

**NMPW thanks sponsors
for their generous support:**

**Los Alamos National Bank
New Mexico Beef Council**

New Mexico Press Women 2009 Convention

April 17-18, 2009

**The Courtyard by Marriott
3357 Cerillos Road, Santa Fe**

About NMPW

New Mexico Press Women, organized in 1950, is an affiliate of the National Federation of Press Women. It is an organization of professional journalists and communicators that promotes the highest ethical standards while looking to the future in professional development, networking and protecting our First Amendment rights.

To join NMPW and NFPW, visit nfpw.org/joinus.htm.



newmexicopresswomen.org

What's happening at NMPW's 2009 convention?

Friday, April 17

4-6 p.m. NMPW Board Meeting

6:45 p.m. Reception and tour of the

Santa Fe New Mexican

Saturday, April 18

7:15-9:15 a.m. Registration

7:30-9 a.m. Breakfast

8-9 a.m. NMPW Membership Meeting

9:15-10:15 a.m. Creating Your Own Niche

A panel discussion with three dynamic freelancing successes: Marjorie Childress of the *New Mexico Independent*, Cindy Bellinger, who started her own newspaper in Pecos, N.M. and Katy Korkos, the former *Los Alamos Monitor* reporter and business owner, now Members Services Coordinator at the Los Alamos Chamber of Commerce. Denise Tessier moderates what promises to be a lively discussion!

**10:30-11:30 a.m. Investigating the
Juarez Murders**

Diana Washington Valdez of the *El Paso Times* will talk about investigating the mass murders of women in Juarez, Mexico.

11:45 a.m.-1:15 p.m. Zia Award Luncheon

The 2009 Zia Award will recognize a New Mexico woman for an outstanding nonfiction book. Sponsored by the New Mexico Beef Council, this promises to be a tasty meal, BBQ style. (Vegetarians are encouraged to attend, and there will be a chance at registration to order a vegetarian meal.)

1:30-2:30 p.m. What Makes a Great Blog?

Moderator R. Thomas Berner investigates the blogosphere with Sophie Martin of the *Duke City Fix*, the *Santa Fe Reporter's* Web editor Zane Fischer and Steve Terrell of the *Santa Fe New Mexican*.

2:45-3:45 p.m. Networking Online

This panel discussion covers the latest in social networking and journalism netiquette. Twitter, Facebook, LinkedIn, MySpace, Message Boards, Web Site Linking, etc.: we'll find out what you need to know about online networking, how to get wired in and explore the pros and cons of hanging out at the (virtual) water cooler. NMPW's new media specialist Sari Krosinsky leads the discussion with Julia Goldberg, *Santa Fe Reporter* and Nora Heineman-Fleck, social media coordinator for the University of New Mexico.

4-5:45 p.m. Free/Networking Time

Enjoy a little down-time or some networking in the Atrium, the pool or at the bar!

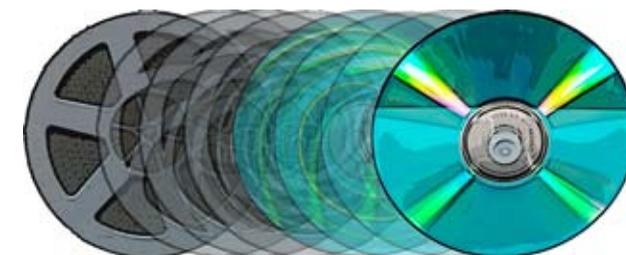
**6-8 p.m. Silent Auction for the Scholarship
Fund and No-Host Bar**

7 p.m. Communication Awards Banquet

Investigative journalist Diana Washington Valdez delivers the keynote address.

**8:15-9:30 p.m. Communication Awards
Presentation**

9:30 p.m. Silent Auction Check Out



About the Speakers

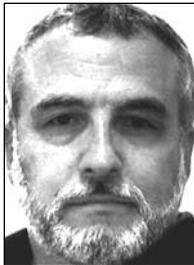
Diana Washington Valdez is an investigative reporter at the *El Paso Times*. She is the author of "The Killing Fields: Harvest of Women" and other books. The documentary "Border Echoes" features her investigation into the murders of women in Juarez. Her work has been nominated for the Pulitzer Prize, and she is a recipient of the Crossing Borders Award, National Association of Hispanic Journalists Frank del Olmo Award, and others.



Cindy Bellinger is an award-winning author and freelance journalist for newspapers and magazines. Since 1976 she's supplemented her freelance paychecks with work as a horse wrangler, ballet teacher, nude model, truck stop waitress and school teacher. She holds a degree in poetry and is a reading specialist. Ten years ago she published *The Woolly Times*, an international quarterly for fiber artists and wool growers. Today she is the publisher of *The Pecos River Gazette*, a monthly community newspaper in the Pecos Valley.



R. Thomas Berner is a professor emeritus of journalism and American studies at Pennsylvania State University who blogs at rtberner.blogspot.com. He's also a freelance writer and photographer, author of two children's books and two novels, and president of the northern chapter of New Mexico Press Women.



Marjorie Childress is one of the voices behind the Albuquerque blog *m-pyre*, founded in 2004. She and her fellow writers dish on life, politics, culture and more politics. In 2008, she began writing for the *New Mexico Independent*, an online news site all about New Mexico politics. When she's not writing, she's a community organizer, vintage quilt dealer and avid reader.



Zane Fischer is the Web editor the *Santa Fe Reporter*. He also reports on the arts and culture industry and writes the multiple awards-winning column "Zane's World."



Julia Goldberg is the editor of the award-winning *Santa Fe Reporter* and author of her own personal blog, hiphopvoterproject.blogspot.com. She contributes to the *Reporter's sfreeper.com* blog as well as *The Huffington Post*. She earned her master's degree in English from the University of New Mexico and is an adjunct faculty member at Santa Fe Community College. She serves on the diversity, membership and editorial committees of the National Association of Alternative Newsweeklies.



Nora Heineman-Fleck is a student at the University of New Mexico. She manages UNM's social networking presence on Facebook, Myspace, Twitter, Upcoming and the Duke City Fix. In the past she has worked for the City of Albuquerque's Web team and blogged for the Duke City Fix.



Katy Korkos was raised in a home where journalism and writing were a major topic of conversation. She attended high school in England, California and Germany, and graduated from the University of California at Santa Cruz with a degree in German Literature in 1973. In 1982 she and her husband moved to New Mexico and bought a restaurant in White Rock which they operated until 2006. When the restaurant closed, she was determined to learn a new trade, and took a job as a reporter for the *Los Alamos Monitor*. She is now member services coordinator at the Los Alamos Chamber of Commerce. Her off hours are spent writing about what she loves and creating her own art.



Sari Krosinsky is a communication associate at the University of New Mexico Communication and Marketing Department. She coordinates the university's podcast and YouTube channel and edits the faculty/staff newsletter. She is also a published poet.



Sophie Martin is the managing editor of the Duke City Fix, a cityblog based in Albuquerque and ranked as a top-10 cityblog in the nation by Placeblogger.com. She began her career in communications in high school, working for the PR department at Children's Television Workshop in New York. Since then, she's directed marketing for Madstone Theaters, UNM's Anderson School of Management, UNM's Popejoy Hall and the Theatre League of Los Angeles, and has executed PR campaigns for the Georgia O'Keeffe Museum, Los Angeles Opera, United World College and others. Through her firm, she works with PR



and marketing clients in the arts, publishing and tourism.

Steve Terrell has worked for *The Santa Fe New Mexican* since 1987. Previous to that, he put in time with the *Albuquerque Journal North* and the *Santa Fe Reporter*. For the past several years he has covered politics at the state Capitol bureau. He also writes a weekly political column, "Roundhouse Roundup" and has written the "Terrell's Tune-up" music column for more than 20 years. Since late 2003 he has had his own blog, which this year split into two: one for music, one for politics. He also produces two weekly music shows for KSFR, Santa Fe Public Radio. Last year he began producing podcasts of his favorite music.



Denise Tessier is a long-time New Mexico journalist who has worked as a daily news reporter, photographer, columnist, editor and editorial writer. She was one of the original journalists on board when the online *New Mexico Independent* debuted last year, and her work has appeared in the *Albuquerque Journal*, *Spin* magazine and numerous regional and national publications, including the *New York Times*. She is a past president of New Mexico Press Women.



REGISTER NOW!

Early Bird Registration ends April 7

Regular registration ends April 13

Accommodations provided by
Santa Fe Courtyard by Marriott
3347 Cerrillos Road 800-777-3347

Full conference registration:

NMPW Members

Early Bird \$130 Regular \$150

Nonmember

Early Bird \$150 Regular \$170

Full-time students \$75

Registration for individual sessions:

Tour of Santa Fe New Mexican on Marcy Street (6:45p.m. Friday): no charge

Saturday with no banquet: \$100 (includes workshops/breakfast/lunch)

Banquet only Early Bird: \$40 / Regular \$50

Breakfast Buffet only: \$20

Zia Award Lunch only: \$25

Workshops only: \$30 each

Creating Your Own Niche

Investigating the Juarez Murders

What Makes a Great Blog

Networking Online

Name_____

Business (Affiliation or freelance)_____

Member Nonmember

Mailing Address_____

City, State, Zip_____

E-mail Address_____

Dietary Needs (e.g. vegetarian)_____

Make checks payable to NMPW
(Sorry, no credit cards accepted.)
Mail check and registration form to:
Sandy Schauer, NMPW Treasurer
P.O. Box 1054
Los Lunas NM 87031-1054
*For more information contact Emily
Drabanski at edrabanski@yahoo.com
or (505) 827-6392*