



# The Broadsheet

Newsletter of the New Mexico Press Women

## December 2013

### From the Desk of the President

Cheryl Fallstead



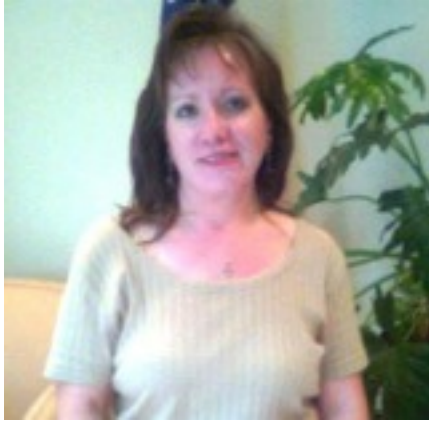
Since our July meeting, I have attended the NFPW conference in Salt Lake City with several of our other members, which was an excellent opportunity to network with media professionals from around the country — as well as to honor our members who have done outstanding work, as shown by their awards in the communications contest. I encourage those who have never attended a national conference to consider heading to South Carolina in 2014 or Alaska in 2015.

In addition, I was asked to serve as the membership co-director for NFPW, a duty which I began as of the conference in September. With this new role, I now have the privilege of serving the organization on the chapter, state, and national levels. One of the important issues we are working on right now is membership renewals. NFPW board members are contacting people who were members but did not renew after 2011 or 2012 — which is a list of over 500 people, including 37 former NMPW members. While I realize many on the NM list joined in years when they earned first place in our state contest and wanted to move on to national, we're hoping a good percentage of former members will want to renew and ideally become more active in our state and national organizations.

Being relevant to the needs of younger professionals is something being discussed on a national level. It's something we have discussed as well. They are talking about hosting a variety of webinars as one way to reach out to our far-flung membership of all ages, and NFPW has a new board position focused on student membership.

# Albuquerque Press Women

## Diana Sandoval, President



APW continues to hold monthly luncheons on the second Monday from September to June. We began our current season with a discussion of online news, with guests Trip Jennings from New Mexico in Depth and Marissa Demarco from New Mexico Compass. The two website editors are searching for a successful business model as they decide how to target their coverage of local events. They spent some time discussing the need to choose the issues they cover since a start-up publication can't explore all the issues the way a traditional print publications might. They also explored the time and effort it takes to become a non-profit organization.

In October, we learned from Andrew Stone, founder of Stone Design, an Albuquerque-based technology company that developed Twittelator and other applications for iPads and iPhones that make it easier for people to communicate. Stone actually discussed the issue of privacy in the digital age.

And our November luncheon featured Angelo Gonzales, executive director of Mission Graduate, a program of the United Way and other city and community groups with an effort to bring residents of Albuquerque into the classroom, with the goal of graduating 60,000 citizens with post-secondary degrees by 2020.

In December, we'll have a discussion of "the business of radio," with husband-wife team, Don Davis and Martha Whitman, co-owners of the OASIS, smooth jazz genre radio, on how to find success in radio.

Going forward, we are in the process of putting together our own chapter's nominating committee to secure an executive board as I do not plan to serve another term as president. Additionally, after suffering a severe bout with pneumonia this summer, our treasurer, Doug Swift, would also like to step down.

# Las Cruces Press Women

Cheryl Fallstead, President

We are having a great year in term of programming in Las Cruces. We are hosting an event each month, after taking a break over the summer. We have partnered with Good Samaritan – Las Cruces Village, which offers us free meeting space as long as we invite their residents to our events. They have an auditorium with built-in projector for larger events, as well as two other meeting spaces.

On December 7, Anne Hillerman will talk about continuing her father's Navajo Nation Police mysteries and iconic characters Joe Leaphorn and Jim Chee, followed by a members-only reception with Anne and her husband, Don Strel, at a board member's home.

We have also been collaborating with the Society of Professional Journalists, Rio Grande Chapter, cross-promoting each other's events in order to help improve attendance. Our January event will be co-hosted with the Society of Professional Journalists. Laura Paskus, who is past (and future) president of SPJ, will conduct a half-day workshop on freelance writing techniques, such as writing queries and selling our credentials. The event is scheduled for 9 a.m. to 1 p.m. Saturday, January 18, in the crafts room at Good Samaritan.

Keep up-to-date about Las Cruces Press Women events online at [lcpreswomen.blogspot.com](http://lcpreswomen.blogspot.com) and on Facebook.

## **2014 NMPW Conference Taking Shape**

As hosts of the 2014 NMPW conference, the LCPW chapter has been working with various hotels to gather information. While we considered locations such as Truth or Consequences/Elephant Butte and Ruidoso, we decided to host the conference at the Hotel Encanto in Las Cruces.

The details are still being confirmed, but we want to give you a heads-up so you can mark your calendar and plan to attend.

The 2014 Conference will be a one-day event on Saturday, April 26, with optional pre- and post-conference activities.

Here's the tentative schedule:

NMPW Board meeting:	10:30 a.m.
Zia Awards Luncheon:	12 noon - 1:30 p.m.
Membership meeting:	1:40 - 2:30 p.m.
Workshop 1:	2:45 - 4 p.m.
Workshop 2:	4:10 - 5:30 p.m.
Social/Silent Auction:	6 - 6:30 p.m.
Banquet:	6:30 - 8:30 p.m.

We are arranging a optional Friday night cultural experience. You can attend the performance of "The Misanthropes" at the new NMSU Center for the Arts. Tickets are \$17 for adults and \$14 for seniors. The theatre can be combined with dinner at a local restaurant.

We are trying to arrange a post-conference tour of Spaceport America for Sunday morning. More details about this are forthcoming.

## **Children's book entries sought for N.M. women writers contest**

An outstanding New Mexican writer will be honored for her work next spring when her children's book receives the prestigious Zia Award.

The Zia Award started in 1953 to honor an outstanding woman in New Mexico media. Each year the award rotates to one of three categories: nonfiction, fiction, and children's literature. To accommodate this schedule, a book published in the last three years is eligible.

New Mexican women writers are invited to submit their books for consideration for the award, given each year by New Mexico Press Women at the annual spring conference. To be eligible to receive the award, selected winners must commit to reading at the award luncheon during the 2014 conference in April.

The 2014 Zia Award will be given to the author of an outstanding children's book published in 2011, 2012, or 2013. The contest is open to all sub-genres of children's books.

Submissions can be made by the author or by someone else on behalf of the author, such as a publisher. Membership in New Mexico Press Women is not required, but the writer must be a woman who lives in or has a strong connection to New Mexico. The book may be published anywhere. Entries must be postmarked no later than Friday, January 31, 2014.

To submit for consideration for the Zia Book Award, send a brief cover letter including complete contact information, the author's biography (including her connection to New Mexico), and a description of the book, a copy of the book, and a check for the \$25 entry fee payable to New Mexico Press Women to:

Loretta Hall  
Zia Book Award Chair  
3219 El Toboso Dr NW  
Albuquerque, NM 87104

Book entries are considered a donation to the organization and are not returned. The books will be part of the silent auction held at the NMPW spring conference to raise scholarship funds.

## First Amendment Rights challenged on both state and federal level

On September 12, 2013, the New Mexico Supreme Court issued its opinion in *City of Albuquerque v. Pangeae Cinema, d/b/a Guild Cinema*. The case arises from a criminal zoning violation issued to the Guild Cinema, an art-house movie theatre in Nob Hill in Albuquerque. In November 2008, the Guild held a "Pornotopia Film Festival," showing a weekend of pornography films. Zoning inspectors from the City of Albuquerque cited the theatre for showing the film, "Couch-Surfers, Trans-men in Action" as in violation of the city's adult entertainment establishment zoning code. The Guild Cinema is not set in an area zoned for adult entertainment under the code.

The Guild raised a defense under the First Amendment and its analog in the New Mexico Constitution. The defense was rejected by the Metropolitan Court, the District Court, and the New Mexico Court of Appeals. The Supreme Court reversed the conviction, finding the Guild, which only occasionally showed adult films, was not an "adult entertainment establishment" as defined by the city's adult entertainment zoning code. Justice Chavez, writing for the Court, noted, "One weekend of erotic films per year does not an adult theater make."

The Court also stated if the city wanted to expand its ordinance to assert that "rare, occasional, or incidental exhibitions of adult material will render a business an 'adult amusement establishment,' it must produce some evidence linking these occasional showings to negative secondary effects" as required by First Amendment precedent from the United States Supreme Court.

## PENDING BEFORE THE U.S. SUPREME COURT

In *McCullen v. Coakley*, The Court will decide whether Massachusetts's selective exclusion law violates the First Amendment. The law makes it a crime for speakers other than clinic "employees or agents . . . acting within the scope of their employment" to "enter or remain on a public way or sidewalk" within 35 feet of an entrance, exit, or driveway of "a reproductive health care facility."

In *Harris v. Quinn*, The Court will hear arguments on whether a collective bargaining agreement that requires state-employed, Medicaid home-care personal assistants to pay a fee to a union representative violates the First Amendment, regardless of the amount of those fees or how the union uses them.

The Court will also hear arguments on a justiciability question, which may dispose of the case without reaching the First Amendment issue.

## 2014 Communications Contest

Christmas is coming and soon afterwards it will be time to submit your entries for the 2014 Communications Contest.

Here's the latest on the NMPW and NFPW contest from contest chair Sherry Robinson:

We have announced this year's contest and a **contest deadline of January 15**. Entry fees are lower: \$10 for the first entry, \$5 for each additional entry for members.

**This year's contest will be online**, which should streamline the entry process for everybody – entrants and judges. Forms and categories haven't changed. To see categories, go to our website ([newmexicopresswomen.org](http://newmexicopresswomen.org)).

You will be making your entry on the NFPW site at [nfpw.org](http://nfpw.org), but the site is not yet live. When it is, we will announce the link. You will click on New Mexico and then click on register, which will call up a page where you enter your user name and password. The system will allow you to interrupt your entries and return to it later, provided you've SAVED. If you don't save, you have to do it all over.

The system is fairly simple and flexible. NFPW is still working out a few bugs, and the FAQ page is still under construction.

For those of you with more than one entry, it'll help you to set up your own contest folder beforehand.

If you have questions, you can contact Sherry at [robinson@nmai.com](mailto:robinson@nmai.com) or the NFPW contest chair Suzanne Hanney. Watch the NMPW website for updates. The specific details on how to enter are below.

## 2014 NFPW Electronic Communications Contest: How to Enter Your Work

NFPW and its affiliates run a two-tier contest:

- 1) Affiliate level – open to affiliate members, and, where allowed, to non-members.
- 2) National level – 1st-place winners in the affiliate contests are eligible to advance to the national

competition.

Here's how the 2014 contest works (all of this information will be available at the contest site):

1. Click **SAVE** before leaving any page of the contest for another page or before logging out.
2. A link to the affiliate contest with which your state is grouped will be provided by the NFPW Communications Contest Manager by email.
3. Click that link. On the contest Login page, you will see detailed instructions for registering for the contest. The first of them is: Click the white REGISTER link in the upper left corner of the page.
4. A box in which you will furnish an email address will appear on your screen when you click the REGISTER link. Fill in your email address and click SAVE. **If you have more than one email address, make a note of which one you are using for the contest.**
5. The Entrant form then will appear on your screen. You will
  - a. Click a button to indicate whether you are a member or non-member.
  - b. Choose your state name from a drop down list of the state affiliates in your group.
  - c. Fill in each of the fields: name (exactly as you want it to appear on an award certificate should you receive an award), address, contact information, etc.
  - d. At the end of the page you will be asked to create your own case-sensitive username and password. Once you click SAVE, you are ready to enter the contest. **Write down the username**

and password because you will need them each time you wish to reenter the contest site.

6. Enter your username and password in the upper left corner of the Login page to login to the contest.
7. **HOME:** You then will be on the Home page where you will get a list of steps to follow to enter the contest.  
**ENTRANT FORM:** First, Click the Entrant tab on the navigation bar to review your **Entrant Form**. If there are any mistakes or should any of your information change, you may update and SAVE the entrant form at any time.  
**RULES:** Next, click the Rules tab (information about eligibility, deadlines, fees, awards, etc.). Read the Rules page, click that you agree to the rules, and return to the Home page for the **Step-by-step information**.  
**ADD ENTRY:** Once you have read the Home-page directions, you are ready to click the Add Entry tab to get the **Entry Form** with all of your contact information already filled in. You will see four tabs across the top of the page:
  - Entry:** Fill in exact title(s) of the work sample(s) required for that entry. If a category (e.g. Special articles, Column, Investigative reporting, etc.) requires more than one article or work sample, add all titles – separated by semicolons – in the Entry title(s) field. Next, choose the division and the category from the drop down boxes, and click SAVE. Note: You must choose a division before you will be allowed to choose a category, and you must SAVE that information before you will be allowed to move on to the Co-Entrant, Information, or Uploads tabs.
  - Each category descriptor will detail a) what to submit, b) what to include if a one-page statement is required, c) what the judges will consider when reviewing work in that category.
  - Co-Entrants:** If you are submitting a joint entry, move to the Co-Entrants tab and fill in the name(s) of all other entrants. Enter the name of those people exactly as the names should appear on an award certificate. Click SAVE
  - Information:** Move to the Information tab, fill in the information about that specific entry. Click SAVE.
  - Uploads:** Move to the Uploads tab and browse to submit your entry, all supporting materials, and, if required, a one-page statement. In the first upload field, the entry form will prompt you to submit a one-page statement if one is required. You can enter the work in that field if not required to submit a one-page statement.



☒ There are 20 entry fields provided. Some entries will need you to upload material in only one or two of the fields to complete the entry, but if a category requires a series of articles, or a number of photographs, or various pieces of an ad campaign, you should have enough fields in which to upload everything for that entry.

☒ You will be able to access the divisions and the category descriptors through a link at the top of the Uploads tab should you need to review what any category requires (and what is to be included in the one-page statement, if required, for that category). After uploading all files for a category, click SAVE.

☒ If you have more than one entry (in the same category or in a different category), click the Add Entry tab to get a new entry form and repeat.

Tip: **Before entering your work**, create a 2014 CONTEST folder on your hard drive. Find all of the files you will need for each category you plan to enter, rename them by putting the category number/letter and name at the beginning of the filename (e.g. 01A NEWS Near-record year for rainfall.docx) and save each to the new contest folder. After you upload your first file from the 2014 CONTEST folder, you will be taken directly to that folder each time you click the Browse button. **VIEW ENTRIES**: Click the View Entries tab to review your entry/entries and to make changes or corrections simply by clicking the title of the entry you wish to revisit. Note: until you click **Submit**, you can make changes to your entries.

**PAY NOW**: Click the Pay Now tab to get your contest-fee total and pay by credit card or indicate you will pay by check. If you will pay by check, please wait until you have entered all of your work, then click the Pay Offline checkbox, and send a single check for all of your entries to your affiliate contest director or affiliate treasurer listed on the Pay Now page.

**Submit** your entry/entries by returning to the View Entries tab. For each entry, click the **Incomplete** link and follow the instructions. Remember: once you click Submit, you no longer can make changes to that entry.

NOTE: If you must log out of the contest before you have finished uploading all entries or parts of entries, **be sure to SAVE your work** first. You may return to the contest to enter work as often as need be until the contest deadline.

**HELP**: If you need assistance at any step along the way, click one of the following:

☒ **FAQ**: Click this tab for answers to many of the questions we've been asked. If the information you seek is not there, you will find contact information for getting help.

☒ **Contact Us**: Should you run into a problem and need help, simply click this tab and reach out. A few helpful notes on entries and entering the contest.

The contest will accept every format: Word files, JPGs, PDFs, URLs, DVDs, etc.

If you are entering something, such as a specially rendered brochure that you don't feel the judges will appreciate in the same way they would if they could see and handle it, feel free to write a one- page statement noting the special features, textures, embossing or any

other characteristics you want them to understand. And/or take photos. Upload that statement in the first entry field and upload the photo(s) in a separate field, as well as any other files that will demonstrate the project or campaign.

What about books and magazines? We will be making an exception for some of them. Some entrants will have a PDF for a book or a magazine, others won't. We will accept hard-copy entries in categories 15A & 15B "Publications edited by entrant" and book categories 56-64.

If you don't have your entry in a file for uploading, you can scan the work and upload the resulting JPG file. If you don't have a scanner, perhaps you can use one at work, at your library or at a place like Staples. If you no longer have a file you created at work, perhaps you can ask for a PDF or JPG of that work. Some newspapers and magazines have InDesign or some other desktop publishing program, which they could use to furnish you with a PDF. Also provide publication information: If you have a Word file of work that was published, you can type your name, the name of the publisher, the name of the publication in which it was published, and the date of publication. And be sure the title of the work shows on the page. Upload the Word file.

If you don't have a computer, either your work is in a Word file or typed or handwritten. Get a scan of that work (be sure the publication information mentioned above is at the top of the page). Contact the NFPW Contest Manager (703-237-9804 or 800-780-2715) to get a link to the contest, then using the computer of a friend, or at a public library, or wherever a computer is available, follow the directions, and go through the process described. There should be a number of people who can help you make the entry if you are unfamiliar with computers.

## High School Communications ... And Burroughs as Chair ... Are Back

At our 2013 annual meeting, Jacque Boyd stepped up to take on the role as High School Communications Contest. Unfortunately, due to health reasons, she had to resign her position. Fortunately, Chris Burroughs offered to once again chair the New Mexico High School Communications Contest.

For the 2014 contest, the National Federation of Press Women is planning on all entries being submitted and judged on line. NFPW officials are still figuring out how to do this, taking into consideration that, in some poor states like New Mexico, computers and the internet are not always readily available to students. Contest deadlines have not yet been established, but they are usually in March.

# New Mexico Press Women Board of Directors

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Loretta Hall, Zia Book Awards	<a href="mailto:lorettahall@nmspacehistory.com">lorettahall@nmspacehistory.com</a>
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Diana Sandoval, President, Albuquerque Chapter, & Communicator of Achievement	<a href="mailto:diana.sandoval@state.nm.us">diana.sandoval@state.nm.us</a>

## Call For News

If we miss a story ... or are not reporting something you want to know about ... let me know. My job is to make sure you are well informed about the members and organization of New Mexico Press Women.

So if you have something you share with friends over a cold beer or sophisticated glass of wine, then send me the story. If it's good enough to share with your NMPW sisters (and brothers), then let's share it with everyone. My email is [budrusso@comcast.net](mailto:budrusso@comcast.net)