



# The Broadsheet

Newsletter of the New Mexico Press Women

## August 2014

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### From the Desk of the President

Cheryl Fallstead



With the time following the annual conference the quietest of the year in terms of NMPW activity, this report will be brief. At the meeting in Las Cruces in April 2014, our bylaws were updated, but our name remains the same. We had a small profit from the conference and set funds aside for our scholarship, thanks to a successful silent auction. Plans are already going strong for our 2015 conference at Ghost Ranch, thanks to Conference Chair Sherri Burr and our new treasurer, Loretta Hall.

At this time, most board positions are filled. However, we have openings for historian and parliamentarian (a non-voting position), so if you are interested in one of those jobs, please contact me at [cfallstead@hotmail.com](mailto:cfallstead@hotmail.com).

As always, it is important for our organization to increase membership, offer valuable programming and maintain fiscal viability. In this time of change in the communications profession, we must be even more creative in marketing NMPW. We each must be a champion for the organization: tell other media professionals about the organization, explain why we joined, and suggest reasons it would be a benefit for others to become a member. Invite people to join us!

# Albuquerque Press Women

## Diana Sandoval-Tapia, President

This is Diana's last report as president of APW: For APW, I completed my second, two-year term in June with the election of the new slate. Karen Wentworth was elected APW president and will now represent the chapter on the state board. I am confident Karen will do a fabulous job! Many thanks and congratulations to Karen!

If you haven't met her, this is Karen Wentworth:



Welcome to the board, Karen.

# Las Cruces Press Women

## Cheryl Fallstead, President

After several blockbuster events (well, at least very well attended), we tried some niche workshops such as the job of the public information officer and the life of a sports writer. However, these workshops, while informative, interesting, and even fun for the presenters, failed to fill the room. We are in the process of brainstorming topics for our 2014-15 "season" and are looking for ideas that will again draw a larger crowd.

We are also looking to offer programs that are a member benefit as our meetings are free and open to the public (because of the policy where we hold our meetings). The first is what we are calling The Writer's Block. The idea is to offer a members-only critique group, specifically (at least at first) for article pitches. We'll get together for about an hour and run our story pitch ideas past the others in attendance in order to refine and improve our skills/pitches. Our board-member-only practice session was this Wednesday, July 16.

Our board underwent a change recently as our long-time vice president Elaine Stachera resigned due to other volunteer responsibilities. Cassie McClure, our new NMPW secretary and formerly the LCPW publicity chair, stepped up to fill the vacancy. We are

recruiting a new publicity chair. We owe a debt of gratitude to Elaine for her years of dedication to LCPW and give our thanks to Cassie for filling this important role!

## 2015 NMPW conference announced

Sherri Burr, state conference co-chair, reports, "Save the Date. New Mexico Press Women to host annual conference in Ghost Ranch from April 24 to April 26, 2015."

## Meet "The Beat"

Mary Alice Murphy is a Silver City-based freelance writer/photographer who is a member of the New Mexico Press Women. In our last communications competition, Mary Alice won second place for her photo essay and third place in the continuing coverage or unfolding new category. While we think of a freelancer's work in print, Mary Alice communicates via the Internet.

She reports: "The Grant County Beat ... [www.grantcountybeat.com](http://www.grantcountybeat.com) ... grew from an idea I had. In September 2010, I had the Beat, as it has come to be called, up and running, using very simple software. The Beat has evolved into using a sophisticated content management system, which, so far, seems limitless for my ideas.



"The Why comes in because, for most of my life, I had been trying to decide what I wanted to be when I grew up. I discovered my *raison d'être* in reporting. I loved, and still thoroughly enjoy, reporting the news from meetings and covering events through photography. My passion is to inform readers of what is happening in their community.

**Mary Alice Murphy**

"Originally, I planned the Grant County Beat to serve ... well ... Grant County, NM, but I soon discovered that people from all over the state were reading it online and sending news releases to me to post. So, other than the calendar and the front page, which I keep more local or of local interest, the rest of the news is regional, statewide, and even national, especially from the New Mexico Congressional Delegation.

"The Beat is updated almost all day long, as news releases arrive in the email inbox, and as my few freelancers and I write articles about local meetings and events.

"The readership of the Beat continues to grow to new heights. Readers have begun to sign up in greater numbers for a thrice-weekly update, which sends links to front-page news and local news releases to their inbox."

# Four First Amendment cases reported

George Bach, First Amendment chair, reports on four cases before the Supreme Court involving First Amendment issues:

*Wood v. Moss* involves the contours of Secret Service protective zones around the President and his motorcade. During a visit to Jacksonville, Oregon, President George W. Bush decided to stop at a local restaurant for dinner. The Secret Service ordered protesters in front of the restaurant be moved, all of whom were anti-Bush protestors. The protestors allege viewpoint discrimination because supporters were not moved from their location near the restaurant. The Secret Service claims the decision was viewpoint-neutral because the supporters were not in range of the President at the restaurant. In a unanimous opinion, the Court held, "No decision of this Court so much as hinted that their on-the-spot action was unlawful because they failed to keep the protesters and supporters, throughout the episode, equidistant from the President." The decision is a narrow one on the facts of the case. The Court could not find the agents were engaging in viewpoint discrimination in violation of the First Amendment.

In *Lane v. Franks*, the plaintiff employee claimed he was retaliated against (terminated) for testifying in response to a lawfully-issued subpoena. Distinguishing the former case of *Garcetti v. Ceballos*, the employee argued testifying was not a part of his job duties, and therefore, he had a First Amendment claim against his employer for retaliation against him for speaking out on a matter of public concern. *Garcetti* held public employees cannot pursue First Amendment claims for speech they engaged in as a part of their job duties. The Court unanimously agreed with the plaintiff that he was speaking as a citizen, not as an employee, when providing truthful, subpoenaed testimony outside the course of ordinary job responsibilities.

In *McCullen v. Coakley*, the Court struck down Massachusetts's selective exclusion law as violating the First Amendment. The law made it a crime for speakers other than abortion clinic "employees or agents . . . acting within the scope of their employment" to "enter or remain on a public way or sidewalk" within thirty-five feet of an entrance, exit, or driveway of "a reproductive health care facility." The Court held the law was not sufficiently narrowly tailored to the governmental purpose. In fact, no other state had fixed buffer zones around clinics.

In a 5-4 decision in *Harris v. Quinn*, the Court held a collective bargaining agreement requiring state-employed, Medicaid home-care personal assistants to pay a fee to a union representative violated the First Amendment. The Court distinguished its past decision in *Abood v. Detroit Bd. Of Education* (permitting the required payment of union dues by non-member public employees), finding the personal assistants here were more beholden to the customers than the state as employers, and thus limited *Abood* to full-fledged public employees.

## Los Alamos high school student wins twice in NFPW High School Communications Contest

Alexandra Hehlen, a student at Los Alamos High School, won two awards in the 2014 High School Communications Contest of the National Federation of Press Women. Alexandra won a third-place award for her columns, *"High-heeled head honcho: how your shoes can get your boot in the door,"* and *"Fashion mythbuster."* She also won an honorable mention for her yearbook layout, a page entitled, *"All over the map."*

The National Federation of Press Women presented awards to 104 students who participated in the 2014 NFPW High School Communications Contest.

The annual contest, endorsed by the National Association of Secondary School Principals and covered by the Dow Jones News Fund *Adviser Update*, is the only nationwide competition of its kind.

The NFPW High School Communications Contest offers 20 categories, including news, feature and column writing; photography; videos; and graphic design. Students initially compete at the state level. First-place winners then advance to the national competition.

This year, 188 of the 890 entries competed at the national level, and 85 entries created by 104 students received national honors.

NFPW sponsors the two-tier contest each year, believing it is vital to encourage the next generation to pursue excellence and perhaps a career in the rapidly changing field of journalism and the broader fields of professional communications.

Journalism advisers use the contest as an incentive and learning tool. Students get constructive critiques from expert judges to help them improve their work.

Winners receive certificates and recognition at state and national awards ceremonies. The national recognition will be Sept. 5 during the 2014 NFPW Conference in Greenville, S.C. Each first-place winner at the national level will receive a \$100 cash prize.

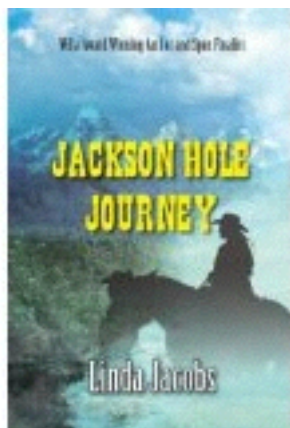
These prestigious awards serve to boost student confidence and to enhance future college or job applications.

## Linda Jacobs' novel a Will Rogers Medallion finalist

The book is called *Jackson Hole Journey*. Written by NMPW member Linda Jacobs, it's the fourth novel she's set in Greater Yellowstone area. And, Linda announced, it's been selected as a finalist for Western Fiction for the Will Rogers

Medallion Award. The awards ceremony will be October 25 at the Texas Cowboy Hall of Fame in Fort Worth, TX.

*Jackson Hole Journey*, Linda says, is the second of her four novels set in Yellowstone National Park and the Wyoming Tetons. The





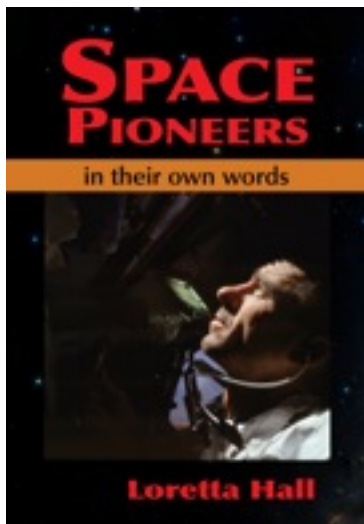
saga begins with *Lake of Fire*, set in the late 1800s. “Journey” extends the story into the next generation. Then things really get interesting. Although characters are not so distinctly related to the past, *Summer of Fire* involves a Houston firefighter who helps battle the wildfires in the park in the 1980s, while *Rain of Fire* introduces other descendants in a fascinating tale involving earthquakes and volcanos in an area of the world whose landscape was formed by a mega-volcano.

Good luck, Linda.

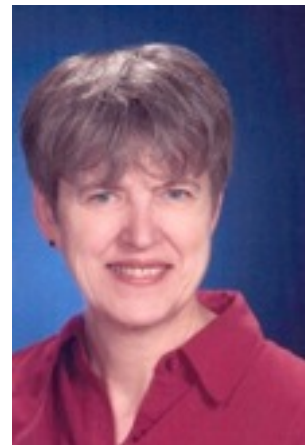


## Loretta Hall's *Space Pioneers* published

Writing a book is like driving off a cliff. There's the skill and thrill of driving toward the brink ... followed by the question in the driver's mind while in free fall: What will the landing be like?



Maybe that's stretching it a bit, but that idea must surely have passed across Loretta Hall's mind when she held the first copy of her latest book, *Space Pioneers in their own words*.“ Loretta spent countless hours perusing oral histories at the New Mexico Space History Museum, gleaned stories of 90 space pioneers from the International Space Hall of Fame represented in the book.



In Amazon's blurb on the book, we learn, “Some of these men and women were well known as astronauts or members of Mission Control for Apollo flights to the Moon, and some were minor players in the programs—people like lab technicians, weather forecasters, welders, and helicopter pilots who supported rocket tests.” Her book takes the reader behind-the-scenes, telling stories that reveal the humanity of people we tend to see as “heroes.” Whether you know the pioneers' names or not, reading their stories, in their own words, will be informative, enlightening, and entertaining.

*Space Pioneers* is the second of Loretta's books on space; the other being *Out of this world: New Mexico's Contributions to Space Travel*. They make a nice set of bookends for anyone's library.

Besides her life-long interest in space travel, Loretta has also written about ecological architecture and multiculturalism. Currently, she is treasurer of New Mexico Press Women as well as a member of SouthWest Writers and the National Space Society, where she is a Space Ambassador.

## NMPW Officers and Committee Chairs

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

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