

# The Broadsheet

Newsletter of the New Mexico Press Women

## May 2013

### From the Desk of the President Cheryl Fallstead



It's been a busy few months since taking over as president in February upon Sari Kronsinsky's resignation due to health issues. We greatly miss having Sari on the board and wish her a speedy recovery and return to our organization.

Sherry Burr stepped up to fill the now-vacant position of vice president and has been doing a great job recruiting additional board members for us, including new First Amendment Chair George Bach and Scholarship Chair Carolyne DeVore-Parks, along with scholarship committee member Kathleen McNerney. Jacque Boyd, who is director of Moreno Valley High School in Angel Fire, volunteered at the conference to fill the position of High School Communications Chair, a position that was vacant, resulting in the contest not being held this year. With Jacque stepping in, we will be able to reinstitute it in 2014.

Under the leadership of Sherry Robinson and Chris Burroughs and with the support of the Albuquerque chapter and board members, we had an excellent conference! Our conference invariably involves a lot of hard work and we greatly appreciate the efforts of Sherry, Chris, and everyone else who contributed to its success.

My goals for the next year include building our membership, reviewing our bylaws and mission to ensure that they are consistent with our current needs, and collaborating with other media-related professional organizations as well as regional Press Women chapters. I also plan to work with Treasurer Carol Kreis and the board to do some long-term budgeting to plan for future fiscal solvency.

Thanks to our new scholarship chair and committee, we were able to quickly publicize our scholarship opportunities, review the applications, and select two excellent scholarship recipients, both of whom this year happened to be students at New Mexico State University. As neither student was able to attend the conference in Albuquerque, they were awarded their scholarships at the April meeting of the Las Cruces Press Women.

I am honored to be working with this group of talented professionals!

# National Federation of Press Women to gather in Salt Lake City August 22

If you've never been to the annual conference of the National Federation of Press Women, this year could be the year you choose to go. The conference is scheduled for August 22 to August 24 in Salt Lake City.

Besides a full schedule of workshops and keynote addresses, as well as the national communications contest winners and Communication of Achievement announcements, you'll meet professionals from across the country, swap stories, and make friends for life.

Early bird registration (before July 23rd) is \$350 for NFPW members and \$450 for non-members.

If you're considering attending, keep in mind there is financial support from both NFPW and NMPW for registration fees.

If this will be your first NFPW conference, National Federation of Press Women offer a First Timers Grant to cover your entire registration fee.

The NMPW board has allocated \$1,050 to pay up to half of the NFPW conference registration fee for our NFPW/NMPW members who do not receive or qualify for the First Timers Grant. Members who notify Treasurer Carol Kreis of their intention to attend by May 31 will have first priority for the funds. If you make that request, you will be notified on June 1 of the amount NMPW will cover so you may so indicate on your registration form for the NFPW conference (then you can just pay the remaining amount and NMPW will pay our portion to NFPW directly). If all funds are not allocated by June 1, those who decide to attend after that date may contact Carol to find out if funds are still available to help pay the registration fee.

The conference hotel is the Marriott City Center, two and a half blocks from Temple Square.

There are both pre- and post-conference tours at additional costs.

Details of the NFPW annual conference are at [www.nfpw.org/conference.cfm](http://www.nfpw.org/conference.cfm).

## Chapter Reports

New Mexico Press Women, like many of the chapters in the National Federation, is evolving to cope with the rapidly changing world of communications. As people move from traditional print and broadcast media more to electronic social media, individual NMPW members are re-evaluating their jobs and roles. As media jobs evolve, our organization must stay focused on providing relevant services to our members. At this time, the Northern Chapter is taking time to review the needs of communications professionals in their areas and how best to serve them.

# Albuquerque Press Women

## Diana Sandoval, President

During May, Albuquerque Press Women hosted Shirley Patterson and Susan Cho, whose book, *Turning Points in Women's Lives*, was a first place winner in book categories in the NMPW communications contest. In June, Anne Hillerman, whose first novel, *Spider Woman's Daughter*, will be available in early October, will speak to the chapter.

# Las Cruces Press Women:

## Cheryl Fallstead, President

Las Cruces Press Women is off to a great start this year! After a sluggish 2012, we have recharged our batteries and rounded up interesting speakers, adding new board members, and looking at ways to revitalize our organization. Our goal is to have a monthly presentation, except during the summer. So far we have had a fiction-writing panel discussion, presentations by previous NMPW-keynote speaker Doug Fine, and a talk by another previous NMPW-keynote speaker, James McGrath Morris. At our April meeting, we also presented the NMPW Doris Gregory Scholarship to two NMSU students. The rest of the year is planned to include a May presentation on the Day in the Life of a Photojournalist, a panel on how collaborations between freelance writers and photographers can help them get published, blogging and social media, a presentation by NMPW Secretary Anne Hillerman on her new novel, *Spider Woman's Daughter*, and a panel of local editors talking about freelance writing opportunities.

LCPW also has an endowed scholarship through NMSU. We finalized a process of revising the scholarship requirements to make them consistent with the university's current programs.

In addition, one of our goals this year is to take a close look at our organization and our goals, discussing how to be more relevant in current times and reaching out to leaders in the local media for suggestions. We'll share what we learn with the state-wide organization.

## 2013 Scholarship Recipients

This year, NMPW presented two NMSU journalism and mass communications students with the Doris Gregory Memorial Scholarship. The Cary Herz Scholarship was not awarded this year.

Francisco (Frank) Ambriz, expects to graduate in 2014. Frank graduated in the top ten percent of his high school class and has already earned an AA degree in Journalism and Mass Communications from El Paso Community College as well as an AA in game design from the University of Advancing Technology in Arizona. He could not stay in



**2013 Doris Gregory Scholarship recipients (l to r) Cheryl Fallstead, NMPW president, Dana Beasley and Frank Ambriz.**

Arizona because of financial hardships. He says he is getting back on his feet but financial issues still affect him. While attending classes at NMSU, Frank works as an academic tutor for EPCC, where he tutors a diverse population of students in math, English, reading, and GED classes.

Frank's goals are to earn a BA in Mass Communication and maintain a personal website and blog. In the future, he wants to work for an entertainment-based magazine or website and write a novel.

In her letter of recommendation for Frank,

Della Truman, manager of academic resources at EPCC, says he is very dedicated and committed to achieving his academic goals and completing his bachelors degree in journalism. She believes this scholarship will allow him to continue his education and gain valuable knowledge.

Our second Doris Gregory Scholarship recipient is Dana Beasley, who plans to graduate in fall of 2014. Dana's life-long love of writing brought her to study journalism. In her application, she quoted Gloria Steinheim, who said, "Writing is the only thing that when I do it, I don't feel like I should be doing something else."

However, she does quite a few other things, perhaps wishing she were writing. A busy student, she is following the public relations track while minoring in both geology and astronomy. She plays flute and is a member of Society of Astronomy Students. She has also started writing a novel.

Dana interned as a student reporter for the *Las Cruces Sun-News* and wrote for the NMSU student paper, *The Roundup*. She has been offered a summer internship at *Albuquerque The Magazine*.

In his letter of recommendation, J. Shawn McCleneghan, NMSU Distinguished Achievement Professor, says of Dana, "She is intellectually gifted, academically competitive, focused and able to perform under brutal deadline pressure." He adds, "She is our number one ranked news editorial undergraduate at this point" and adds, "Quite honestly I have not had an undergraduate of Dana Beasley's writing talent in the last four years at NMSU."

# Nancy Wood Wins 2013 Zia Book Award

Loretta Hall, Zia Book Award chair, reports four New Mexico women authors were honored at this year's Zia Book Award luncheon during the annual conference. They are Sue Boggio and Mare Pearl for *A Growing Season*, Lynne Hinton for *Pie Town*, and Nancy Wood for *The Soledad Crucifixion*. Their three books were selected from 22 submissions in this year's fiction book category.

Judges selected *The Soledad Crucifixion* as this year's Zia Book Award winner. The other two were awarded honorable mention.

Nancy Wood produced more than 25 books and 25,000 photographs of the Southwest before her death at age 76 on March 12. She wrote adult and children's fiction, non-fiction, and poetry. Her work chronicles the daily life of the people of Taos Pueblo, Ute Mountain, and Southern Ute communities, Colorado ranches and small towns, and Pie Town, NM, in the 1970s and 1980s – a time before casinos, cell phones, and factory farms. Her Zia Book Award was accepted on her behalf by Katherine MacGilvray, marketing and publicity manager for UNM Press.

One judge wrote of *The Soledad Crucifixion*, "This is a beautiful story, told in prose that is almost poetry. The cast of characters paints a compelling picture of the historic roots of New Mexico."

*A Growing Season* authors Sue Boggio and Mare Pearl work at the University of New Mexico. Sue as a registered nurse and Mare as a mental health technician. They grew up in West Des Moines, Iowa, where they began writing stories together at age 10. After high school, their paths diverged as each married and they pursued different careers. In 1980, they reconnected and, by 1990, they were both living in Albuquerque, where they reignited their passion for co-writing fiction.

"I loved this book," a judge wrote of the story set in Esperanza, NM. "The characters are complex and multi-layered. The story is heartwarming."

Retreat leader and writing teacher, Lynne Hinton lives in Albuquerque. She has written a book of meditations and fourteen novels, one of which was a New-York-Times bestseller. She also writes the Shady Grove mystery series, under the name Jackie Lynn.



**2013 Zia Book Award Winners (l to r) Mare Pearl, Sue Boggio, Katherine MacGilvray for Nancy Wood, Lynne Hinton, and Zia Book Award Chair Loretta Hall.**



Pie Town is an enigma to anyone who has ever visited, more so for anyone who hasn't. Of her book, a judge wrote, "A wonderful story of redemption and love cast against a small New Mexico town. The town's geography didn't play a huge part, but its size and characters made me hope, cry, laugh, and believe.

Congratulations to all our Zia Book Award winners.

NMPW owes a deep gratitude to judges who invest their time and energy in this competition. This year's judges were Judith Schiess Avila, Shara Hanberry Baker, Sabra Brown Steinsiek, and Pari Noskin Taichert. All are accomplished fiction authors living in the Albuquerque area.

## 2013 NMPW Conference abounds in education and inspiration

Throughout the annual conference, NMPW members were involved with engaging speakers, whether giving keynote addresses or participants in roundtable panels. What follows is a summary in part to jog memories of participants and to encourage those who were not able to attend to mark their calendars for the 2014 conference.

### Lois Duncan: What goes around comes around ... or does it?

Think about journalism and mass communications, Lois Duncan says, "It's not ever going to be the same again and you won't be the same either."

She spoke of her experience, including her first freelance sale at age 13. "That's how I earned my spending money," she says of a long and successful career.

Then tragedy struck when her daughter was murdered. Her anger and frustration with the Albuquerque police, who were convinced the murder was a random drive-by shooting, drove Lois to write *Who Killed My Daughter*. Years later – remember unsolved murder cases are never closed – and continuing research to convince authorities to look elsewhere has resulted in another book, soon to be released. Called *Wolves Took One of Us*, Lois says it will reveal information that could break open the case. Remember, in this case, it's not a James Patterson fictional mystery.



**Lois Duncan receives NMPW Lifetime Membership from Vice President Sherri Burr.**

As she spoke of her 300 published articles and 50 books, Lois says, “This is the beginning of a transition. There will be no more big thick magazines that kept people involved, no background stories where you could explore.” Instead, she adds, “There is a new generation of authors using tools and techniques I cannot imagine. They will use them to tell stories, and it’s the stories that are important.”

## Social media panel offers tips in competing in with new media

NMPW Vice President Sherri Burr facilitated this roundtable panel that included author and journalist Steve Brewer, author Loretta Hall, and novelist Paula Paul. They spoke of the changing world of publishing. Steve talked about self-publishing e-books, telling NMPW members, “If you have a clean Word document, you can have an e-book out in 24 hours,” and keep more of the revenue for yourself.



**Social Media Panel (l to r) Loretta Hall, Paula Paul, Steve Brewer, and Facilitator Sherri Burr.**

Loretta talked about the essential necessity of maintaining an author’s website. It’s a place where readers can find out about authors, a home base. Loretta teaches a day-long class on Websites for Writers, where you can learn in great detail what she spoke of during the roundtable. Email her at [loretta@authorhall.com](mailto:loretta@authorhall.com) if you want information about her class.

Paula gave a rundown on blogging as a way of promoting your books. She recommends authors maintain at least three social media sites, such as Facebook, Twitter, LinkedIn, and Pinterest.

## Megan Kamerick speaks of women in the news

Why is it, Megan Kamerick asks, if half the world's population is female, women are only 24 percent of the sources in news stories?



Kamerick is an Albuquerque journalist who made news about making news. Using the TEDxABQ platform, she has shown reporters use men as sources far more often than women. Part of the problem is, she argues, when women are asked to comment, they often decline, saying they're not experts. Her solution: women reporters need to seek out women for their stories, get involved, and speak out. "If we don't see women in the news on a regular basis," she says, "it becomes the norm. We have to continue pressing to change the perspective that women have nothing to say."

## Judith Hendry leads us into the fantasy world of nature

In a talk that focused on mass-mediated messages and the human/nature relationship, Judith Hendry elaborated on several advertising campaigns adverse to nature. She says children books, greeting cards, zoos, and advertisers alike promote themselves as "Green," using key words like ecofriendly, earth friendly, biodegradable, and all natural. Then she adds, "A truly green product requires a cradle to grave audit of the product," and she knows of no product that meets that criterium. Judith says nature sells, which is why it is used to promote many products. For example, she cites a General Motors natural-gas bus ad saying how ecofriendly it is in places like Yosemite National Park. Then she pulls the rug out from under GM by saying its GMC truck, Hummer, Escalade, and other huge vehicles are among the most egregious polluters of greenhouse gases.



She outlined the main points corporations use in promoting their products through nature. "Nature is sublime if you'll just buy out stuff," she says. Nature is "Out there," never where we work or live, redirecting our attention from our own backyards. And it's for personal consumption, promoting an anthropocentric view rather than an ecocentric view. Finally, Judith says,



corporations claim nature is indestructible and personal consumption will not harm it. "Using nature this way is the myth of the American Dream," she concludes, "leading us to buy into the ideology of our materialistic driven society."

Her solution: "Think about advertising messages that promote a kinder, gentler human/nature relationship."

### **K.C. Compton: My career was Gulp! and go!**

Married and then divorced with two young children, Kathryn (K.C.) Compton explained how she got into writing, which led to a long career that currently has her as senior editor of *Mother Earth News*. It was "Gulp! and go," she says, explaining she



thought you had to have a special dispensation from god to write articles. She learned about freelancing, selling her first magazine article and finding writing freelance provided her "a brief gold rush in Wichita, Oklahoma."

In Albuquerque at *The Journal*, she was offered the job of doing theatre reviews. It was "Can you do that?" to which she answered (Gulp! and go), "Sure. Why not?" Her success led to her becoming feature editor of the Albuquerque daily.

Over the years, K.C. says, "My learning curve seemed like a ski jump. Nearly all I did required on-the-job training."

She entertained NMPW members with amusing – but true – anecdotes of her career advances, what she called "her accidental

career." But it was no accident she was tapped to be the senior editor of *Mother Earth News*. Her competence and skill shown above all her Gulp! and go experiences.

K.C. then gave us a look into the future of our environment, our economy, and perhaps even our society, which she believes may be in jeopardy. She talked of two paradigms. "One is" she says, "top-down, ham-fisted, well-financed and determined to own every being and every blade of grass – down to the very DNA of our plants and animals – so it can turn a profit. It is a life-denying, soul-killing, planet-murdering paradigm and not one of us will survive it."

The other is us. "And," she adds, "wherever we are in our careers and personal lives, the time has come to rise up, stand up for the Earth and all her inhabitants. All hands on deck, and the storytellers and artists must now lead the way. Onward!"

Her powerful keynote address is perhaps best summarized in a quote of playwright Anton Chekov she used. "When asked how to be a better writer, Chekov replied, 'Be a better person.'"

# Carol Kreis named 2013 NMPW Communicator of Achievement

Educator, writer, journalist, world-traveler. These are words that define Carol A. Kreis. Since 1963, Carol has devoted her life to educating children or teaching others to educate children. She's worked in preschool programs, elementary classrooms and high school classrooms. She's



NMPW Treasurer Carol Kreis receives 2013 Communicator of Achievement award from COA Chair Diana Sandoval-Tapia.

developed educational maps and teaching supplements with Newsweek and has a long list of published articles in educational publications.

An active participant in both the Albuquerque Press Women (APW) and New Mexico Press Women, Carol has served a publicity chair, program chair, treasurer, and president of APW and currently is treasurer for NMPW. Carol's



husband was an officer in the Army and she followed him to Germany and then Bangkok, while he served in Vietnam. Instead of going directly to Thailand, she took her year-old son and four-year-old daughter on a tour of Asia, including Japan, Indian, and points in between.

NMPW congratulates Carol for her commitment and service to New Mexico Press Women.

## First Amendment Report

This year, the United States Supreme Court has decided only one new case with First Amendment implications, reports Sherri Burr, former First Amendment chair and now vice president. In *Clapper vs Amnesty Intern*, 133 S.Ct. 1138 (2013), attorneys and human rights, labor, legal, and media organizations sought a declaration, that a provision of the Foreign Intelligence Surveillance Act (FISA) allowing surveillance of individuals who were not "United States persons" and were reasonably believed to be located outside the United States, was unconstitutional.

While plaintiffs had lost in the district court, they won in the Court of Appeals, only to have the Supreme Court, in a majority decision by Justice Alito, reverse and hold for the defendants. The Court found the plaintiffs failed to demonstrate the future injury they feared was certainly impending.

The plaintiffs had asserted there is an objectively reasonable likelihood their communications will be acquired under the FISA statute at some point in the future, thus causing them injury, and the risk of surveillance under the statute is so substantial they have been forced to take costly and burdensome measures to protect the confidentiality of their international communications. In their view, the costs they have incurred constitute present injury that is fairly traceable to the statute.

## 2013 Communication Contest

Contest chair Sherry Robinson reports there were 137 entries in this year's Communications Contest. Of these, 49 earned first place, 33 second place, 24 third place, and 14 honorable mention recognition. "The judges were tough," Sherry says. "They didn't award places in all categories." Forty-three first place winners were forwarded to the National Federation of Press Women for the national competition. The reason all 49 were not sent to NFPW, Robinson says, was because several people declined to join NMPW/NFPW to qualify for the national competition.

Here are the winners:

### **1A - News story**

HM - Leota Harriman, "Sheriff defuses shooter who made bomb threat," The Independent

### **2 - Continuing Coverage or Unfolding News**

1<sup>st</sup> - Sherry Robinson, "Witnesses testify in Mendoza," and others, Gallup Independent

2<sup>nd</sup> - Rosalie Rayburn, "End for Mariposa?" and others, Albuquerque Journal

3<sup>rd</sup> - Leota Harriman, "Is Torrance County gunning for SASS?" The Independent

### **5 - Special Series**

1<sup>st</sup> - Kate Nash, "Century of Statehood," Santa Fe New Mexican

2<sup>nd</sup> - Sherry Robinson, "RMCH struggles to survive," and others, Gallup Independent

3<sup>rd</sup> - Martin Willes, "Starry Messenger," The Independent

HM - Rose Marie Kern, "History of Air Traffic Control," Atlantic Flyer Magazine

### **7A - Editorial and Opinion**

1<sup>st</sup> - Sam Moorman, "City Has Blind Eye for Good Planning," Albuquerque Journal

2<sup>nd</sup> and 3<sup>rd</sup> - Leota Harriman, editorials, The Independent

HM - Loretta Hall, guest column, "Support Our Spaceport," Socorro Defensor Chieftain

### **8A - Feature story, print**

1<sup>st</sup> - Leota Harriman, "Goddess Girls Magazine," The Independent

2<sup>nd</sup> - Carolyn Gonzales, "El Mezquite Golf Tournament Benefits UNM Students," UNM Today

3<sup>rd</sup> - Sharon Niederman, "Little Town Dreams Big," Trinidad Times Independent

### **8B - Feature story, magazine**

1<sup>st</sup> - Lyn Bleiler, "Martina's Hall," Trend

2<sup>nd</sup> - Kendra Loring "Reflections of a Foaling Season," Horse Connection Magazine

3<sup>rd</sup> - Loretta Hall, "Spaceport: A Far Out Vacation," New Mexico Magazine

HM - Nancy Marano, "Internet Help for Lost and Found Pets," PETroglyphs

### **8C - Feature story, online pub**

1<sup>st</sup> - Karen Wentworth, "The Friday Afternoon Breakthrough," UNM Today

2<sup>nd</sup> - Nancy Marano, "TNR is a Success in Albuquerque," PETroglyphs

3<sup>rd</sup> - Loretta Hall, "Getting Spaceport America Off the Ground," NewSpace Online Magazine

### **9A Personality Profile**

1<sup>st</sup> - Jessica Curry, "Captain Courageous, Cancer as a Gift from God," The Independent

### **9B - Personality Profile**

1<sup>st</sup> - Nancy Marano, "Samantha Martin," PETroglyphs

2<sup>nd</sup> - Vicky Ramakka, "Back to the Land," Majestic Living

3<sup>rd</sup> - Margaret Cheasebro, "Oh, You Beautiful Doll!" Majestic Living Magazine

### **10C - Specialty Articles, Arts & Entertainment**

1<sup>st</sup> - Margaret Cheasebro, "Movement in Bronze" and "The Call of the Theater," Majestic Living

2<sup>nd</sup> - Kathryn Córdova, "Away in a Manger," and "Olivia Johnson's Christmas Celebration," Christmas in Taos

3<sup>rd</sup> - Lyn Bleiler, "2012 Year of Remarkable Women," and others, Trend

HM, Daniella Wiedel, "Red hot blues & strings meet flute," Las Cruces Sun-News

### **10D - Specialty Articles, Business**

1<sup>st</sup> - Margaret Cheasebro, "Change is Constant" and "Global Introduction," Majestic Living

### **10E - Specialty Articles, Education**

1<sup>st</sup> - Margaret Cheasebro, "Back Where It All Began" and "She's Got to Move It," Majestic Living

2<sup>nd</sup>, - Ellen Zieselman, "Museum Scavenger Hunt" and "You Call that Art?" Tumbleweeds

### **10G - Specialty Articles, Food**

HM - Kathryn Córdova, "Visions of Sugar Plums" and others, Christmas in Taos

### **10H - Specialty Articles, Politics**

1<sup>st</sup> - Sherry Robinson, "Lawmakers study ways to save employee benefit funds," and "Martinez unleashes veto pen," Gallup Independent



### **10I - Specialty Articles, Environmental**

1<sup>st</sup> - Lyn Bleiler, "Green Beer on Tap" and "An Awful Adventure in Sustainable Living," EcoSource Guide to Sustainability

### **10J - Specialty Articles, History**

1<sup>st</sup> - Margaret Cheasebro, "Living History," Majestic Living, and "'Al Kendrick," Basin Resources

2<sup>nd</sup> - Sherry Robinson, "The Best Jobs in yesteryear," Albuquerque The Magazine; "New Mexico's Long Journey to Statehood," Raton Range

HM - Kathryn Córdova, "Taos History Museums Light Up" and "Los Pastores Production," Christmas in Taos

### **10M - Specialty Articles, Self-help**

1<sup>st</sup> - Sherri Burr, "Time Management," and "Having It All," Southwest Sage

### **10P - Specialty Articles, Science and Technology**

1<sup>st</sup> - Margaret Cheasebro, "Finding Vlavenoids," and "Working Together," Majestic Living

HM - Bud Russo, "Are you using the sun," Southwest Senior

### **10Q - Specialty Articles, Social Issues**

1<sup>st</sup> - Margaret Cheasebro, "Working off the grid," and "Senior Companions," Majestic Living

2<sup>nd</sup> - Sherry Robinson, "Lawmakers can't ignore history in Navajo water settlement," "Making war on DWI comes with complications," New Mexico News Services

3<sup>rd</sup> - Kathryn Córdova, "Taos Feeds Taos" and "Gift Certificates Help the Weary," Christmas in Taos

HM - Kathryn Cordova, "Embroided in Witchcraft," High Country Magazine; "Toney Reyna's Christmas," Christmas in Taos

### **10R - Specialty Articles, Sports**

1<sup>st</sup> - Margaret Cheasebro, "Game, Set and Match," and "Going for the Gold," Majestic Living

### **10S - Specialty Articles, Travel**

1<sup>st</sup> - Bud Russo, "Fall may be just the time" and "Enjoy a walking tour," Southwest Senior

HM - Cheryl Fallstead, "Tombstone full of Old West history," Southwest Senior

### **11A - Columns, Humorous**

1<sup>st</sup> - Wendel Sloan, "Downsized Dreams Easily Achieved," and "Be Wary Whilst Traveling," Portales News-Tribune

2<sup>nd</sup> - Jim Belshaw, "Coffee Klatch or men's club?" The Independent

### **11B - Columns, General**

1<sup>st</sup> - Nancy Marano, "Cat Chat: Adopted Cats Equal Happy Cats" and "A Rock'n Cat Good Time," PETroglyphs

2<sup>nd</sup> - Wendel Sloan, "Nature Opens Up" and "Ancestors Would Be Proud," Portales News-Tribune

2<sup>nd</sup> - Claudette Sutton, "Act V" and "The Queen Bee is Dead!" Tumbleweeds

3<sup>rd</sup> - Kathryn Córdova, Know Your Neighbor, Taos News

3<sup>rd</sup> - Jacqueline Boyd, "The Tools for Schools," Women in Aviation

### **11C - Columns, Informational**

1<sup>st</sup> - Sherri Burr, "The Joy of Interviewing" and "Avoiding Conflicts of Interest," Southwest Sage

### **11D - Columns, Personal Opinion**

1<sup>st</sup> - Merilee Dannemann, "TV advertising comes to the Legislature" and "Secret thoughts from a member of the jury panel" New Mexico News Services

2<sup>nd</sup> - Sherry Robinson, "Too Much Government Help" and "Cleaning up Dodge – again and again," New Mexico News Services

3<sup>rd</sup> - Wendel Sloan, "Facebook Attacks Reveal Hypocrisy" and "Save Us from Rednecks, Racists and Zealots," Portales News-Tribune

3<sup>rd</sup> - Wally Gordon, "Banning Shakespeare in Arizona" and "No Laughing Matter," The Independent

### **14A - Supplements regularly edited**

1<sup>st</sup> and 2<sup>nd</sup> - Leota Harriman, Holiday Haven and Last Minute Shopping Guide, The Independent

### **15A - Newspaper regularly edited**

2<sup>nd</sup> - Cheryl Fallstead, Southwest Senior

### **15B - Magazine or newsletter regularly edited**

1<sup>st</sup> - Claudette Sutton, Tumbleweeds

3<sup>rd</sup> - Ruth Friesen, Wagon Tracks

HM - Sharon Niederman, Beef Council Bullhorn, NM Beef Council

### **18 - Photo Essay**

1<sup>st</sup> - Leota Harriman, "Flamenco," The Independent

"Shooting a live performance is always a challenging assignment... Nice effort."

2<sup>nd</sup> - Reed Haviland, "Centennial History," The Independent

### **20 - Graphics (new category)**

1<sup>st</sup> - Marilyn Stablein, Time on My Hands, Malpais Review

### **23A - Special Programming, Radio**

1<sup>st</sup> - Cheryl Fallstead and Bud Russo, "New Mexico Mile Markers," Explore! New Mexico

### **23B - Special Programming, Television**

1<sup>st</sup> - Glenda and Jason Balas, "Sam Becker: A Profile in Leadership," vimeo

**24 - Interview, Television**

1<sup>st</sup> - Sherri Burr, "Arts Talk with Don Bullis and Slim Randles," UPublic TV

**24 - Interview, Radio**

1<sup>st</sup> - Leora Zeitlin, "The Beijing Guitar Duo," KRWG-FM

2<sup>nd</sup> - "New York Dancer-Choreographer Bill Hastings," KRWG-FM

3<sup>rd</sup> - "Happy Birthday, John Cage," KRWG-FM

**25 - Talk Show**

1<sup>st</sup> - Sherri Burr, "Arts Talk," UPublic TV

**27 - Writing for the Web**

1<sup>st</sup> - Sherry Robinson, "City of Albuquerque," Mid-Region Council of Governments

2<sup>nd</sup> - Kathryn Córdova, The Remarkable Women of Taos

**28A - Website edited or managed**

1<sup>st</sup> - Wendel Sloan, "Monday Memo," ENMU

**30A - Blogs, nonprofit**

1<sup>st</sup> - Marriah Nissen, Lorena Hughes, and Stephanie Nakhleh, "Fifty Shades of WTF?" and

2<sup>nd</sup> - Lisa Hase-Jackson, 200 New Mexico Poems, "200 New Mexico Poems: 100 Poems Celebrating the Past, 100 More for the Future"

3<sup>rd</sup> - Kendra Loring, "Just when you think you have it all figured out" and "A New Chapter," Pony Up Kentucky

**30C - Blogs, personal**

1<sup>st</sup> - Merilee Dannemann, Triple Spaced Again

**32C - Website videos**

1<sup>st</sup> - Melody Groves, Border Ambush Book Trailer

**34 - Advertising campaign**

2<sup>nd</sup> - Kathryn Córdova

**36B - Television advertising**

2<sup>nd</sup> - Wendel Sloan, ENMU TV spot

**37 - Community relations campaign**

1<sup>st</sup> - Kathryn Córdova

**38 - Public Service Campaign**

1<sup>st</sup> - Liz Hamm, My Vote Center

**39 - Marketing program**

2<sup>nd</sup> - Kathryn Córdova

#### **41 - PR Materials, report**

2<sup>nd</sup> - Sherry Robinson, "Optics and Photonics," City of Albuquerque

3<sup>rd</sup> - Diana Sandoval-Tapia, New Mexico Workers' Compensation Administration 2011 Annual Report

#### **42 - PR Materials, magazine**

2<sup>nd</sup> - Cheryl Fallstead, Sierra County Official Visitors Guide

#### **43 - Magapapers or tabloids**

1<sup>st</sup> - Sari Krosinski, Jana Fothergill and Carolyn Gonzales, UNM Today

#### **44A - Newsletters**

1<sup>s</sup> - Kathryn Córdova, The Wagon Wheel, Taos Historic Museums

2<sup>nd</sup> - Diana Sandoval-Tapia, NM Workers' Compensation Administration Quarterly Bulletin

#### **48 - News release**

3<sup>rd</sup> - Wendel Sloan, "Graduate with Guilty Conscience," ENMU

#### **51 - Speeches**

1<sup>st</sup> - Loretta Hall, "Vengeance to Vibrance," Convivial Studio

2<sup>nd</sup> - Melody Groves, "Historic Saloons," Silver City Museum

#### **56 - Novels**

HM - Martha Egan, *An Apricot Year*, Papalote Press

HM - David Sutliff, *The Directors*, Westbow Press

#### **57A - Nonfiction, biography**

1<sup>st</sup> - James McClure and Ezequiel Ortiz, *Don Jose, An American Soldier*, Sunstone Press

2<sup>nd</sup> - Pauline Eisenstadt, *A Woman in Both Houses*, UNM Press

3<sup>rd</sup> - Kathryn Córdova, *Crossroads: The Story of the Antonio Sr. and Luisa Quintana Family*

#### **57B - Nonfiction, history**

1<sup>st</sup> - Lyn Bleiler and Charles Strong, *Santa Fe Art and Architecture*, Arcadia Publishing

2<sup>nd</sup> - Martha Shipman Andrews, *Out of the Shadows: The Women of Southern New Mexico*, Rio Grande Books

3<sup>rd</sup> - Francelle Alexander, *Among the Cottonwoods*

#### **57C - Nonfiction, humor**

1<sup>st</sup> - Slim Randles, *Home Country*, Rio Grande Books

#### **57E - Nonfiction, general**

1<sup>st</sup> - Maggie Macnab, *Design by Nature*, New Riders Press

2<sup>nd</sup> - Sharon Niederman, *Signs and Shrines*, The Countryman Press

3<sup>rd</sup> - Dave DeWitt, *Chile Trivia*, Rio Grande Books



### **58A - Children's books, fiction**

1<sup>st</sup> - Rudolfo Anaya, *How Hollyhocks Came to New Mexico*, Rio Grande Books

### **61A - Creative Verse, single poem**

1<sup>st</sup> - Lisa Hase-Jackson, "Prairie Rumors," Kansas City Voices

2<sup>nd</sup> - Marilyn Stablein, "How to Build a Descanso," New Mexico Poetry Review

### **61B - Creative Verse, book**

1<sup>st</sup> - Steve Ausherman, *Creek Bed Alive*, Encircle Publications

2<sup>nd</sup> - Jane Lipman, *On the Back Porch of the Moon*

2<sup>nd</sup> - Jacqueline Murray Loring, *The History of Bearing Children*, Quercus Publishing

3<sup>rd</sup> - Sari Krosinski, *god-chaser*

### **64- Book edited by entrant**

1<sup>st</sup> - Shirley Patterson and Susan Cho, *Turning Points in Women's Lives*, Nuevo Books

### **Overall Excellence**

The NMPW awards for overall excellence go to the entrants with the highest point score for achievement in individual categories.

Sherry Robinson, an Albuquerque freelancer, won third place.

Kathy Cordova, of Taos, won second place.

Margaret Cheasebro, of Aztec, won first place.

The institutional awards for points earned by employees or associates:

First place goes to Majestic Living magazine, of Farmington.

In second place is The Independent.

Rio Grande Books, of Albuquerque, was third.

## **Membership target of 100 set**



NMPW vice president Sherri Burr, who ... among her many contributions to NMPW ... has taken on the job of membership, presented members at the annual board meeting with a spreadsheet showing 64 members. She challenged everyone at the meeting to find a colleague and encourage their participating in NMPW, with the intent of increasing our membership to 100 in the very near future.

# 2013 Annual Conference Short Takes

Sherry Robinson demonstrates function of computer clip in NMPW conference “goodie” bag.



Some members were a bit perplexed in what to do with the handy device.



During Social Media roundtable Steve Brewer cracked a joke.



Paula Paul ... like most of us ... found it an amusing moment.

This year's Silent Auction filled tables with books, art, and objects of interest. The auction raised \$1,196 for NMPW's scholarship fund. Thanks to everyone who found a treasure to buy and enjoy.



President Cheryl Fallstead presented Sherry Robinson and Chris Burroughs with flowers as a way of saying thank you for chairing this year's conference. Despite all the frustration, anxiety and hard work, they pulled off the conference in grand style. All of those who attended say, "Gracias, mis amigas."



Those 2013 Communications Contest winners, whom we could catch at the end of the meeting, gathered for a quick group photo.



## New Mexico Press Women Board of Directors

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# 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)