

WINNERS FOR NEW MEXICO PRESS WOMEN EXCELLENCE IN COMMUNICATIONS CONTEST ANNOUNCED

Albuquerque, NM – New Mexico Press Women (NMPW) announced winners for the 2008 NMPW Excellence in Communication Contest at their annual state meeting in Albuquerque.

Top individual award-winners were Yvonne Lanelli of Alto for first place, second place tie between Sherry Robinson of Albuquerque and Julie Ann Grimm of Santa Fe, and a three-way third place tie between Sherri Burr of Albuquerque, Emily Drabanski of Santa Fe, and Arin McKenna of Santa Fe. The top organizational award winners were the *Santa Fe New Mexican* (first), *The Alibi* (second) and a tie for third between the *Silver City Daily Press* and *New Mexico Magazine*. A complete list of award winners follows.

"The winners should all be proud. The competition was much greater this year and we had tough judges. Our judges were from out of state with strong professional credentials. I think New Mexico will have some strong contenders at the national level," said Emily Drabanski, NMPW president.

All first place entries in the state competition have been submitted to the National Federation of Press Women's communications contest. Those results will be announced at the NFPW conference in Idaho this fall.

The annual New Mexico Communication Contest recognizes excellence in print or electronic media, books, photography, advertising, public relations, graphic arts and academic journalism in New Mexico. The purpose of the contest is to improve professional skills by recognizing excellence in communication, based on how well a message is communicated, directed to its target audience, and how well it achieves its objectives.

The New Mexico Press Women are meeting for their annual conference at the Marriott Journal Courtyard in Albuquerque. The speakers include author Doug Fine, writing coach Julie Dunlap, Web video specialist Troy Simpson of the Albuquerque Journal and screenwriter Matt McDuffie. Sponsors for the conference include: Los Alamos National Bank, Sandia National Laboratories, Cordova Public Relations, Gallup Independent, Albuquerque Journal, Hobbs News Sun and Rio Grande Sun.

NMPW, the state's largest inclusive media organization since 1949, is an affiliate of the National Federation of Press Women. It is open to men and women, holds an annual communications contest with more than 90 categories, provides scholarships, and has local chapter activities in Albuquerque, Northern New Mexico, and Las Cruces. For more information about New Mexico Press Women, log on to: www.NewMexicoPressWomen.org <<http://www.NewMexicoPressWomen.org>> .

2008 NMPW Excellence in Communication Contest Winners

News Reporting – Non-Daily Newspaper: Demarco, Marisa, *The Weekly Alibi*, 1; McCormack, Simon, *The Weekly Alibi*, 2.

News Reporting – Daily Newspaper: Grimm, Julie Ann, *Santa Fe New Mexican*, 1; Mayfield, Dan, *Albuquerque Journal*, 2; Haywood, Phaedra, *Santa Fe New Mexican*, 3.

Continuing Coverage or Unfolding News: Demarco, Marisa, *The Weekly Alibi*, 1; Grimm, Julie Ann, *Santa Fe New Mexican*, 2.

Enterprise Reporting: Chisholm, Christie, *The Weekly Alibi*, 1; Rayburn Rosalie, *Rio Rancho/ABQ Journal*, 2.

Special Series: Matlock, Stacie, *Santa Fe New Mexican*, 1; Harrison, Robyn, *Mountain Mail*, 2; Haywood, Phaedra, *Santa Fe New Mexican*, 3.

Editorial/Opinion – Non-Daily Newspaper: Dalness, Amy, *The Weekly Alibi*, 1.

Editorial/Opinion – Daily Newspaper: Burr, Sherri, *Albuquerque Journal*, 1; Murphy, Mary Alice, *Silver City Daily Press*, 2.

Feature Story – Non-Daily Newspaper: Demarco, Marisa, *The Weekly Alibi*, 1; Noskin-Taichart, Pari, *Local Flavor Magazine*, 2; Grant, Kay, *Copley News Service*, 3; Chisholm, Christie, *The Weekly Alibi*, HM.

Feature Story – Daily Newspaper: Haywood, Phaedra, *Santa Fe New Mexican*, 1; Clark, Carol, *Los Alamos Monitor*, 2; McKenna, Arin, *Santa Fe New Mexican*, 3; Rubin, Gail, *Albuquerque Tribune*, HM.

Feature Story – General or Specialized Publication: Grant, Kay, *New Mexico Magazine*, 1; Yvonne Lanelli, *Wilderness Medical Society*, 2; Drabanski, Emily, *New Mexico Magazine*, 3; Berner, R. Thomas, *State College Magazine*, HM.

Personality Profile: Grimm, Julie Ann, *Santa Fe New Mexican*, 1; Gotsch, Constance, *Arts Perspective*, 2.

Special Articles

Business: Robinson, Sherry, *New Mexico News Service*, 1.

Agriculture: Noski-Taichart, Pari, *Local Flavor Magazine*, 1; Matlock, Stacie, *Santa Fe New Mexican*, 2; Robinson, Sherry, *New Mexico News Service*, 3.

Arts & Entertainment: McKenna, Arin, *Santa Fe New Mexican*, 1; Mayfield, Dan, *Albuquerque Journal*, 2; Gotsch, Constance, *Four Corners Free Press*, 3.

Health & Fitness: Yvonne Lanelli, *Wilderness Medical Society*, 1; Aboytes, Iris, *Sandia Lab News*, 2.

Education: Robinson, Sherry, *NM Business Roundtable for Educational Excellence*, 1; Burroughs, Christine, *Sandia Lab News*, 2.

Government or Politics: Grimm, Julie Ann, *Santa Fe New Mexican*, 1.

History: Cordova, Kathy, *La Herencia*, 1; Robinson, Sherry, *New Mexico News Service*, 2.

Home: McKenna, Arin, *Santa Fe New Mexican/Ideas Home Guide*, 1.

Reviews: Carr Cassyle, Jessica, *The Weekly Alibi*, 1; Drabanski, Emily, *New Mexico Magazine*, 2.

Sports: Demarco, Marisa, *The Weekly Alibi*, 1; Yvonne Lanelli, *Vamonos!*, 2; Yvonne Lanelli, *Vamonos!*, 3;

Travel: Yvonne Lanelli, *Platinum Magazine*, 1; McKenna, Arin, *Santa Fe New Mexican/Native Treasure Feliz Navidad*, 2.

Rotating Subject – Nature: Matlock, Stacie, *Santa Fe New Mexican*, 1.

Personal Columns – Humorous: Yvonne Lanelli, *Vamonos!*, 1; Cordova, Kathy, *Silver City Daily Press*, 2.

Personal Columns – Informational: Yvonne Lanelli, *Vamonos!*, 1; Cordova, Kathy, *Silver City Daily Press*, 2; Burr, Sherri, *Southwest Sage*, 3.

Personal Columns – Specialized: Mayfield, Dan, *Albuquerque Journal*, 1; Griego, Dayna, *Silver City Daily Press*, 2; Burr, Sherri, *Southwest Sage*, 3.

Page Regularly Edited by Entrant – Non-Daily Newspaper: Marrich, Laura, *The Weekly Alibi*, 1.

Section Edited by Entrant – Non-Daily Newspaper: Marrich, Laura, *The Weekly Alibi*, 1.

Sections' Supplements Edited by Entrant – Non-Daily Newspaper: Marrich, Laura, *The Weekly Alibi*, 1;

Sections' Supplement Edited by Entrant – General or Specialized

Publication: Kreis, Carol, *Newsweek Education Program*, 1 and 2.

Publications Regularly Edited by Entrant – Non-Daily Newspaper: Allen, Steven

Robert, *The Weekly Alibi*, 1;

Publications Regularly Edited by Entrant – General or Specialized

Publication: Drabanski, Emily, *New Mexico Magazine*, 1; Becenti, Karyth, *New Mexico Woman*, 2.

Page Layout: Rel, Gerald, *NMSU Annual Reports*, 1.

Headline Writing: Shaprio, Andrea, *Santa Fe New Mexican*, 1.

Photography – Daily Newspaper News: Coleman, Cynthia, *Silver City Daily Press*, 1; Phillips, Jane, *Santa Fe New Mexican*, 2; Sieg, Stina, *Silver City Daily Press*, 3; Murphy, Mary Alice, *Silver City Daily Press*, HM.

Photography – Daily Newspaper Features: Phillips, Jane, *Santa Fe New Mexican*, 1; Sieg, Stina, *Silver City Daily Press*, 2.

Photography – Daily Newspaper Photo Essay: Pierson, Meghan, *Silver City Daily Press*, 1.

Photography Other than Newspaper - Features: Kepler Ross Jean, *New Mexico Magazine*, 1, 3 and HM; Berner, R. Thomas, *New Mexico Magazine*, 2;

Photography Other than Newspaper - Sports: Phillips, Darren, *NMSU Rec Sports Calendar*, 1.

Radio Report: Gotsch, Constance, *KSJE-FM*, 2.

Radio Special Programming: Gotsch, Constance, *KSJE-FM*, 2.

TV Special Programming: Balas, G and Balas J, *University of New Mexico*, 1.

Radio Interview: Gotsch, Constance, *KSJE-FM*, 3.

TV Talk Show: Burr, Sherri, *Comcast Cable Channel 27*, HM.

Writing for the Web – Commentary: Carr Cassyle, Jessica, *Alibi.com*, 3.

Web site editing: Carr Cassyle, Jessica, *Alibi.com*, HM.

Web site development: Sari Krosinsky, *UNM*, 2.

Print Media Advertising - Retail: Deforest, Dale, *Santa Fe New Mexican*, 1; Hilbert, Elspeth, *Santa Fe New Mexican*, HM.

Print Media Advertising - Institutional: Chandler, Lydia, *New Mexico Voices for Children*, 2; Cecere and Hilbert, *Santa Fe New Mexican*, 3; Hayse and Ilorente, *NMSU*, HM.

Print Media Ad Campaign: Cecere and Fowler, *Santa Fe New Mexican*, 1; Dorman Dohnia, *Sandia Prep*, HM.

PR/Publicity – Community Program: Todd, Evy, *KNME Science Café*, 2; Cecere, Nic, *Santa Fe New Mexican*, HM.

PR/Publicity – Marketing Campaign: Rubin, Gail, *NM Energy Conservation and Management Division*, 2.

PR Printed Materials

Magazine Four-Color: Conrad, Mary, *UNM Alumni Relations*, 2.

Tabloid Four-Color: Wright, Jennifer, *Muz Ink*, 2.

Newsletter 1 to 3 Color: Berner, R. Thomas, *Rio Rancho Home Owners Association*, HM.

Newsletter Four-Color: Krosinsky Fothergill Mellas Gonzales, *UNM*, 2; Robinson, Sherry, *D W Turner*, HM.

Newsletter CD/Electronic: Dorman Dohnia, *Sandia Prep*, 2; Volkin, Laurie, *Lovelace Health System*, 2 (tie).

Brochure 1 to 3 Color: Kayne, Sharon, *New Mexico Voices for Children*, 1; Dorman Dohnia, *Sandia Prep*, 2.

Direct Mail Marketing: Dorman Dohnia, *Sandia Prep*, 1;

55-A: Burroughs, Christine, *Sandia Labs*, 1;

Information for the Media: Burroughs, Christine, *Sandia Labs*, HM.

Speeches: Burr, Sherri, *University of Kansas*, 1.

Achievement Research – Faculty Adviser of Student Publications: Stovall, Pamela, *UNM/Gallup*, 2.

Books - General Non-Fiction: Drabanski, Emily, *Far Country Press*, 1; Herz, Cary, *UNM Press*, 1 (tie).

Books - Biography/Autobiography: Cordova, Kathy, *Edward Lujan*, 2.

Books - History: Hey, Nigel, *Potomac Books*, HM.

Books - Instructional: Davis, Marcie/Bunnell, Melissa, *Alpine Publications*, 1.

Books - Fiction Novel: Jacobs, Linda, *Gold Imprint Medallian Press*, 1; Schauer, Sandy, *Booksurge*, HM.

Books - Children's Fiction: Berner, R. Thomas, *Marquette Books*, 2.