

**Chapter 6 Legal and Ethical Issues
Career Chatroom Career Profile**

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Q What do you do at work?

A My job is working to achieve social, political, and economic equality worldwide and helping galvanize women and men, girls and boys to become a part of a global movement. Communication in all shapes and sizes, mediums, and formats is essential to my job. Grass roots and net roots organizing are integral to what I do. Whether it is giving a speech to hundreds of college students, developing a viral YouTube video, blogging about current events for our Web site, or drafting an action alert email that goes out to hundreds of thousands of our supporters on the Web. On any given day, you can find me tweeting about one of our campaigns, or getting people at the Santa Monica Promenade to sign a petition. We are marketing a movement that will forever change and enrich peoples' lives.

Q What was your first job in marketing?

A Officially, at one point I was the manager of Rage Against the Machine's fan club! Although before that, I co-directed Rock for Choice, a benefit concert series where we produced and marketed rock concerts, albums, and more to educate young people about their rights and to raise money for our various projects.

Q What skills are most important to you?

A Creativity, commitment, and great writing skills are extremely valuable in many of today's jobs.

Q What is your key to success?

A Passion and a sense of play are essential.