



The Broadsheet

Newsletter of the New Mexico Press Women

March 2016

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From the Desk of the President

Cheryl Fallstead

As my term as president comes to a close, I think about my goal of leaving the organization in as good or better shape than it was when I stepped into the job. At our conference next month, we will elect a new slate of officers, and I'll be handing over the reins to a new president. I want to feel confident when I say, "Things are going great - just keep it going!"

To do that, I want to do everything I can to ensure we have a great board ready to work with our newly elected president. At press time, we are lacking nominees for secretary and treasurer. If you are interested in standing for election for one of these important roles, please contact Sherry Robinson of the nominating committee at robinson@nmia.com.

We also have a wide range of appointed positions in which members may serve. Just check the list of board members later in this newsletter and ponder which role might be right for you. A few of our appointed board members will be staying on, but many have served for quite some time and are ready to let someone else have an opportunity to be actively involved. If you want to talk more about an appointed position, contact me at cfallstead@hotmail.com.

I want to thank everyone who has served on the board during my three years as president of NMPW. This is truly a team effort and without everyone pitching in, we wouldn't have contests, conferences, scholarships, or the other activities provided by NMPW. From the bottom of my heart, thank you.

A group of people working very hard right now is the conference committee from the Albuquerque Chapter. They are ready to welcome us at the Bosque Retreat Center April 22 - 23. Be sure to read later in this Broadsheet all about the conference, then if you haven't already, register at our website: www.newmexicopresswomen.org.

There's a lot going on with NMPW and it's a great time to be an active participant in your professional organization. As the saying goes, the more you put into an organization, the more you get out of it.

Albuquerque Press Women

Karen Wentworth, President

Albuquerque Press Women is focusing on current issues and the people who deal with them. In March, we will hear from Agnes Noonan, president of the Women's Self Sufficiency Team (WESST). They give help and financial support to women-owned businesses throughout the state. Noonan will be discussing the changes she has seen over the last twenty years in what kinds of businesses are starting up and in how they are faring.

Over the past few months, we've also heard from New Mexico in Depth reporter Jeff Proctor on that online site's new Justice Project. He will be looking at how the New Mexico Criminal Justice system is and isn't working. Needless to say APW members are now bombarding him with story ideas. We've also heard from outgoing liberal city councilor Rey Garduño on how the core of the City of Albuquerque has changed, and where it might be headed, and we've heard about property crime from the Albuquerque Police.

In 2014, APW did a strategic plan to help us move ahead to try to build the chapter. We now have 50 members and a number of members are working press. This is something we wanted to encourage. But as we work on the 2016 state conference, we are beginning to understand that working press is any age, any medium, any subject. It's a whole new world.

Las Cruces Press Women

Cassie McClure, President

Las Cruces Press Women kicked off its year February 26 with its first program of the year — Our second annual Journalism on the Border panel, with panelists:

- Monica Ortiz-Urbe, Senior Field Correspondent for Fronteras
- Hugo Perez, Assistant Professor at NMSU in the Department of Journalism and Mass Communications, longtime award-winning news videographer on both sides of border
- Zita Arocha, Senior Lecturer at University of Texas in El Paso in the Department of Communication, director of Borderzine.com
- Lauren Villagran, Border Bureau Chief of the Albuquerque Journal

What else is LCPW up to? At our last board meeting, we discussed the direction of Las Cruces Press Women in the coming year and beyond. We pondered ways to create a sense of camaraderie and unity as a group of professionals or people with interest in the profession. Some ideas discussed were alternating between public events and member-only meetings and hosting workshops throughout the year that give attendees usable skills out the door.

We've discussed tabling at the Farmer's Market and getting more swag and making our members feel like they belong.

Oh, and, we now have our own domain: LasCrucesPressWomen.org. [Woo!]

Northern Chapter

Emily Drabanski and Anne Hillerman, Co-Chairs

Northern New Mexico Press Women members and guests gathered at Joe's Dining to hear "Those Branding Guys:" James Glover and David Hayduk. Emily Drabanski introduced Glover and Hayduk, who each runs his own Advertising/Marketing company (Glover: Once a Day Marketing -- www.onceadaymarketing.com --; Hayduk: HK Advertising -- www.hkadv.com) and together co-host a weekly show--"Ask Those Branding Guys"--on KVSF/101.5 on Mondays from 11 a.m. to Noon.

As a team, Glover and Hayduk work on community development. Jim handles strategy, while Dave "does the technical stuff."

It was also noted Anne Hillerman's latest book, "Rock With Wings," has been nominated by Mountains and Plains Booksellers for best novel of 2016. Cheryl Jamison also has a new radio show, while Jane Phillips, former long-time photographer at The New Mexican, has formed a new company: Jane Phillips Photography (www.janephillipsphotography.com).

Thoughtful. Inspiring.
Keys to this year's annual conference.
You'll not want to miss it.

When was the last time something made you really think? Or inspired you to find a way to talk about things important in your life?

Karen Wentworth and her committee from Albuquerque Press Women have crafted this year's annual conference to do just that.

The 2016 NMPW annual conference will be held April 22 and 23 at the Bosque Center of the Episcopal Diocese of the Rio Grande. Conference fee is \$150. Rooms at Bosque Center are \$45 per night. Details about the Center are at bosquecenter.org.

Having gotten that bit of business out of the way, let's consider the import of this year's conference theme — Shaping the Future of New Mexico: Our role as citizens and journalists.

These are trying times ... with a Presidential election that seems to have run off the rails of common courtesy ... with reports of corruption among politicians and belligerence among certain segments of the populace ... with daily accounts of shootings. Each of us has to consider how to react not only as a citizen but also as a professional communicator. The conference has been designed to assist.

Our Saturday banquet keynote speaker will be Winthrop Quigley, columnist for the Albuquerque Journal. Here's what Quigley wrote for the UNM website on liberal arts & integrative studies:

"I was in college off and on, mostly off, for several years once I graduated from high school. I was already pretty well established in the work place when I decided it was time to work toward a degree. By that time, I knew who I was, and I knew what I wanted to do. I wanted to understand economics and get a solid foundation in statistics and mathematics so I could continue my studies for a master's degree in business with a finance concentration. The BUS program was ideal for me because it was designed for someone who was well along into adulthood and who already knew what academic work was essential to achieving well understood, personal goals. I had been a newspaper reporter when I started the BUS program, but I changed to a business career. I held several senior level jobs, mostly in the computer industry, mostly doing product development. Then in 2000, I returned to the newspaper business. I wrote first for the business page. These days I'm a columnist."

His keynote address should be enlightening.

Quigley's talk, of course, is at the end of the conference. Throughout Saturday, you can take part in three panel discussions.

Panel #1: Land and Water with Laura Paskus, Anita Miller, Laura McCarthy, and moderator Sherry Robinson will look at how media cover land and water issues and what's missing.

Panel #2: Telling the Deep Truth with Alan Webber, Janice Arnold-Jones, and moderator Merilee Dannermann will explore how media cover important general issues.

Panel #3: Crime and Justice with Peter St. Cyr, Judith Nakamura, and moderator Scott Sandin will examine how media cover crime and justice and what is missing.

There will also be the pleasurable Zia Award Luncheon — not only good food but the joy of listening to winners read from their books.

And there are two receptions, Friday and Saturday, with desserts, appetizers, and wine.

NMPW's Silent Auction Supports Emerging Journalists

Each year, during the conference, NMPW conducts a silent auction, proceeds from which fund our scholarship program. It's important to help support students who will emerge from the chrysalis of college into successful journalist butterflies.

We appreciate your support in this endeavor. If you have items to contribute to the silent auction, please let Sherry Robinson (robinson@nmia.com) know and bring the items to the conference. And be sure to bring a handful of dollars. You're certain to find a treasure you can't live without and the students will appreciate your contribution. (Checks and credit cards will also be accepted!)

Who's Our Next Communicator of Achievement?

Diane Sandoval, chair of the Communicator of Achievement Award committee, reports:

It's that time of year again, time to start thinking about nominating someone from your affiliate for the prestigious Communicator of Achievement.

The Communicator of Achievement Award is the highest honor bestowed by New Mexico Press Women and the National Federation of Press Women upon those members who have distinguished themselves within and beyond their profession. The recipient will travel to Wichita, KS, in early September, where she or he will compete with other nominees from other states. The national winner is recognized for exceptional achievement in the communications field, service to NFPW and to the community. The COA Award winner and the runner-up are announced at the Communicator of Achievement Award Banquet at NFPW's annual conference. Each nominee is featured in NFPW's AGENDA newsletter prior to the conference and spotlighted at the awards banquet.

The most recent members of NMPW who have been honored as Communicator of Achievement are: Anne Hillerman, 2015; Sherri Burr, 2014; Carol Kreis, 2013; Cheryl Fallstead, 2012; Bud Russo, 2011; R. Thomas Berner, 2010; Susan Walton, 2009; Cary Herz, 2008; Connie Gotsch, 2007; and Emily Drabanski, 2006. The Communicator of Achievement Award was established in the early 1960s as Women of Achievement. It was changed to CoA in 1991. The first recipient was Frankie McCarty in 1963.

All nominees must be living members, in good standing for at least two years in an affiliate and NFPW (To check on a member's status, please e-mail presswomen@aol.com.) A previous nominee can be named by an affiliate again, as long as he or she has not been honored as NFPW's national COA winner. For specifics on building a nomination packet, rules for entry, nomination form and more, visit www.nfpw.org, then click on competitions and Communicator of Achievement. Also, there is nothing barring self-nomination.

NMFOG Elects New Board Members, Officers

In NMPW's continuing interest in First Amendment rights and transparency in government, the following news release regarding New Mexico Foundation for Open Government is reproduced.

Carl Baldwin, Janice Arnold-Jones, Michael Melody and Sylvia Ulloa to join transparency organization

ALBUQUERQUE - The New Mexico Foundation for Open Government has elected new officers and members to its board of directors to assume office January 1.

At its November meeting, the NMFOG board elected the following officers, all long-time members of the nonprofit board -- Gregory Williams, president; Martin Salazar, president-elect; Billie Blair, secretary; and Robert Trapp, treasurer.

Williams is of counsel to Peifer, Hanson & Mullins and previously served as president of the board for the alumni association of the University of New Mexico School of Law. Salazar is the publisher and editor of the Las Vegas Optic and worked for the Albuquerque Journal. Blair was president of the Santa Fe Community Foundation and has a background in media, marketing and public policy. Trapp is the managing editor for the Rio Grande Sun.

The newly appointed at-large board members are Carl Baldwin, Janice Arnold-Jones, Michael Melody and Sylvia Ulloa.

Baldwin is a public servant, accountant and U.S. Air Force veteran. He has worked in the Office of the State Auditor and served on the Lea County Board of County Commissioners from 1987 to 1994. Baldwin currently owns a private accounting firm operating in Santa Fe and Hobbs.

Arnold-Jones is a former New Mexico State Legislator. She was a candidate for the 1st Congressional District in the 2012 election and ran in the Republican primary election for Governor in 2010. Arnold-Jones was honored by NMFOG in 2010 with the William S. Dixon First Amendment Freedom Award for her demonstrated commitment to government transparency.

Melody is the retired president and CEO of Sage Publications, Inc. He has held senior-management positions with academic publishing companies such as Houghton-Mifflin, Prentice-Hall and Macmillan Publishing Company. Melody currently serves as an officer of the board for the Santa Fe Symphony Orchestra and Chorus.

Ulloa is the managing editor of the Las Cruces Sun-News with 22 years of experience in newspaper journalism. Ulloa is a member of Investigative Reporters and Editors and was formerly an adjunct professor of journalism at San Jose State University.

Also re-elected to the NMFOG board for additional three-year terms were Kathi Bearden, Charles Peifer, Charles "Kip" Purcell, Billie Blair, Fred Nathan, Doug Turner and Dede Feldman.

"We are thrilled to welcome the new board members and incoming officers," Kathi Bearden, NMFOG president, said. "Their collective expertise in the areas of governance, law, finance, leadership and journalism will greatly enhance our organization's ability to protect the public's right to know. The new directors share FOG's passion for bettering the lives of New Mexicans by ensuring an informed public."

NMPW Officers and Committee Chairs

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

Cheryl Fallstead, President
Bud Russo, Vice President & Broadsheet editor
Cassie McClure, Secretary &
Las Cruces Press Women President
Loretta Hall, Treasurer
Chris Burroughs, Public Relations
Ellen Castello, New Media
Carolyn DeVore-Parks, Scholarships
Emily Drabanski, Northern Chapter
Anne Hillerman, Northern Chapter
Marissa Bond, Communications Contest
Diana Sandoval-Tapia, Communicator
of Achievement
Jessica Savage, Zia Book Award
Karen Wentworth, President,
Albuquerque Press Women

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Vacant appointed positions:
First Amendment
Parliamentarian
Historian