



The Broadsheet

Newsletter of the New Mexico Press Women

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President's Message

By Regina M. Griego

The fall is here and store shelves are full of Halloween and December holiday items. I am enjoying the cooler morning for my walks.

NMPW gets busy in the fall with our contests and planning our annual conference. I attended the **National Federation of Press Women** (NFPW) conference in Golden, CO, from September 11–14, 2025. It was a successful conference. The opening panel on the State of the Media in Colorado was candid and enriching, speaking to the challenges of journalists, radio, and television.



NFPW Pitching Your Story Panel: Chandra Thomas Whitfield, Regina Griego, Deb Hurley Brobst and Moderator Marilyn Saltzman (top)

We held our first NMPW **Southern New Mexico Communicators Salon** in Las Cruces on September 20 and it was a resounding success. Four authors and artists gave readings and several artists displayed their work. The room was electric with soulful communicators eager to share and support one another. See below for an article about the Salon.

Our **Northern New Mexico Communicators Salon** will be held in Santa Fe on **December 6, 2025**, from 3 p.m. to 5 p.m. It will be held in Santa Fe at the Violet Crown, 1606 Alcaldesa Street, Santa Fe, NM 87501. **Julia Goldberg, Editor-in-Chief** of [Source NM](#), will be our hostess. There will be several speakers from the journalism community. Mark your calendar!

NMPW **Communication Contests**, both professional and high school, begin on **October 15, 2025**, and the early bird deadline is **January 21, 2026**. Be sure to get your entries in early. There are many categories for communicators of all kinds to enter the contest. See our website under [Professional and High School Communications Contest](#) for details.

The prestigious NMPW **Zia Book Award** this year will honor a children's book author. Entries will be accepted **November 1, 2025, through January 29, 2026**. The writer must be a woman who lives in or has a strong connection to New Mexico and published in 2023, 2024, or 2025. Details are in this *Broadsheet* or visit the NMPW website for details.

<https://newmexicopresswomen.org/zia-book-award-contest/>.

The 2026 NMPW Conference will be held on **May 1–2, 2026**, at the Isleta Resort. Our theme is “Resilient Communicators: Thriving in Challenging Times.” We are planning a panel about journalism challenges and new models, an interview panel about public policy and free speech, and a panel about “AI: Communicator’s Friend or Foe.” We will celebrate the Kentucky Derby at the Friday reception, inviting people to wear their favorite colorful hats.

This issue of the *Broadsheet* features two new NMPW Board Members, **Rosa Armijo-Pemble**, our Social Media/Public Relations director and **Ruth Thaler-Carter**, our new Communicator of Achievement director.

Don't forget to pay your 2026 NMPW membership dues (<https://newmexicopresswomen.org/membership/>)! I sincerely appreciate you as members of New Mexico Press Women.

Regina M. Griego
President – NMPW

New Board Members



Social Media/Public Relations Director – Rosa B. Armijo-Pemble is a visual storyteller known for her emotional depth, passion, and unique, artistic vision. She has a BS in technical communications from NM Institute of Mining and Technology. Publications include cover art for SouthWest Writers’ SAGE Challenges trilogy; essay in *Unbreaking the Circle: Voices of the Military, their Families & Caregivers*; poetry in *The Untold Stories*, an Armed Services Arts Partnership anthology. Her piece in the *Holes in Our Hearts* anthology won a NMPW Communications award. Rosa’s work is part of the Bernalillo County Public Art Permanent Collection.



Communicator of Achievement Award Director – Ruth E. Thaler-Carter has been a writer, editor, proofreader, website manager, and speaker for more than 50 years. Ruth was a member of the Missouri Professional Communicators (MPC) affiliate of NFPW, co-chair of and speaker at the 2024 NFPW conference, 2024 recipient of six writing awards from MPC, and speaker at the 2023 NFPW conference. She is active in about a dozen professional associations and looks forward to contributing to NMPW.





New Mexico Press Women Contests

Communications Contest Is Open!

By Carolyn Carlsen

It's kick-off time for more than just football.

The 2026 New Mexico Press Women Communications kick off on October 15, 2025. The state contest is the first tier in the National Federation of Press Women (NFPW) contest. Entries are submitted through the NFPW's Communications [Contest portal](#).

There are 63 categories in a wide range of communication categories, including writing, books, photography, graphics and design, radio and television, web and social media, advertising, public relations materials, communication programs, speeches, information for the media, and collegiate/education. There is a place for everyone.

The New Mexico Press Women's Communications Contests are judged at the state level. A unique aspect is that first-place winners in the state-level contest are eligible to move to the national level of judging — most other contests are regional- or state-level only. NM Press Women also gives out cash prizes to high point winners.

You do not have to be a member of NM Press Women to enter, but to be eligible to move to the national contest, you must be a member in good standing with the National Federation.

Reminder

NMPW operates on a calendar year, so we encourage you to pay your 2026 dues in early 2026. You may pay dues in September–December 2025, and that payment will cover you for all of 2026. If you are currently a member of NMPW, then you have already paid the \$20/year membership fee, and if a student, the \$10/year fee.

*For more info about NMPW, please check our **website***

:<https://newmexicopresswomen.org>

of Press Women. If you are not a member of our organizations, please join us in having an impact and being inspiring during the current uncertain media and communication climate.

A panel of a dozen or more out-of-state judges is carefully selected and matched with categories where they have expertise. The judges give thoughtful and useful comments (even if they might sting a little). The judges are there to help entrants become more proficient in their craft.

All work must have been published or broadcast between January 1, 2025, and December 31, 2025, to be eligible for entry. There is an early bird deadline of noon on January 21, 2026, after which, a \$25 fee will be assessed. The book entry deadline is noon on February 4, with a final noon February 18 deadline for all other entries. State-level contest winners will be announced at the annual NMPW conference, planned for May 1–2, 2026, at the Isleta Hotel and Resort.

As contest co-director, it is fun and inspiring to view the entries as they come in. Entries are vetted individually to make sure they are in the correct category and complete.

New Mexico multi-media folks and wordsmiths are a talented, unique collection of storytellers. Find your best work and encourage your friends and colleagues to enter their work, photos, or other published pieces. It's fun and who knows — you could be the next national winner representing the best of New Mexico.

New Mexico Press Women's Zia Book Award

By Dede Feldman

Every year since 1953, the NM Presswomen has honored an outstanding New Mexico woman author with its prestigious Zia Award. This year, the award will be given to the author of the best children's book who has significant ties to the state. Entries will be accepted beginning **November 1, 2025**, through **January 29, 2026**.

The Zia Awards program operates on a three-year cycle and awards books in three categories: fiction, nonfiction, and children's literature. This year, the award is open to children's authors whose books were published in 2023, 2024, and 2025. Entries should have a strong connection to New Mexico through their settings, characters, and/or themes.

Submissions can be made by the author or someone else on behalf of the author, such as a publisher. Membership in New Mexico Press Women is not required, although it provides a discounted entry fee. The writer must be a woman who lives in or has a strong connection to New Mexico. The book may be published anywhere.

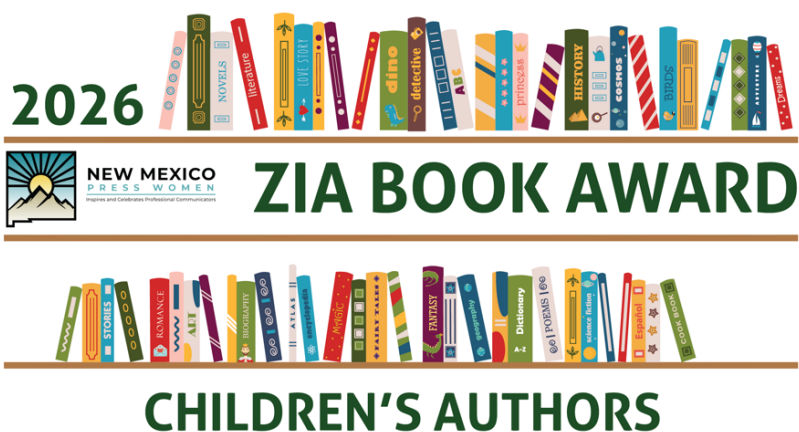
To submit for consideration for the Zia Book Award, send a brief cover letter including complete contact information, the author's biography, a brief description of the book, three copies of the book or one copy of the e-book by January 29, 2026. **Entries should be sent to Dede Feldman, Zia Awards Chair, 1821 Meadow View Drive NW, Albuquerque, NM 87104.**

The entry fee is \$30 for non-members; \$25 for members until December 31; thereafter, \$35 for members and \$50 for non-members); you

may also join New Mexico Press Women at the time you enter but membership is not required for eligibility. Please send a check payable to NMPW to Linda Lockett, NMPW Treasurer, 3 Tierra Madre Road, Placitas, NM 87043.

To be eligible to receive the award, the selected finalists must be available to read at the annual award luncheon during the **NMPW 2026 Conference on Saturday, May 2, 2026.**

Contact: Dede Feldman, 505-220-5958 or dedefeld@comcast.net for questions.



CHILDREN'S AUTHORS

Every year since 1953, the NM Presswomen has honored an outstanding New Mexico woman author with its prestigious Zia Award. This year, the award will be given to the author of the best children's book who has significant ties to the state.

To Submit for Contest:

Scan to Learn More:

- Writer must be a woman with a connection to New Mexico
- Outstanding author published after 2023
- Book can be published outside of New Mexico
- Submit entry with cover letter and authors bio
- Book submission can be from the author or not
- Entrant must be available at NMPW Annual Award Ceremony on Saturday May 2, 2026 at Isleta Resort & Casino in Albuquerque



Contact Dede Feldman at (505) 220-5958 dedefeld@comcast.net



Late Entry: Non-Members \$50 | Members \$35

Early Entrance Fee: Non-Members \$30 | Members \$30 before December 31, 2024

Highlights of first Southern New Mexico Communicators Salon

By Regina M Griego, NMPW President

We held our first Southern New Mexico Communicators Salon on September 20 after the NMPW Board Meeting. Our hostess was **Denise Chávez**, NMPW Southern New Mexico director-at-large. Four board members and artist Maria Baca traveled to Las Cruces from the Albuquerque area for the board meeting and Salon. The minute we walked into the Hilton Garden Inn, Denise and the hotel staff welcomed us. When we went to our rooms, each of us had gift bags with books and goodies welcoming us to Las Cruces, courtesy of Denise. Talk about feeling spoiled! A separate board room was provided for holding our third-quarter NMPW board meeting. The room for the Salon was set up with tables full of work by authors and artists.

The salon began with a welcome from Denise and Regina. Many current and former NMPW members were in attendance. **Cassie McClure, Las Cruces City Council member**, read a proclamation from the Las Cruces Mayor and City Council Saturday, proclaiming “September 20 be a celebration of New Mexico Press Women as it celebrates the work of all communicators, reminding us of their powerful responsibility and gift, whether it be through various media including radio, television, the written word, through education, all media, and myriad professional forms, honoring those who seek truth and who continue to create a world of mutual respect, understanding, and the common good.” It further proclaimed Saturday, September 20, as “**New Mexico Press Women’s Day.**”

Four writers then gave readings, including Damien Willis reading four poems; Cassie reading five of her commentary columns; Denise giving a theatrical reading from her latest book, *Street of Too Many Stories*; and Regina reading from her book, *Sins of the System*. There was a theme about gun culture in our country and the burden it is to our children. Every reading was riveting and many were emotional.

The artists included **Rosa Armijo-Pemblem** (board member), **María Baca**, **Sondra Bradshaw**, **Jake Hale**, **Rosa M**, and **Daniel Zolinsky**. Sondra and Rosa M traveled from Deming to be with us. Rosa displayed her wonderful photography, as did Daniel. María, Sondra, Jake, and Rosa M displayed



*Cassie McClure Reading Proclamation
(photo by Rosa Armijo-Pemblem)*

beautiful paintings and other work. It was delightful to barter with Rosa M and make a heartfelt connection with these beautiful artists.



People stayed and perused and shared for some time while enjoying the bountiful snacks and treats that participants brought to share. There were about 30 participants and the entire event felt magical. People truly connected. Longtime member **Leora Zeitlin** of Las Cruces and new member **Ruth Thaler-Carter**, now of Albuquerque, reconnected at the event — they've been friends since high school!

After the Salon, about 20 people went to iconic La Posta Restaurant in Old Mesilla to share dinner in a room set aside for us by the restaurant. Needless to say, our beloved Denise Chávez has tremendous social capital and connections in Las Cruces. She ran the Border Book Festival for 20 years and painstakingly saw to every detail of our visit to Las Cruces. Thank you, Denise!



Damien Willis and Cassie McClure Reading (photos by Rosa Armijo-Pemblem)



Denise Chávez and Regina Griego Reading (photos by Rosa Armijo-Pemle)



Artist Rosa M and Denise Chávez (photos by Rosa Armijo-Pemle)



Dinner at Iconic La Posta in Old Mesilla (photos by Rosa Armijo-Pemble)



Friends reunited: Ruth Thaler-Carter and Leora Zeitlin

Connections Made with and Through Yolanda Nava

By Rosa B. Armijo-Pemble

The **National Hispanic Cultural Center (NHCC)** proudly welcomed acclaimed, award-winning Mexican American broadcast journalist, celebrated author, and activist Yolanda Nava for a powerful two-day event, free to the public. On October 2 at 6:30 p.m. Nava captivated the audience with the deeply personal and inspirational story behind her memoir ***Through the Dark***. She recounted her harrowing battle with a mysterious illness that ultimately proved to be a rare autoimmune disease, which left her legally blind. Despite the trauma and darkness, Nava shared how she found the strength to move forward and offered a message of resilience and hope.



Maria Estela de Rios (NHCC), Rosa Armijo-Pemble, Yolanda Nava, and Regina Griego (photo taken by Rosa)

Nava's legacy spans decades as a pioneer in the media and a longtime advocate for civil rights. In addition to *Through the Dark*, she is the author of ***It's All in the Frijoles: 100 Famous Latinos Share Real Life Stories, Time-Tested Dichos, and Favorite Folk Tales*** — an exploration of Latino values and cultural wisdom.

Born and raised in Los Angeles, CA, Nava is recognized for her groundbreaking career in journalism. She was the first woman of Mexican heritage

to appear on KNBC, a network affiliate in Los Angeles. Her career spanned local, national, and international news, as she interviewed prominent figures such as Leslie Stahl and Isabel Allende.

In 2003, Nava joined Governor Bill Richardson's administration and served in executive roles in the New Mexico Department of Cultural Affairs, which included leadership positions at the Museums and Monuments of New Mexico and the National Hispanic Cultural Center.

On October 4 at 10:00 a.m., a group of authors, aspiring writers, and those who felt a connection to Nava gathered for a writer's workshop — although most didn't know each other. Nava reflected on her life, sharing personal stories and her ties to New Mexico.

During the workshop, Nava explained that there is no right or wrong way to write. Everyone has their own perspective because if *we are honest in what we share and make no attempt to cover it up but to show the good, bad and ugly, what is written helps others get through their own challenges*. As each person shared their journey and a piece they had written, they not only connected with Yolanda Nava but also formed a bond with one another.

Nava's final piece of advice to workshop attendees was **"sometimes you astound yourself. I do. Cross-connections are made as life has a way of cycling back and forth. Creative work comes through us. There is something within all that tells us to write."**

Member News

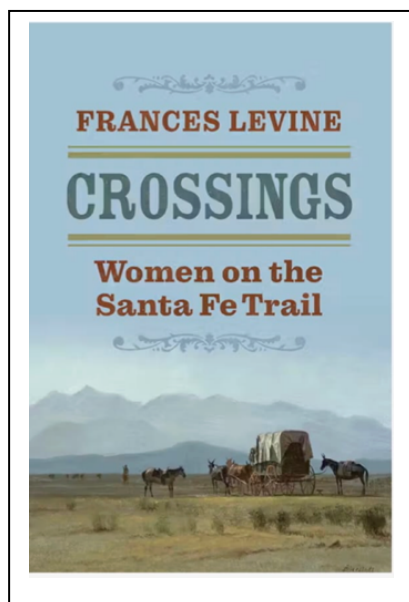


Kathleen M. Rodgers

Released [*The Llano County Mermaid Club*](#) (University of New Mexico Press, October 21, 2025).

The Llano County Mermaid Club tells a story of childhood friendships, an adult affair, and the lost innocence of a group of young girls longing for the sea. Scandal, tragedy, and later, darker discoveries make for an enthralling read.

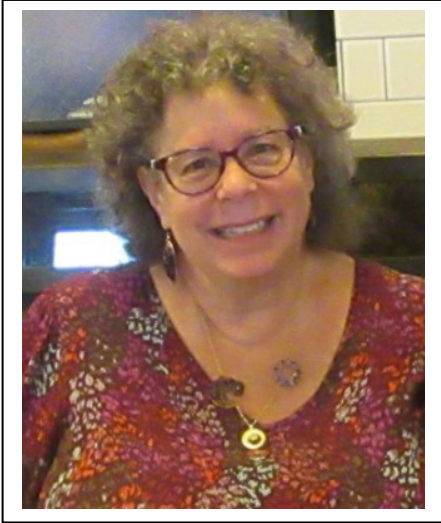
Kathleen is the author of four previous novels, including *The Flying Cutterbucks*, a 2022 NMPW ZIA Book Award finalist. She was born in Clovis, New Mexico, and currently lives in north Texas.



Dianne Layden

Published an article about Frances Levine's new book, [*Crossings: Women on the Santa Fe Trail*](#), which won an award in 2025 from the Historical Society of New Mexico. Levine served as chief executive of the New Mexico History Museum in Santa Fe and Missouri History Museum in St. Louis, at both ends of the Santa Fe Trail.

Dianne will give presentations about Supreme Court Justice Ruth Bader Ginsburg in Albuquerque on Saturday, **November 8**, 1 p.m., at La Mesa Presbyterian Church (free; Copper NE, east of Louisiana and north of Central) and Saturday, **December 13**, 10 a.m., at the Wheels Museum (donation requested; 1100 2nd Street SW, about .5 mile south of Lead).



Ruth E. Thaler-Carter

Will make a presentation about “Freelancing 101” at the Society of Professional Journalists’ MediaFest conference in Washington, DC, on October 15 and about “Speak Up: Becoming a Speaker” at the Cat Writers’ Association conference in Indianapolis, IN, on October 24. She recently was named co-editor-in-chief of the Editors Toronto BoldFace blog, and covered the conference of the American Kitefliers Association in Niagara Falls, NY, for a new client. She is enjoying seeing beautiful hot air balloons cruise past her windows in her first experience of the Albuquerque hot air balloon festival. Her writing work can be seen at <https://americaneditor.wordpress.com/>, among other outlets.



State News

NMPW 2026 Conference – SAVE THE DATE – May 1–2, 2026

The 2026 NMPW Conference will be held on **May 1–2, 2026**, at the Isleta Resort. Our theme is **“Resilient Communicators: Thriving in Challenging Times.”** On Friday, May 1, there will be a reception at 5pm celebrating the Kentucky Derby with a special derby speaker and inviting people to wear their favorite colorful hats. On Saturday morning, May 2, there will be a panel about journalism challenges and new models with Professor of Practice in Journalism, Gwyneth Doland, and an interview panel about public policy and free speech with Dede Feldman. The lunch will be a celebration of the Zia Book Award winner. In the afternoon on May 2, there will be a panel about “AI: Communicator’s Friend or Foe.” The banquet on Saturday, May 2nd will be a celebration of our Communicator of Achievement winner and the Communications Contest winners.

Chapter News

Albuquerque Press Women Friends (APWF) – November 10, 2025

APWF will be meeting at 11:45 a.m. on Monday, November 10th

Veteran journalist and Opinion Page Editor of *The New Mexican*, Inez Russell Gomez, will be the speaker at the Albuquerque Press Women and Friends (APW&F) meeting.

APW&F meets at 11:45 a.m. on the second Monday of each month, except July and August.

Currently, APW&F meetings are held in the back meeting room at Weck’s in Albuquerque on Holly Avenue NE between Wyoming and Louisiana. The official address is 7301 Paseo del Norte, but the restaurant and its parking lot face Holly, not Paseo del Norte.

Attendees may order breakfast or lunch items and receive separate checks. APW&F members pay \$10/year for dues, and guests paying \$5/meeting are welcome to attend.

Northern New Mexico Communicators Salon – December 6, 2025

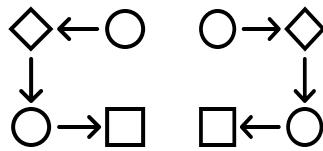
Our next NMPW Communicators Salon will be held in Santa Fe on **December 6, 2025**, from 3 p.m. to 5 p.m. It will be held in Santa Fe at the Violet Crown, 1606 Alcaldesa Street, Santa Fe, NM 87501. **Julia Goldberg, Editor-in-Chief** of [Source NM](#), will be our hostess. Our speakers include:

- **Katie Arnold** an author, journalist and competitive runner. Wrote critically acclaimed memoir, *Running Home*, published by Random House in 2019. She is a contributing editor and former

managing editor at Outside magazine. She has written for *The New York Times*, *The Wall Street Journal*, *Travel + Leisure*, *Runner's World*, *ESPN: The Magazine*, *Elle*, and many others.

- **Gina Rae La Cerva** a geographer and environmental anthropologist. Her first book, *Feasting Wild: In Search of the Last Untamed Food* was recommended by the *New York Times* Summer Reading List and selected as a Best Nonfiction Book of 2020 by Amazon.
- **Emily Withnall** the editor of *El Palacio Magazine* and a writer, editor and instructor
- **Carmella Padilla** the co-founder of the Santa Fe International Literary festival, and an author of numerous books, particularly on Hispanic arts and culture.
- **Carolyn Graham** the editor of *Pasatiempo*, former CEO of NM Magazine and a food author.

There will be a book table and invited artists. Mark your calendar!



Board Members

Reach any NMPW board member by email [here](#) or [here](#). Place the board member's name in the subject line.

NMPW Board Officers:

President: Regina M. Griego

Vice President: Léonie Rosenstiel

Secretary: Susan Walton

Treasurer: Linda Lockett

NMPW Board Members:

Communications Contest Co-Directors: Catherine K. Lynch and Carolyn Carlson

Communicator of Achievement Director: Ruth E. Thaler-Carter

Zia Book Award Director: Dede Feldman

High School Contest Coordinator: Margaret Cheasebro

Historian: Arianna Andreatta

Public Relations/ Social Media Director: Rosa Armijo-Pemle

Broadsheet Director: *vacant*

Scholarship Director: *vacant*

Website Director: Astrid Winegar

Chapter Representatives to the Board:

Albuquerque Press Women Steering Committee Representative: Linda Lockett

Southern Region Member-at-Large: Denise Chávez

Northern Region Member-at-Large: *vacant*