



The Broadsheet

Newsletter of the New Mexico Press Women

May 2011

Annual Conference Brought Out the Stars

Dr. Beth O'Leary Keynotes Awards Banquet

Our annual conference, held the first weekend in April in Las Cruces, certainly lived up to its name, "Come See The Stars In Las Cruces ." Members who endured the long drive the length of our enormous state were well rewarded.

Our awards banquet keynote speaker was Dr. Beth O'Leary, associate professor of anthropology at NMSU. Dr. O'Leary spoke about archeology on the moon. She presented her talk – Our Lunar Legacy: Space Archeology and Heritage – with great enthusiasm and passion.



Dr. O'Leary's thesis is the heavens belong to everyone, not only those alive today but everyone who ever lived. "The Moon," she said, "especially is a presence in the night sky known to all cultures. It has clocked our days since the Paleolithic. Each human population has a relationship and rights to the moon through its culture, its language, stories, art, and subsistence practices."

She talked of ancient planetariums and observatories in Chaco Canyon, at Stonehenge, and in Mayan culture. Then she rocketed into the current age with a discussion of White Sands Missile Range where V-2s were tested and Launch Complex 39 where Apollo astronauts were launched to the moon. She spoke of Sputnik and Valentina Tereshova, the first woman in space.

What it all means is there is a large collection of historic artifacts resting on the moon. Spent rockets, a lunar rover, flags, experimental apparatus and, of course, the astronauts' trash. They left a lot behind to lighten their load for lunar liftoff and rendezvous with their command modules.

Dr. O'Leary guided us next to the Lunar Legacy Project, which she began eleven years ago. The project has catalogued and documented not only artifacts left on the moon, but also objects in orbit, and earth-bound remnants of human space flight.

Objects on the moon may last for hundreds of centuries, unless future travelers disturb them. Part of the Lunar Legacy Project is to protect the sites. Orbiting objects eventually slip into the denser upper atmosphere and are incinerated. There are, nevertheless, more than 15,000 orbiting objects from gloves and tools to the International Space Station, along with smaller objects like bits of paint too small and numerous to count. To her dismay, Dr. O'Leary has discovered much of the documentation and tools used by engineers and scientists on earth were discarded or destroyed and whatever we can do to retrieve whatever remains is a principal mission of the project.

Her conclusion? "I hope I am not just speaking for myself here but for many in this room. I believe we will go back to the moon, I just think next time they should have an archaeologist on board."

Communicator of Achievement and Communications Competition Awards

Thirty-three members were recognized for their work over the last year, each receiving one or more certificates in the Communications competition. Awards were presented for articles, serials, and graphic design of newspapers and magazines; books; photography, podcasts, and electronic media. The most prolific writer was Yvonne Lanelli, who garnered two first place, five second place, and one third place awards. Margaret Cheasebro earned six awards and a number of other members each received four awards. First-place award winners entries are submitted to the National Federation of Press Women for their national competition, results of which will be announced at the national conference in Council Bluffs, Iowa, in September.

This year's Communicator of Achievement is Bud Russo, who was recognized for his nearly 50-year career as a journalist, novelist, and story teller. [If I may, I am honored to be this year's Communicator of Achievement and humbled to be recognized by so many talented, professional communicators. Thank you.]



Saturday Workshops Piqued Everyone's Interests

Saturday morning, with light breezes and beautifully soft light, saw members assembled in the plaza of Old Mesilla. Pam Porter, NMSU professor and photographer, gave a few instructions and turned the group loose to explore and document what they saw. Following an hour of shooting, the shutterbugs reassembled in a computer lab at the university, where Porter and Bruce Berman conducted a short course in using Photoshop. Berman called it guerrilla photography ... how to quickly bring a photo into color and exposure balance. Each photographer posted her or his photo in a special file, from which Porter created a slide show. You can see the results at



www.nmsuimage.com by scrolling down to "Presswomen discover Mesilla."

Following the Zia Awards luncheon, sponsored by the New Mexico Beef Council, members participated in three workshops. There is a special article in this newsletter regarding the Zia Awards.

The first of the three workshops was about writers' relationships with editors, publishers, agents, and co-authors. Todd Dickson, news editor for The Las Cruces Bulletin, moderated. R Thomas Berner, Sherri Burr, Anne Hillerman, and Linda Jacobs each related their experiences, some of which had positive outcomes, boosting careers. Others dragged the writer through



experiences that must have felt like beds of sharpened glass shards. Each had a word of counsel for writers in the audience. One positive outcome of the discussion was, if you're looking for a publisher, agent, or writing coach, you want to consider attending one of the many professional writing conference held throughout the year.

The next panel consisted of Phil Lewis, NMSU professor and head of the Creative Media Institute, Bill McCamey, Las Cruces film liaison and filmmaker, and Mark Vasconcellos, instructor at Doña Ana Community College and filmmaker. It was moderated by Dani DeLucca, member of Las Cruces Press Women.

The panel discussion quickly evolved into a group discussion of filmmaking in New Mexico, the pros and cons of tax incentives to production companies, the need for more filmmaking infrastructure in southern New Mexico, and job opportunities for the scores of students graduating with intention of joining the industry. The outcome of the discussion was, if New Mexico wants to remain a major location for filmmaking – especially in an intensely competitive global marketplace – it will have to commit to doing those things that bring production companies into the state, and that means incentives, studios, back lots, equipment suppliers, and other support functions.

The final workshop was conducted by Justin Bannister, Communications Specialist at NMSU, who spoke of public relations in the digital age. He first defined public relations and then put it in perspective with social media, like Facebook, Twitter, and blogs. He said if a company or a writer wants to get its message to a targeted audience, digital media are becoming more and more effective in meeting the challenge. The key is being able to craft a message and tell an interesting story.

I did mention our day began with light breezes. But this is southern New Mexico and it's spring. During the day on Saturday wind speeds increased, gusting to nearly 60 mph. The wind picks up and transports fine particulate until locals here ... and visitors ... are engulfed in what looks like a thin coating of a mocha cappuccino. The Organ Mountains disappeared into the dust as did our last event of the conference. Unfortunately, high winds made it impossible to set up telescopes and the Sky Party at Leasburg Dam State Park was cancelled. Thanks, anyway, to Jessica Savage a member of NMPW and publicist for the National Public Observatory, Inc., who arranged the event. We'll have to save the stargazing for another time.



From The Desk of The President

Sharon Niederman



When I look back on 2010-2011, I'll count many accomplishments for the New Mexico Press Women

Despite the tough times and shifting conditions for writers and media folk, our members have continued to thrive and adapt with new publications, websites, blogs, knowledge and skills, all fostered and cheered on by the NMPW.

As members faced that challenge, NMPW celebrated its 60th anniversary for which Denise Tessier and Sandy Schauer produced an outstanding NMPW history book.

The Las Cruces Chapter grew, and the Albuquerque Chapter went through a re-leafing, and I thank Diana Sandoval and her board for the re-vitalization effort.

State wide, NMPW continued to contribute to the future of journalism by presenting the Doris Gregory and the Cary Herz scholarships.

New members joined NMPW and we hoped they would feel welcome to join the endeavor to promote the standards of their profession in NMPW's supportive environment.

Besides working at the state and chapter levels, many NMPW members attended the August, 2010 National Federation of Press Women Convention in Chicago.

I also want to thank Cheryl Fallstead and the Las Cruces Chapter for planning and staging this year's state conference. We know how much hard work, determination and dedication it took.

Susan Walton and Linda Jacobs have to be acknowledged for "great work" on the silent auction; Vice-president and Social Media manager Sari Krosinsky for serving as Zia Award chairman; and Diana Sandoval for guiding selection of the Communicator of Achievement.

Thanks to Treasurer Sandy Schauer and Chris Burroughs for agreeing to run the Communications Contest. Chris Burroughs also managed the High School Communication Contest.

I also have acknowledge Laurie Mellas and her team for running Doris Gregory Scholarship and Cary Herz Photojournalism Award programs; Gail Rubin for handling NMPW publicity and promotion.

Thanks also to NMPW Secretary Anne Hillman for her constant efforts to keep NMPW organized and in-touch; to Bud Russo for his service as Broadsheet provider; to Tom Berner for keeping the Northern New Mexico Chapter invigorated; and Sherri Burr for her excellent First Amendment updates.

Northern Chapter

R. Thomas Berner, President



The Northern Chapter continued on its every-other-month luncheon meeting schedule. Because April was the next month, the annual conference stood in for the chapter's meeting. In February, the chapter had a discussion among members about the editor-writer relationship. We hope to meet at the Institute of American Indian Arts in June to our its digital dome.

Albuquerque Press Women

Diana Sandoval, President



The Albuquerque Press Women have had an active 2011. In January, just prior to the start of the legislative session, we hosted State Representative Larry Larranaga and State Senator Dede Feldmen, both of whom offered a critical look at the upcoming session.

In March, we hosted Ihab El-Kady, who is president of the Islamic Center of New Mexico. He spoke on "A Muslim Perspective: Life in Albuquerque, Strife in the Mideast."

Following the state conference, Albuquerque Press Women will hear a presentation by Monica Armenta on May 9. Ms. Armenta is communications manager for Albuquerque Public Schools and will discuss challenges of being the face of the state's largest public school district.

Our June speaker and topic are not yet confirmed and then the chapter will take a short hiatus in July and August before resuming our luncheon schedule in September.

Las Cruces Press Women

Cheryl Fallstead, President



The Las Cruces Press Women continued its series of luncheon workshops on "Know before you write." In February, Carrie Hamblen, broadcast operations manager for KRWG-FM, took us through being the subject of an interview in her presentation, "What happens when the tables are turned?" She gave members pointers on how to prepare for an interview as well as how to conduct ourselves when we're in the spotlight.

In March, Attorney Matt Holt met with our members at Eddie's Bar & Grill, eliciting a comment from Tom Berner ... "Where else would you meet a lawyer but at a bar?"

Holt's "Know before you write" topic was invasion of privacy and defamation of character, an area of law he said is older than the Bill of Rights. His discussion pointed out the law is not clear-cut on the issue and there are a number of criteria that have to be met before you have crossed the line into illegal territory. He based many of his comments on opinions written by Judd Sutton, New Mexico Supreme Court justice.

The series continues in May with a workshop on the history of wine in Southern New Mexico and understanding the criteria for judging various wines. The workshop will be held at the Rio Grande Vineyard & Winery owned by Gordon and Sandi Steele. This is a working session if you keep in mind 2011 wine festivals begin at the end of the month!

More State Conference News:

Scholarships Awarded to Three Students

NMPW chose non-traditional students as recipients of two Doris Gregory Scholarships and one Cary Hertz Photojournalism Award for 2011. All awardees had returned to school to pursue or discover their dreams.

Winner of one of the \$750 Doris Gregory scholarships, Melisa Danho was working as legal secretary and attending New York University part-time two years ago when she transferred to New Mexico State University and enrolled in the human nutrition and food science program.

"But a siren song came calling from the east side of campus," she said. "I had to take at least one journalism class. I walked in and my heart was captured." She declared a second major. Now a senior, Danho plans to find a journalism job within the food industry.

The second Doris Gregory Scholarship recipient is Tara Trudell, a 42-year-old single mother of four. She is studying graphic design and digital imagery at New Mexico Highlands University. She also received \$750.

Trudell found her first semester back in school an adjustment but worked hard in her classes.

"For the first time in my life I made a 4.0 grade point average," she said. "This scholarship will help me to continue this dream of mine with a peace of mind that I am striving not only for my own goals but also affirming my path so that my children will see my love and dedication and follow their own dreams with such purpose."

The \$2,000 Cary Hertz Photojournalism Award went to Kathryn "Ramey" Newell, a junior at NMSU.

Newell purposely transitioned back to higher education when she recognized that her work in photography lacked "enduring impact."

"I want to make images that matter," she explained.

Topics that interest Newell include border issues, religion, agriculture, and the relationships between humans and animals. A current project focuses on modes of food production in America.

The silent auction held each year at NMPW's Communication Conference Award Banquet supports the Doris Gregory Scholarship program.

NMPW wishes to thank all those who donated items to the auction and to those who bought items in 2011.

Friends and colleagues of Cary Hertz donated the funds for the scholarship in her honor. The Cary Hertz Photojournalism Award will be given again in 2012.

Sandy Schauer, Denise Tessier, and Tom Berner assisted in the award selection process. Berner sent scholarship information to New Mexico colleges and universities. Tessier made the awards presentation at the state conference.

More State Conference News:

2011 Zia Book Awards

The 2011 New Mexico Press Women's Zia Book Award honored New Mexico authors of children's books.

Jenny Sue Kostecki-Shaw received first place for *My Travelin' Eye*, which she wrote and illustrated.

Protagonist Jenny Sue's right eye looks in one direction, while her left eye sometimes wanders. Jenny Sue has a travelin', lazy eye. Although it makes her different, it also helps her see the world in a special way.

Kostecki-Shaw is a freelance illustrator. She studied at the Kansas City Art Institute and The Illustration Academy. This is her first picture book. She lives in Northern New Mexico with her husband, Patrick.

Jennifer Cervantes earned a second place Zia Award for *Tortilla Sun*, the story of 12 year old Izzy who must come from California to spend the summer with her grandmother in New Mexico.

With the help of new friends and a pinch of magic, she finds hidden pieces of her past.

Karen Taschek got the third place award for *Hanging with Bats: Ecobats, Vampires, and Movie Stars*.

This work of non-fiction explores bat fact and bat fiction, highlighting bats' value in ecology and pop culture. Taschek introduces the world's tiniest mammal, the 20-ounce bumble bee bat, the flying fox with a six-foot wingspan and others of the more than 1,100 species of bats.

All three authors read excerpts from their books at the Zia Award luncheon held during the state convention in Las Cruces.

The 2011 Zia Award judges included Leslie Chamberlin, director, Tireman Library, University of New Mexico; Mandy Cumming, assistant librarian, Albuquerque High School; and New Mexico Press Woman Sari Kosinski.

Next year's contest will honor New Mexico authors of nonfiction.

NMPW History Lives On

NMPW Historian Denise Tessier has delivered scrapbooks and notebooks containing NMPW minutes, clippings, and papers to the Center for Southwest Research, which archives these kinds of materials. None of us know what future researchers will be looking for, so it's important to have these materials in a secure place where they will be accessible.

Tessier included a copy of *A History of New Mexico Press Women: 1949-2009*, co-authored by Tessier and Sandy Schauer. NMPW has a rich history and has been a vital part of journalism and communications throughout the state. If you haven't added this book to your library, you're missing an important reference. You can purchase a copy online at Amazon.com or Barnes & Noble for \$14.95. You can also order a copy from Barnes & Nobles in Las Cruces and Albuquerque.

NMPW Ponders Changing Its Name

What's in a name? For some time, New Mexico Press Women has been cogitating over the name. Should we change it? Make it more inclusive? Should we leave it the same and preserve a long and fruitful history?

The world of communications is changing fast. For many of us, it's hard to keep up with the evolution from broadsheets, magazines, and books to iPads, Blackberries, and smart phones, all of which have changed the way we communicate. In a few years, electronic media may be the only way people under 30 communicate. There will always be a need for factual, accurate communications of the highest standards of honesty and integrity. Our society depends on it.

So, the question remains: should we or should we not change our name? Sandy Schauer queried NFPW affiliates about the issue. Several affiliates have changed their names, generally with positive results. Among them are Alaska Professional

Communicators, Delaware Press Association, Media Network Idaho, and North Dakota Professional Communicators. Schauer compiled a report which has been posted on the NMPW web site ... www.newmexicopresswomen.org. We recommend you read the report and think about how you'd like your organization known to the profession and community. The Board will vote on this at the next meeting and will present the issue to the general membership at the next annual conference.

Marianne Wolf-Astrauskas, president, Illinois Women's Press Association, which has maintained its name for 125 years, had this to say about name changes. "Will changing the name of your organization somehow make it better or more current? The name isn't what is important. It is who you embrace as your members that matters. It's the programs you offer. It's the networking you create."

Will a new name help us fulfill this mission?

Supreme Court Rules On First Amendment Cases

The U.S. Supreme Court has decided two important First Amendment cases thus far in 2011. According to NMPW First Amendment Chairman, Sherri Burr.

In *Arizona Christian School Tuition Organization (STO) v. Winn*, taxpayers brought action alleging that Arizona's tuition tax credit allowing Arizona income taxpayers who voluntarily contributed money to a "student tuition organization" violated the Establishment Clause of the First Amendment because they received a dollar-for-dollar tax credit up to \$500 for their contributions.

STO's used the contributions to provide scholarships to students attending private schools, including religious schools.

Supreme Court Justice Kennedy held that taxpayers lacked standing to challenge the tuition tax credit.

In the highly publicized *Snyder v. Phelps* case, the father of a deceased military service member brought action against a fundamentalist church and its members because of their anti-homosexual demonstration near service member's funeral.

The father asserted claims for intentional infliction of emotional distress, invasion of privacy by intrusion upon seclusion, and civil conspiracy.

Supreme Court Chief Justice Roberts' opinion held that: speech of church members who picketed near the funeral of a military service member was a matter of public concern, therefore, entitled to special protection under the First Amendment.

Roberts added the father was not a captive audience at the funeral, for purposes of captive audience doctrine.

Two other cases *Ortiz v. Jordan* and *National Aeronautics and Space Admin. v. Nelson* referenced the First Amendment but did not decide issues related to the Constitutional provision.

Anne Hillerman & Jean Schaumberg Win Authors Awards

Anne Hillerman, NMPW secretary, and Jean Schaumberg, her business partner, will receive Authors Awards from the New Mexico Book Awards program in 2011.

Hillerman and Schaumberg's company, Wordharvest, has supported New Mexico books and authors for many years.

Wordharvest created the annual Tony Hillerman Conference which features New Mexico authors as faculty.

As part of the conference, Wordharvest cosponsors the \$10,000 Tony Hillerman Prize for the best mystery with St. Martin's Press.

This year's Tony Hillerman Conference takes place November 10-12.

Wordharvest also offers the Tony Hillerman Mystery Short Story Contest in collaboration with New Mexico Magazine.

The New Mexico Books Awards Program honors special New Mexicans every year for their contributions to New Mexico's book community.

The Authors Awards will be presented to Hillerman and Schaumberg at the annual New Mexico Book Award dinner in Albuquerque in November.

For information on Wordharvest, the Tony Hillerman Conference and contests, go to www.wordharvest.com.

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Call For News

“We’re goin’ great! Getting the news to all members.” So says Bud Russo, editor. “I really like reading about what other professionals in my field of endeavor are doing, how they are succeeding in making a difference.”

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.