



# The Broadsheet

Newsletter of the New Mexico Press Women

## November 2010

### From The Desk of The President



Sharon Niederman

Times may be tough, but we are cooking! In every corner of the NMPW domain, members are stepping up with great energy and determination to keep this show on the road. We have much good news to share.

\* We marked our 60th Anniversary with a grand party at Flying Star Downtown, where we celebrated the launch of *A History of New Mexico Press Women: 1949-2009*, a beautiful book written and compiled by NMPW Historian Denise Tessier and NMPW Treasurer Sandy Schauer. If you haven't seen this book, go to [amazon.com](http://amazon.com) and become informed and moved by the love and dedication in every page. From the prices on Amazon, looks like this one is already becoming a bit of a collector's item. Turn the pages and become inspired. Know that you are a precious and vital part of NM journalism's living legacy;

\* The Albuquerque chapter is renewed – Take a bow, Diana Sandoval, for assuming the presidency. We are experiencing a recharge of vitality among the scribes, scribblers, and media mavens on the Rio Grande. Seems members took a deeper look at what might be lost if we this affiliation went away, and lo and behold! decided to make the Energizer

Bunny their totem. As of this writing, I am looking forward to an insightful election post-mortem from Joe Monahan, the pre-eminent Santa Fe political blogger, at the Nov. 8 APW meeting. Love him or hate him, admit it, you read him! Nobody wants to miss this close encounter;

\* We hear excellent reports from Cheryl Fallstead of Las Cruces and the brilliant conference that is being planned for April. The buzz is: Do not miss. I recently stayed at the newly remodeled Hotel Encanto, the conference site, and the location is divine, right across the road from the Mesilla Valley Mall, site of the film festival. Add that White Sands Film Festival to all the great conference events and this gathering will provide us all with the how-to, information, inspiration, fun and comradeship we are seeking as we continue to hang on during this "redefinition" of our profession (please see Cheryl's report for details);

\* Huge thanks to the Communications Contest committee for pulling it all together in this, our first year without Connie Gotsch doing all the heavy lifting. A giant panda bear hug to Chris Burroughs for jumping in and volunteering her time to set us up with judges. By us all pitching in, hopefully we can avoid burnout and even enjoy the teamwork of getting this critical and demanding task completed;

\* A big shout out to Gail Rubin, Madame de Publicity, for agreeing to come back on the board and give us what we really need – that PR oomph that we have been lacking. Please visit her blog, the [familyplot.wordpress.com](http://familyplot.wordpress.com), and check out all the great work she is doing on the critical issue of final departure. Congratulations, Gail, on your upcoming new publication;

\* Also, huge congratulations to NMPW Secretary Anne Hillerman for the numerous prestigious book awards she has been picking up – along with speaking engagements. Please visit Anne's blog at <http://blog.annehillerman.com/>. I'm sure she'd like to hear from you about the Tony Hillerman Writing Conference;

\* And if you've stayed with me so far, I invite you all to upcoming events for my new book, New Mexico's Tasty Traditions: Recollections, Recipes and Photos, published by New Mexico Magazine and edited by NMPW veteran and friend Emily Drabanski. Thanks to the great work of my designer, Bette Brodsky, I must say this book of essays and photos on New Mexico foodways is stunning! Please join me at Collected Works, Santa Fe, Dec. 4 at 4 pm; Bookworks, Dec. 5, 3 pm. Do friend me on Facebook; visit my website, [www.sharonniederman.com](http://www.sharonniederman.com), and blog, <http://embracingthenorth.wordpress.com>. (I almost forgot to mention that I am launching a new blog Jan. 1, 2011- "Shameless Self-Promotion One Step at a Time" - soon to be an e-book!)

\* And thanks again to Bud Russo for masterminding another edition of the Broadsheet. We are indeed blessed with your talents and generosity.

\* Our next NMPW board meeting will be Jan. 22, 2011, at the Downtown Flying Star, 8th & Silver SW, Albuquerque, noon - 4 pm. We'll have a working meeting and get the contest entries sorted, packed and ready to mail to the judges.

Wishing you all the best-ever holiday season with friends, family and loved ones. Let us go forth into the new season, celebrate our strengths and continue to grow and share.

## Las Cruces Press Women



Cheryl Fallstead, President

LCPW this year has focused on networking socials and social networking, along with working on the 2011 NMPW state conference, which we will host. We are replacing our regular November meeting by encouraging members to attend a talk by NPR Morning Edition Sunday host Lianne Hansen on November 9. Ms. Hansen is retiring soon and is making a "victory cum farewell" tour. Then, we'll close out the year with our annual holiday potluck. We are welcoming a new member of our board: Program Chair Susan Prosoco, who will be working with us to plan our 2011 schedule of events.

## 2011 NMPW State Conference: See the Stars in Las Cruces

Las Cruces Press Women has been working hard to put together a quality conference for NMPW members. The conference will be held April 8 and 9 at Hotel Encanto. Programs are still being pinned down, but ideas include a pre-conference tour of Spaceport America and a star party. We are excited that NMSU Journalism Professor Pam Porter will be offering a hands-on photography workshop Saturday morning, including a "field trip" to nearby historic Mesilla to shoot photographs. We'll keep you posted as we firm up speakers and topics, but please mark your calendar now and make plans to join us in Las Cruces!

## NMPW Celebrates Publishing of Press Women History

NMPW's history book, *A History of New Mexico Press Women: 1949-2009*, co-authored by Denise Tessier and Sandy Schauer, was launched October 2 in Albuquerque. Past presidents Winifred Rusk, Emily Drabanski and Anne Hillerman, along with other members including Alexandria King, attended the reunion-like event at the Flying Star, where members enjoyed fruit tarts, chocolate mousse, and other treats. Schauer reports that 27 books were sold at the event, and books remain available for purchase from Tessier or Schauer at the launch price of \$10 a copy, all proceeds of which go to the NMPW scholarship fund. The book is also available for \$14.95 on [Amazon.com](https://www.amazon.com). Proceeds of book sales go to NMPW's scholarship fund, which should encourage every member to purchase a copy.



Book signing: Denise Tessier (left) and Sandy Schauer sign copies of NMPW's new history book. In line to buy the first copies are (l to r) Mary Olin Harrell, Sherri Burr, and Emily Drabanski.





Denise Tessier (right) chats with Mary Olin Harrell, NMPW's secretary from 1970-1972.

## 2011 Communication Contest

It's time to start sorting through the clippings, photos, audio and video files, blogs or anywhere else you keep the fruits of your labor. Or ... it's time to think how you can make the projects you're working on the next 60 days the best of the year. Why?

Entries for the 2011 NMPW Communication Contest will be due January 11. There are 81 different categories, so ... if you're in the advertising, journalism, public relations, radio/TV, book writing, or other fields of mass communications, you probably have something to share and a story for the competition. Entries must have been published or broadcast between January 1 and December 31, 2010. The competition is open to all New Mexico residents

The fee for each category entered is \$20 for members and \$30 for nonmembers. You may also send a check for \$84 (\$30 for students or \$35 for retirees) to join the New Mexico Press Women and get the lower entry fee by doing so. Also, by joining NMPW, you become part of the National Federation of Press Women. All first prize winners in our competition qualify for and are forwarded to NFPW for the national awards competition, but you must be a member of NMPW and NFPW for your winning entry to be forwarded.

You can check out the details and rules at <http://newmexicopresswomen.org/2010/10/30/2011-new-mexico-press-women-communication-contest/> as well as download an entry form.

Each entry must be placed in a separate 9" x 12" open-end, unsealed manila envelope. If the entry is too large, use the next larger size. The entrant's name, state, category and subcategory numbers must be clearly marked on the outside of the envelope in the upper right hand front corner (the end where the flap is, but not on the flap). Place all entries in a single larger envelope for mailing. Keep copies of your work. Every effort will be made to return entries that do not go to the national competition, but please do not send your only copy.

Now, we may be preaching to the choir in this issue of The Broadsheet. Those who get the newsletter already know the value of being part of New Mexico Press Women ... And, yes, don't let the name confuse you. NMPW does admit men. So, NMPW members, pass the newsletter along to colleagues who are not yet members and encourage them to take part in the competition ... and to join.

If you have questions or need more information, email Sandy Schauer at [schauer722@earthline.net](mailto:schauer722@earthline.net).

## **Children's Book Entries Sought For New Mexican Women Writers' Contest**

If you've published a children's book in 2008, 2009, or 2010 or if you know a woman who did, you're eligible for NMPW's prestigious Zia Award.

Let's make an effort to find the outstanding books written by outstanding authors and make this year's Zia Awards the best ever. Submissions can be made by the author or by someone on behalf of the author. Membership in NMPW is not required, but the writer must be a woman who lives in or has a strong connection to New Mexico. The book may have been published anywhere.

To submit an entry, send a brief cover letter, including complete contact information, the author's biography with her New Mexico connection, and a description of the book. The letter should be accompanied by a copy of the book and a check covering the \$10 entry fee, payable to New Mexico Press Women. Entries must be postmarked no later than January 14, 2011.

Send to:

Sari Krosinsky  
Zia Book Award Chair  
315 Terrace Street SE  
Albuquerque, NM 87107

All entries are considered a donation to the Press Women and will be part of the silent auction during the annual conference to raise scholarship funds.

For more information, go to <http://newmexicopresswomen.org/2010/09/26/childrens-book-entries-sought-for-n-m-women-writers-contest/>.

## Check Out Gail Rubin's The Family Plot Blog

If you've never taken time to look at Gail Rubin's blog ... The Family Plot Blog: Funeral Panning For Those Who Don't Plan To Die ... <http://thefamilyplot.wordpress.com> ... you really should devote a few minutes. I assure you it will be time well spent and I'll be surprised, if you're like me, you don't spend more than a few minutes.

Gail has taken on the challenge of attending funerals, mostly of people she never knew. Her goal, she says, is to help everyone understand funerals are a part of life and, if we're wise, we'll plan ours while we're still alive. I worked seven years at Graceland Cemetery in Milwaukee. We buried nearly 1,000 people a year and most were unplanned. Those that were were much easier on families and friends; less stress and less sense of tragedy, although some deaths were tragic enough.

Gail's stories are interesting and, as she reports, they've given her ... and her blog followers ... a new appreciation of life and love.

Take a minute and see what she's doing. It's far more engaging and much more sensitive than traditional obituaries.

Bud Russo

## NMPW Board Members & Contacts

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**Please send chapter and member news to Bud Russo, editor, at [abrusso@zianet.com](mailto:abrusso@zianet.com).  
Many of our members are active bloggers. Please send your URL's and a brief description  
so we can spread the word. Next issue will be January. Copy deadline is December 23.**