Her pantsuit was a pale blue. She was smiling, shaking commuters' hands. «My name is Hillary Rodham Clinton, I'm running for the Senate,» she said. «I'm asking for your vote.» She chatted with anyone who took the time. It was a scene that is typical of this world-famous woman who takes her causes to the streets, likes people and works hard to achieve her goals. This was my first personal encounter with Hillary Clinton. For years before that, I had written articles about her, the White House and her husband's affair with intern Monica Lewinsky. Now, she was running for the New York Senate, in itself a historic event: Never before had a First Lady sought public office.

**«Grandmothers can govern the USA just as well as grandfathers can.»** Hillary Clinton

When she was standing at the top of the escalators, she might as well have stood at the bottom: broken, cheated, humiliated, and defeated. She picked herself up – and this is her biggest talent. Her successful

campaign permitted her to shake off the image as the victim of her sex-obsessed husband. From now on she would be the family's political heavyweight.

Eight years later I covered her campaign for an even higher office: She wanted to become President of the United States. There was a long queue in front of the New York nightclub Hiro. Young professionals were waiting for Clinton; well educated singles who worked at banks or law firms. The doors opened. Guys with earplugs checked out each individual. Nobody complained. Everybody had paid one hundred dollars to see a live appearance by the candidate.

Amid thunderous applause she stepped onto a small stage. Hillary Clinton shook hands, waved, laughed, and screamed. Cell phones began to film her. «Thank you, New York,» she began. «I'm here because I need your help.» Then she got serious, promising better doctors, the end of the «cowboy diplomacy» under George W. Bush, more jobs. «It takes a Clinton to fix a Bush economy,» she quipped, alluding to Bill Clinton, who, following the presidency of Bush Senior, had nursed an

economically ailing nation back to health. She left the stage to the roaring strains of Springsteen's hymn «Born in the USA».

Berlin, six years later: The golden doors to the stage of the State Opera opened. Three broad-shouldered agents stepped out, followed by Hillary Clinton – and thunderous applause. Like a rock star, the 66-year-old walked onto the



Hillary Clinton's hairstyle and clothes become an issue time and again. Of designer Oscar de la Renta she once said: «He is the statesman of American fashion.» She wore one of his creations to her daughter Chelsea's wedding (in 2010) and another in 1997, to her husband's inauguration ceremony. (above)

stage, wearing an azure blue pantsuit with high-heel grey patent leather pumps. She appeared relaxed; she was laughing.

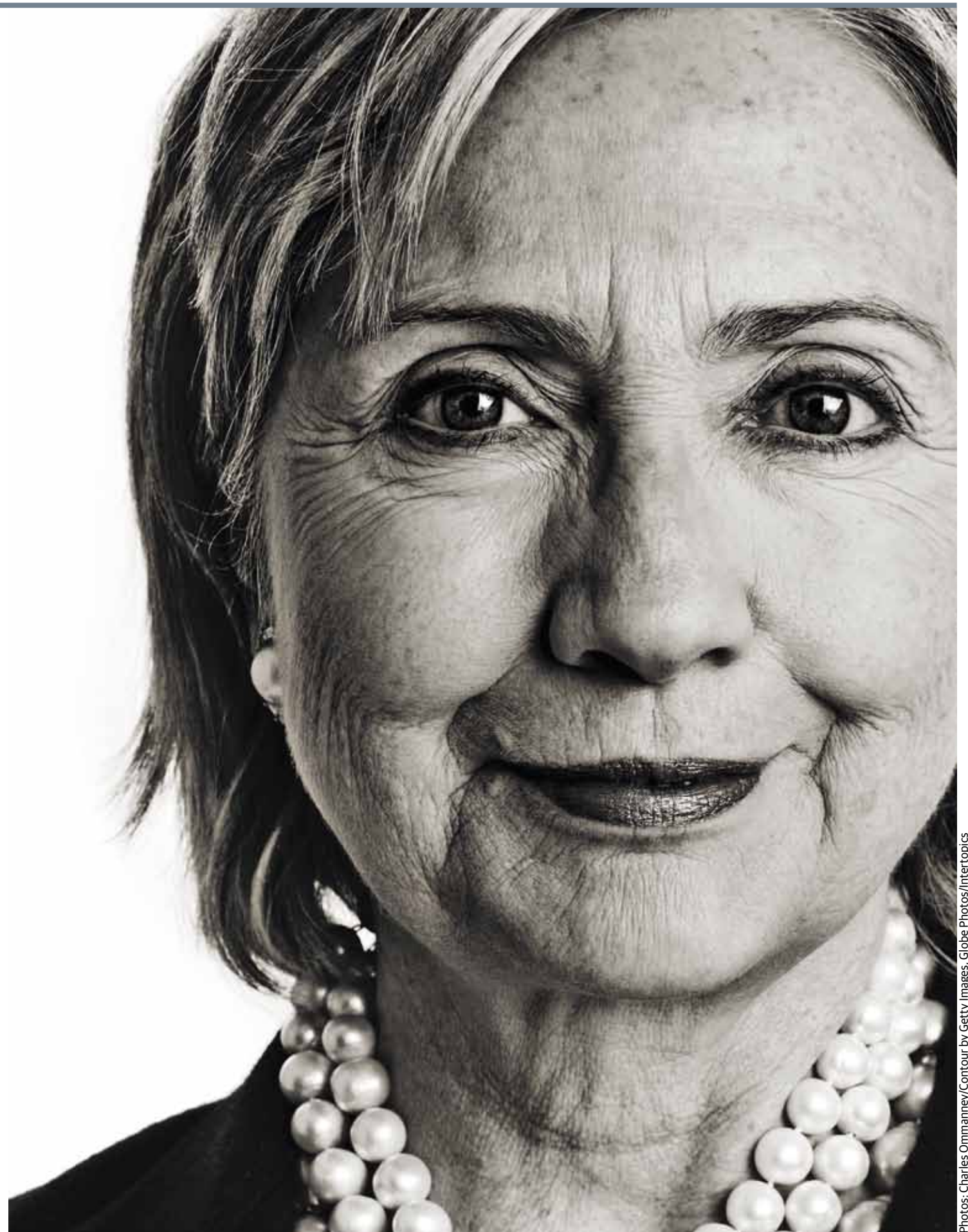
«I laugh a lot, because I sometimes feel the absurdity of all the things I've experienced in my life.»

She was in Berlin to present her book «Hard Choices», part memoirs, part insights into the worldwide diplomacy she helped shape as US Secretary of State from 2009 to 2013.

Clinton speaks in intelligent, well-turned sentences. She laces them with jokes whenever appropriate and turns serious when relating something emotional. Self-deprecatingly, she describes one of her obsessions. «I would have loved to name the book: «The Hairband Chronicles: Visited 112 countries, and still it's all about the hair». The Bulgarian Prime Minister is said to have turned pale on one occasion when he met her wearing a ponytail. «Somebody had told him that this hairstyle means I'm in a bad mood.»

Hillary exudes glamour, talking about Hollywood. A biopic about the Clintons is supposed to be in the works there. What does she wish for? «I want Meryl Streep to play me.»

In her capacity as US Secretary of State she visited 112 countries, «and I have yet to find one where women truly have equal rights.» Female politicians are often belittled and reduced to their appearance. «They always have to justify their personal situation.» Is she married? A good mother? A good wife? «I've just been to London. Six journalists asked me whether a grandmother can be president.» Her daughter is about to have a child. Clinton's answer: «Grandmothers can govern the USA just as well as grandfathers can.»



Photos: Charles Ommanney/Contour by Getty Images, Globe Photos/Intertopics





«Please take your readers seriously»

Photo: Vera Hartmann/13Photo

Ellen Ringier is president of the Eltersein (Being parents) foundation and publisher of «Fritz+Fränzi», the Swiss magazine for parents of school-aged children and teenagers.

**S**o I'm supposed to write about «women in the media» and, of all things, in the very column and on the page that is usually reserved for your boss, my husband. As far as I'm concerned I might just as well have been asked to write about «women in the streets» or «women in changing rooms».

Or to put it more bluntly: How does a man of our time differ from a woman of our time in terms of media consumption? How, may I ask, do female objects differ from male objects when they become the focus of journalistic curiosity?

There are no doubt all sorts of statistically corroborated arguments for possibly diverging times in reading captions or the gender-determined perception of the late-night news anchorwoman's blouse or even women's and men's differing radio music requests. Be that as it may, please forgive my lack of interest in addressing conventional preconceptions such as «women love to read about royal weddings, about the babies of Hollywood stars and the redecorating of their gazebos.» If I did, I would have to balance these topics against men's preferences for soccer, cars and the page 3 girl. That would be a completely pointless discussion.

At the end of the day, it boils down to this: Please take your readers seriously - be they male or female - because text and image are neither female nor male. They are either good or bad. They are either pertinent or irrelevant. They are either original or dispensable. But if you really want to do something for women, do this: We tend to like media that want something, that have a purpose, that dare to make a statement. I am convinced that the experiment of «living together in a society» depends entirely on our paving the way for justice - social justice, for every one of us; for the elderly; for those of us who are athletic or not, for the academically inclined or the merely worldly-wise members of our society. The simple division of perspective solely based on gender is rather unhelpful when it comes to this.

When we look at the world of today one thing becomes very clear: A modern, enlightened society needs the male as well as the female element in thinking, feeling and behavior. It's not about peckers or boobs. It's about «Fritz AND Fränzi».

*Ellen Ringier*

# Employee questions



Please send your questions to: [domo@ringier.com](mailto:domo@ringier.com)



Jutta Schilke,  
Head Human  
Resources  
Ringier AG



Annabella  
Bassler,  
CFO  
Ringier AG



Alexandra  
Delvenakiotis,  
Head of Corporate  
Communications  
Ringier Axel  
Springer Media AG



Karin  
Baltisberger,  
Head of News  
Desk, Blick Group  
Zurich

«Women deliberately favor family and leisure over their career»

**Why do women hold fewer executive positions at Ringier than men?**

In my experience the argument that men advance other men does not wash. Ringier, like many other companies, has a problem filling top executive positions with women. It is a natural fact that professional women between 30 and 40 become mothers and begin to wish for a reduced workload. Part-time positions at the executive level are often impossible to fill with a job-sharing model. Moreover, those kinds of positions tend to require specific expert knowledge that cannot be provided by a job-sharing setup, or only in rare cases. The workload on the executive level, finally, frequently goes far beyond a 40-hour week. That is why women and superiors often deliberately decide to opt for deputy jobs or middle-management positions in order to reconcile their job with their family life. Women, unlike men, deliberately favor family and leisure over their career; at this stage in their life their priorities are different. Moreover, childcare in Switzerland is very costly.

«For me it was never about choosing either my family or my job»

**You recently had a baby - and at the same time you're a member of Ringier AG's Group Executive Board. How do you organize your life?**

I'm no different from any other mothers and fathers who really enjoy their jobs, who want to make a difference there and show great commitment. For me it was never about choosing either my family or my job, it was always going to be both. Discipline, structure and presence, combined with a strong sense of humor, help you to organize private and professional matters. The crucial thing, however, and I am very lucky in this regard, is having people around you who support you in this endeavor. In this respect, as in many others, Ringier is a very modern company.

«We facilitate a regular exchange of ideas among our editors-in-chief»

**For the first time ever, there will be a major conference of Ringier Axel Springer Media AG editors-in-chief in Berlin, November 26 to 27. What is the purpose of this event?**

Ringier Axel Springer is pursuing several schemes to improve journalistic excellence within the company. One of them is that we facilitate a regular exchange of ideas among our editors-in-chief and organize meetings with colleagues from the parent companies. This time we're holding a conference of editors-in-chief and department heads of our tabloid brands in Berlin. The main topic is contemporary tabloid journalism. Some of the key issues for discussion will be: What are the hallmarks of good tabloid journalism? The significance, power and selection of pictures in tabloid journalism. What are our parent companies' best-practice models? What are the relevant criteria when choosing topics? Merging print and digital. How do you distinguish material for paid content? How do we organize our newsrooms? What are the social-media strategies of bild.de and Blick am Abend? We are really looking forward to this exchange and will report on it.

«The executive jobs at Ringier are dominated by men»

**You are known for speaking out in support of the advancement of women within the company as well as in your columns. What do you think Ringier could do to improve matters?**

To my mind, Ringier has the same problem as many other companies: many women work here, but few hold middle or top management positions. Simply put, the executive level is dominated by men. Why is that? It's no secret that men - in my opinion - prefer to advance men. If we want to see more women in management we'll need to break that vicious circle, and soon. I would like to see Ringier doing even more to that effect. Whenever an executive job needs to be filled one should think about the women that would be qualified for it and approach them specifically. Blanket excuses like «women don't really want that» won't wash in this day and age.



**10 YEARS:**  
**Bischoff Christian**, Ringier AG.  
**Hagmann Michèle**, Ringier AG.  
**Maertens Giani**, Ringier AG.  
**Schlittler Flavia**, Ringier AG.  
**Trivier Cécile Fabienne**, Ringier AG.  
**Knecht Natascha**, Ringier AG.  
**Chappelet Nathalie**, Ringier AG.  
**Frei Margrit**, Ringier Romandy.  
**Visinand Faridée**, Ringier Romandy.  
**Zingg Caroline**, Ringier Romandie.  
**Wang Sophia**, Ringier China.  
**Mihalcu Valentin**, Ringier Romania.

**20 YEARS:**  
**Volgger Jacqueline**, Ringier AG.  
**Thomann Sven**, Ringier AG.  
**Andreescu Elena**, Ringier Romania.

**25 YEARS:**  
**Zollinger Beatrice**, Ringier AG.  
**Achermann René**, Ringier Print.  
**Brücker Agnes**, Ringier Print.  
**Niederberger Ruth**, Ringier Print.

**30 YEARS:**  
**Wunderlin Sabine**, Ringier AG.  
**Zanolla Loris**, Ringier Print.  
**Trinkler Claudia**, Ringier Print.  
**Plozza Beni**, Ringier Print.

**35 YEARS:**  
**Römer Daniel**, Ringier AG.  
**Ringier Annette**, Ringier AG.  
**Purtschert Rita**, Ringier Print.  
**Blättler Thomas**, Ringier Print.  
**Flühler Walter**, Ringier Print.

**40 YEARS:**  
**Camenisch Peter**, Ringier Print.

**RETIREMENTS:**  
**Winkler Roland**, Ringier AG.  
**Baumann Verena**, Ringier AG.  
**Christen Josef**, Ringier AG.  
**Wegmann Reinelde**, Ringier AG.  
**Voser Peter**, Ringier Print.  
**Rey Beatrice**, Ringier Print.  
**Purtschert Hermann**, Ringier Print.  
**Feuchter René**, Ringier Print.  
**Blanco Jaime**, Ringier Print.  
**Purtschert Ruth**, Ringier Print.  
**Flühler Esther**, Ringier Print.

**DEATHS:**  
**Krebs Erwin**, 3.2.14. **Wüest Albert**, 20.2.14. **Müller Anne-marie**, 1.3.14. **Selek Rosa**, 2.3.14. **Britschgi Fridolin**, 4.3.14. **Widmer Otto**, 17.3.14. **Stäldi Peter**, 20.4.14. **Eugster Jakob**, 21.4.14. **Regazzoni Gabriele**, 30.4.14. **Tunaer Mehmet**, 8.5.14. **Schär Fritz**, 15.5.14. **Blum Fritz**, 15.6.14. **Moser Hans**, 19.6.14. **Schenk Marta**, 22.6.14. **Wullschlegler Hans**, 28.6.14.

## Gentle in her recklessness

For 30 years, **Sabine Wunderlin** has been traveling all over the world for Blick and SonntagsBlick. She photographs stars, but her true passion is landscapes.

Quick, nimble and good at improvising is how Sabine Wunderlin, 60, describes herself. One journalist, who was startled out of his wits at a celebrity wedding four years ago, concurs: Halfway through the wedding ceremony, Wunderlin dashed into the church, pressed the release of her camera and left as quickly as she had appeared. Wunderlin is convinced that it's this mixture of recklessness, sensitivity and appropriate demeanor that is the hallmark of a good photographer. She grew up as the child of a village teacher. She watched her father portraying the villagers in his spare time, documenting life in the small town. «I was fascinated.» When she was sixteen, the construction of a freeway cut her native valley of Fricktal in two. Wunderlin captured the effects on the natural environment with her camera. Her photo project, which she called «Changing Landscapes», opened the door to the «elitist photography class at the Zurich School of Arts and Crafts.» She was one of five students selected from among more than three hundred applicants. To look at her you would not think that as a child she spent every spare minute on the neighbors' farm. Wunderlin, who for thirty years has been living just a few meters from her workplace at Ringier in downtown Zurich, is a country bumpkin. In the middle of her exams in 1984, she was offered a staff photogra-



Sabine Wunderlin outside her chalet in Toggenburg. This is her weekend retreat.

pher position at SonntagsBlick. «All they wanted to know was whether I had a driver's license.» Her assignment was to cover the Pope's visit to Switzerland. She never got a picture of John Paul II, because her colleagues were always standing in front of her. Instead, her photograph of the flight attendant accompanying the Pope on his Crossair flight was published. For the next thirty years, nobody would be standing in her way. She portrayed celebrities like Jane Fonda, Bill Clinton, the Dalai Lama and Neil Diamond. She was a fast learner, a fast worker. «The quality won't get any better if I take more time.» How gentle «la Wunderlin» is at heart is something that the above-mentioned journalist is happy to confirm. «She apologized and felt terribly guilty.»

R.H.



Sabine on her first day at work as a photographer for Blick (third from the right) amidst her colleagues, and in Mongolia, doing what she loves most: riding.



### Recommended reading

by Monika Ribar

She was Marc Walder's first choice: «I would entrust my good friend Monika Ribar, an entrepreneur whom I admire immensely, with the suggestions for recommended reading.» Until a year ago, she was CEO of Panalpina and managed 14,000 employees. Today, the Toggenburg native focuses on her activities as a board member of companies like SBB, Lufthansa, Swiss and Logitech.

Judith Stoletzky

### Le grand bordel

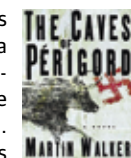
We have a house in the South of France and we love good food and wine. That's how we discovered this book – a gorgeous photo, story and cookbook. It is an opulent volume that will whet your appetite for all things mealtime and maritime. Read the blurb and you'll know what I mean. ISBN: 978-3-938100-84-4 Publisher: Becker Joest Volk Verlag



Martin Walker

### The Caves of Périgord

Martin Walker's books are set a bit further northwest, in the Périgord region. This novel takes readers through three eras; from prehistory – when the famous cave paintings originated – to the Résistance period and to the present day. Packed with suspense and a lot of historical background. ISBN: 978-1439181232 Publisher: Simon & Schuster



Anne Cuneo

### La tempête des heures

This book deals with an episode in Swiss history. In the spring of 1940, Switzerland was living in dread of a German attack. This factually accurate novel gives us an idea of the significance of the Zurich Schauspielhaus theater at that time and of the role its actors played – many of whom had emigrated from Germany. I learned a lot from this book. ISBN: 978-2882413260 Publisher: Bernard Campiche



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