



# The Broadsheet

Newsletter of the New Mexico Press Women

## January 2015



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### From the Desk of the President

Cheryl Fallstead



I am so excited about our 2015 conference to be held at Ghost Ranch Conference Center April 24-26. Conference Chair Sherri Burr has done an amazing job scheduling top-notch speakers for the event, and I'm looking forward to touring Georgia O'Keeffe's Abiquiu home for the pre-conference activity. The conference kicks off Friday evening with a dessert reception featuring former CIA agent and now author Valerie Plame and her writing partner, Sarah Lovett. Be sure to enter the Communications Contest

so you may be one of those honored at our awards banquet, which features keynote speaker Bruce McKenna. Check later in the newsletter for more details about the conference.

This is the time of year when in addition to putting the finishing touches on the conference, we are working hard on the communications contests, both professional and high school, spreading the word about our journalism and photojournalism scholarships, encouraging authors to enter the Zia Award contest (this year the genre is non-fiction), and soliciting nominations for the Communicator of Achievement, our highest honor. Check the newsletter and our website for details on each of these opportunities.

If you have not already renewed your membership in NMPW/NFPW, please go to the NFPW website to do so now. This is YOUR professional organization and while it supports you with your goals, it also needs your support. Think of the educational and networking opportunities at the state and national conferences (national is in Anchorage, Alaska this September), the contests where you can gather kudos to add to your resume, First Amendment information provided to members, and much more. Please keep your membership current and renew today!

## 2015 Conference agenda set – Don't miss out!

It's April. Where else could you find a more perfect setting for NMPW's annual conference than Ghost Ranch near Abiquiu?

Sherri Burr and her committee have assembled a program that will stimulate, educate, and entertain you all weekend. Valerie Plame, former CIA operative, and Sarah Lovett will be there. They co-authored *Blowback*. Bruce McKenna, master storyteller with credits including HBO's *Band of Brothers* and *The Pacific*, will be there. Steve Murray who translated *The Girl with the Dragon Tattoo*, and Tiina Nunnally, knighted by the King of Norway, will be there.

The question is ... Will you be there? You're a storyteller. Some of you tell stories about the "real" world. Some tell make-believe stories. Our 2015 conference will focus on *The Power of Storytelling*.

Here's the full agenda for ...



**Deluxe accommodations at Ghost Ranch? Nah! It's a log cabin from when this was a working ranch. O'Keeffe's Pedernal is in the background.**

## ***The Power of Storytelling***

### **Friday, April 24, 2015**

**Optional Pre-Tour:** Georgia O’Keeffe’s Abiquiu Home and Studio. The house is located about 13 miles south of Ghost Ranch. Time: 2:00 – 3:00 p.m. Maximum number per tour is 12. If there are more than 12 people, they will start a second tour 10 – 15 minutes later. Usually no one is allowed to bring camera or notebook but, because we’re a group of journalists, the manager is allowing us to bring notebook and pen. Spouses and partners, too. No cameras, however.

3:00 p.m. Check-in

3:30 – 5:00 p.m. Board meeting

5:30 – 6:30 p.m. Dinner (included in the room rate)

7:00 – 8:30 p.m. Dessert Reception with Valerie Plame and Sarah Lovett, co-authors of *Blowback*, on “Joint Ventures in Storytelling.”

### **Saturday, April 25, 2015**

7:30-8:30 a.m. Breakfast (included in room rate)

8:40 a.m. Welcome address by President Cheryl Fallstead

8:45-9:50 a.m. First Panel: ***The Art of Crafting Fictional Stories*** with Anne Hillerman (author of *Spider Woman’s Daughter*), Steve Murray (translator of *The Girl with The Dragon Tattoo* series), and Tiina Nunnally (who was knighted by the King of Norway for her translation work). Sherri Burr, author of *A Short & Happy Guide to Financial Well-being*, will chair the session.

10:00 – 11:00 a.m. Second Panel: ***Using Journalism Techniques to write books*** with Loretta Hall (author of *Space Pioneers*), Sherry Robinson (author of *I Fought a Good Fight: A History of the Lipan Apaches*), and Judith Avila (co-author of *Code-talker*). Sherri Burr will chair the session.

11:10 – 11:55 a.m. Two breakout sessions (***Mindfulness & Creativity*** with Margaret Cheasebro and ***Social Media Marketing*** with Ellen Jaffe Castello)

12:00 – 1:30 Zia Award Lunch

1:40-2:30 Annual Meeting

2:45-4:15 free time, or optional 90 minute tour ***“Telling Stories Through Photographs with Don Strel”***

5:00 – 6:00 p.m.: Reception and Silent Auction

6:00 – 9:00 p.m. Banquet with keynote speaker Bruce McKenna on “The Challenges of Storytelling in an Audiovisual Medium.” McKenna wrote several episodes of the HBO series *Band of Brothers* and *The Pacific*. With the latter, he also served as executive producer,

### **Sunday, April 26, 2014**

7:30-8:30 Breakfast (included in room rate)

The registration form is attached at the bottom of this newsletter. Print, complete, and mail to Treasurer Loretta Hall or register at [newmexicopresswomen.org](http://newmexicopresswomen.org).

# Albuquerque Press Women

Karen Wentworth, President



The Albuquerque Press Women has added a page to our website to track public access battles. We are interested in the increasing difficulties media and members of the public continue to have in getting timely access to public records. This page tries to track progress of ongoing attempts to access public records.

We continue our regular monthly meetings. In January, we will be hearing from Joe Monahan, local political blogger, about the kind of political battles to expect in the coming year. One of the biggest political changes will be the new Republican majority in the state house of representatives. Monahan will talk about the implications he thinks that will have on social and financial issues in the legislature.

# Las Cruces Press Women

Cheryl Fallstead, President

Our final presentation for 2014 was by our very own Sherry Robinson, along with Alicia Delgadillo, speaking about researching and writing nonfiction as well as working with Native Americans to gather their stories.

Our January 17 meeting will be a talk by one of our LCPW board members, David Morgan, who is a PIO for the New Mexico Department of Health and Doña Ana Community College communications instructor, on the topic "Why Do They Do That? Understanding Bias in the News."

Other presentations for spring will include photography for journalists, freelancing 101, and journalism on the border, and self publishing.

# Northern Chapter

Anne Hillerman, who along with Emily Drabanski, co-chairs the chapter, reports: The Northern New Mexico Chapter is hosting a presentation by former TV anchorwoman Carla Aragon at its February luncheon meeting. Ms. Aragon will talk about "Life after TV."

The chapter also welcomed six new members.

# Be sure your work is represented in the 2015 Communications Contest

If you haven't entered your best work of 2014 for this year's Communications Contest, be aware — the deadline is February 9 with an earlier February 2 deadline for hard copy such as books.

You should have received a reminder card from Diane Schmidt, communications contest chair. Remember it? Wild geese ... actually Sand Hill cranes ... guiding you to fame and fortune ... well, at least fame.

Entry fees remain \$10 for the first entry, \$5 for each additional entry for members. Newsrooms can enter under one membership fee with a minimum ten entries.

Make your entry on the NFPW site. Go to [nfpw.org](http://nfpw.org). Click on highlighted NFPW Communications Contest. Click on Enter the 2015 Competition. and then follow directions. 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 start all over.

The system will require you to enter the division and category and then save. After that you enter the rest of the information. If that category requires a one-page statement, you will upload that as well.

If you have a question about the category as you're preparing your online entry, you can click on the web site [www.nfpw.org/pdf/2014NFPWContestCategories.pdf](http://www.nfpw.org/pdf/2014NFPWContestCategories.pdf) and see the 2014 category descriptions. They won't change for 2015. You can also contact Diane Schmidt, communications contest chair, at [dianeschmidt22@hotmail.com](mailto:dianeschmidt22@hotmail.com).

You can upload pretty much any kind of file. But let's say you have an entry with an elaborate layout that doesn't convert well to an online entry, or you have a book and don't have an e-version you can enter. You will still be allowed to send paper versions postmarked by the contest deadline.

You can view all your entries. You can make changes until you hit submit. Once you click submit, you're done.

You will pay your fees to national and can use a credit card or pay offline.

Entries will be judged by out-of-state media and communications professionals. All award places, including honorable mentions, receive a certificate. Winners of multiple awards may be honored for Overall Excellence and receive cash awards. The awards will be announced at the NMPW annual conference.

First place winners who are members of NMPW and the National Federation of Press Women will go on to compete nationally.

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.

# Zia Book Award Competition

## Deadline Extended

The deadline for this year's Zia Book Award has been extended until January 31 to accommodate additional authors who are considering entering.

The Zia Award honors an outstanding New Mexican woman writer. This year the competition is among non-fiction books published since 2012. The competitive category rotates, one year for fiction, one year for children's literature, and one year for non-fiction.

Publishers or authors may submit a book entry. Membership in New Mexico Press Women is not required, but the writer must be a woman. Authors must also live in the state or have a strong connection of New Mexico. However, the book can be published anywhere. The entry fee is \$25 per book.

Along with a copy of the book and the entry fee, writers must submit a cover letter with contact information, including email address, and contain a biography, the writer's New Mexico connection, and a description of the book.

Send the entry to Jessica Savage, Zia Award Contest Chair, 1612 Ralph Drive, Las Cruces, NM 88001.

Book entries are considered a donation to NMPW and are not returned. They become part of the silent auction to raise scholarship funds. An acknowledgement letter will be emailed to the entrant upon receipt of the book.

## High School Communications Contest

New Mexico Press Women's High School Communication Contest echoes our professional contest but with some differences in categories. For example, you don't find "yearbook layout" included in our contest. The categories for students reflect their potential activities at school and offer them opportunity to be acknowledged for their efforts. Like the adult contest, first place winners go on to compete at the national level. At the NFPW conference this year, two first-place winners were honored in person, with a new award going to the most outstanding entry — a young woman who captured a poignant moment with her camera.

Please help spread the word about this opportunity. Entry fees are quite low and entries must be submitted through the NFPW website by March 9. Students compete in 22 categories: Editorial, Opinion, News Story, Feature Story, Sports Story, Columns or Blogs, Feature Photo, Sports Photo, Cartooning, Review, Graphics/Photo Illustration, Single-Page Layout, Double-Truck Layout, Environment, Radio Prepared Report, Radio or Television Interview or Talk Show, Video News Story, Video Feature Story, Video Sports Story, Yearbook Layout, Yearbook Photo, and Yearbook Copywriting.

Also, Leota Harriman, who chaired the contest for us last year, has recently resigned due to work and family responsibilities. If you are interested in helping make this year's contest happen, contact NMPW President Cheryl Fallstead at [cfallstead@hotmail.com](mailto:cfallstead@hotmail.com).

# NMPW Scholarships

NMPW again this year offers scholarships to college students studying journalism and photojournalism. The Cary Herz Photojournalism Scholarship will sunset this year after being awarded to one more student. The Doris Gregory Scholarship, funded by the silent auction at our conference, will be awarded to two students this year. Help spread the word about this opportunity to your local college students. Both women and men are eligible. Details are on our website.

## Who will be the 2015 Communicator of Achievement?

Each year, NMPW bestows the prestigious Communicator of Achievement award on a member who has distinguished herself (or himself) within and beyond her profession. It is the highest honor afforded by our organization. NMPW will announce the honor at the annual conference at Ghost Ranch April 25.

Each chapter submits the name of their Communicator of Achievement to the National Federation of Press Women, and NFPW selects a national winner from among those entered and will confer the honor at NFPW's annual conference in Anchorage, Alaska, next September.

If you know of a member who has distinguished herself (or himself) and deserves the recognition, you can complete the entry package obtained from NMPW's website. The nominee must be a living member of both NMPW and NFPW, in good standing for at least two years with no lapse in membership. Nominees are judged by professional achievement, community service, and NFPW/NMPW service. Previous nominees can be nominated again, so long as they have not been selected by NFPW.

Send complete nomination packets to Diana Sandoval-Tapia, CoA chair, 19 Aldea Place, Los Lunas, NM 87031. You can email the nomination packet or mail hard copy, but regardless, the entry must be received by March 27.

# NMPW Officers and Committee Chairs

Here are the NMPW members serving on the board and as officers of chapters:

Cheryl Fallstead, President & Las Cruces Press Women President	<a href="mailto:cfallstead@hotmail.com">cfallstead@hotmail.com</a>
Bud Russo, Vice President & Broadsheet editor	<a href="mailto:budrusso@comcast.net">budrusso@comcast.net</a>
Cassie McClure, Secretary	<a href="mailto:cassiemcclure@gmail.com">cassiemcclure@gmail.com</a>
Loretta Hall, Treasurer	<a href="mailto:loretta@authorhall.com">loretta@authorhall.com</a>
George Bach, First Amendment	<a href="mailto:bach@law.unm.edu">bach@law.unm.edu</a>
Sherri Burr, 2015 Conference	<a href="mailto:burr@law.unm.edu">burr@law.unm.edu</a>
Chris Burroughs, Public Relations	<a href="mailto:coburroughs@cybermesa.com">coburroughs@cybermesa.com</a>
Ellen Castello, New Media	<a href="mailto:ellenjcastello@comcast.net">ellenjcastello@comcast.net</a>
Carolyn DeVore-Parks, Scholarships	<a href="mailto:carolynedp1443@notmail.com">carolynedp1443@notmail.com</a>
Emily Drabanski, Northern Chapter	<a href="mailto:edrabanski@yahoo.com">edrabanski@yahoo.com</a>
Anne Hillerman, Northern Chapter	<a href="mailto:annehillerman@hotmail.com">annehillerman@hotmail.com</a>
Diane Schmidt, Communications Contest	<a href="mailto:dianeschmidt22@hotmail.com">dianeschmidt22@hotmail.com</a>
Diana Sandoval-Tapia, Communicator of Achievement	<a href="mailto:dmcsandoval@gmail.com">dmcsandoval@gmail.com</a>
Jessica Savage, Zia Book Award	<a href="mailto:diana.Sandoval@state.nm.us">diana.Sandoval@state.nm.us</a>
Karen Wentworth, President, Albuquerque Press Women	<a href="mailto:jsavage@cybermesa.com">jsavage@cybermesa.com</a>
	<a href="mailto:karen.wentworth3@gmail.com">karen.wentworth3@gmail.com</a>
	<a href="mailto:kwent2@unm.edu">kwent2@unm.edu</a>

**New Mexico Press Women 2015 Conference Registration**  
**Ghost Ranch • Friday - Saturday, April 24-25, 2015**  
**“The Power of Storytelling”**

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Item	Member Early Bird (until 3/11/15)	Member Full Fare (3/12 - 4/10/15)	Non-member Early Bird (until 3/11/15)	Non-member Full Fare (3/12 - 4/10/15)	Full-time Student Rate	Subtotals
<b>O’Keeffe Tour*</b>	#____ @ \$40		#____ @ \$45			
<b>Full conference</b>	#____ @ \$150	#____ @ \$180	#____ @ \$180	#____ @ \$200	#____ @ \$150	
<b>Zia Award Luncheon only</b>	#____ @ \$40	#____ @ \$45	#____ @ \$45	#____ @ \$50		
<b>Awards Banquet only</b>	#____ @ \$50	#____ @ \$60	#____ @ \$55	#____ @ \$65		
<b>Guests (includes meals and Strel photography tour)</b>				#____ @ 125		
<b>Subtotal</b>						

\* Deadline to sign up for the Georgia O’Keeffe Home & Studio tour is March 24, 2015.

**Not a member? Add membership to your registration!**

Level	Professional	Student	Membership
<b>New Mexico Press Women only (join now and receive member rates)</b>		\$13	\$10
<b>NMPW and National Federation of Press Women</b>		\$90	\$30

**Total amount due for conference, pre- and post-events and membership: \$\_\_\_\_\_**

**Banquet meal choice:** # \_\_\_\_\_ Cornish Game Hen # \_\_\_\_\_ Atlantic Salmon # \_\_\_\_\_ Vegan

**Special dietary needs:** \_\_\_ Gluten Free \_\_\_ Dairy Free Other: \_\_\_\_\_

**Guest name tags:** \_\_\_\_\_

**Mail registration to NMPW Treasurer Loretta Hall, 3219 El Tobosco Dr., Albuquerque, NM 87104 or register and pay with PayPal online at [newmexicopresswomen.org](http://newmexicopresswomen.org).**