

The BROADSHEET

New Mexico Press Women March 2009 Vol. 32 No. 8

Save the Date!

Saturday, April 18th NMPW Annual Conference and Banquet

The annual NMPW conference and banquet is slated for Saturday, April 18 at the Courtyard by Marriott at 3357 Cerillos Road in Santa Fe.

Until March 18th you can get a great rate on a room at the Marriot – just \$92 for *run of house* or *double queen*. A *king suite* will set you back only \$102. That's per night (plus tax) for Friday, April 17, and Saturday, April 18. Call the Courtyard by Marriott Santa Fe at 800-777-3347 and say you're with New Mexico Press Women to get our great rate.

Get your reservation today! Rooms will only be held until March 18.

Conference Schedule Drafted

The 2009 Annual NMPW Conference promises to be riveting. Our keynote speaker (7:30 pm) is ***Diana Washington Valdez***, an investigative journalist from the El Paso Times who has been deeply involved in coverage of the Juarez murders of women. We've planned panels and activities guaranteed to be of professional interest – and the networking opportunities can't be beat!

It all happens on Saturday, April 18th. Highlights of the one –day program include:

7:15-9 Registration

7:30-9 Breakfast

8:00-9 NMPW Business Meeting

9:15-10:15 **Creating Your Own Niche**

A panel discussion with three dynamic freelancing successes: *Marjorie Childress* of the New Mexico Independent, *Cindy Bellinger*, who started her own newspaper in Pecos, NM and *Katy Korkos*, the former Los Alamos Monitor reporter and business owner, now Members Services Coordinator at the Los Alamos Chamber of Commerce. *Denise Tessier* moderates what promises to be a lively discussion!

10:30-11:30 **Diana Washington Valdez**

Ms. Valdez will talk about investigating the mass murders of women in Juarez, Mexico.

11:45-1:15 **Zia Award Luncheon**

Sponsored by the New Mexico Beef Council, this promises to be a tasty meal, BBQ style. (Vegetarians are encouraged to attend, and there will be a chance at registration to order a vegetarian meal!)

1:30-2:30 **What Makes a Great Blog?!**

Moderator *R. Thomas Berner* investigates the blogosphere with *Sophie Martin* of the Duke City Fix, the Santa Fe Reporter's Web editor *Zane Fischer* and *Steve Terrell* of the Santa Fe New Mexican.

2:45-3:45 **Networking On-Line**

This panel discussion covers the latest in social networking and journalism netiquette. Twitter, Facebook, LinkedIn, MySpace, Message Boards, Web Site Linking, etc.: we'll find out what you need to know about on-line networking, how to get wired in and explore the pros and cons of hanging out at the (virtual) office water cooler. NMPW's New Media specialist Sari Kronisky leads the discussion with Julia Goldberg (Santa Fe Reporter) and Nora Heineman-Fleck from UNM.

7pm **Communications Awards Banquet**

Investigative journalist *Diane Washington Valdez* delivers the keynote address, and the *Communications Awards* are presented.

Herz, Gregory Scholarship: **Update and Deadline for Applications**

Contributed by Laurie Jean Mellas-Ramirez

One of the highlights of our annual NMPW conference comes when we award scholarships to college students. Two \$750 ***Doris Gregory*** scholarships will be awarded to selected students currently studying across the spectrum of communication and journalism. Due to the generosity of friends who contributed to a special fund in memory of our dear member ***Cary Herz***, we will also present a \$2,500 scholarship to a photojournalism student.

This year's endeavor will be especially meaningful as we honor Cary and assist students who face some particularly trying times.

The main criteria for NMPW scholarship awards are career potential and financial need, although scholastic standing is a consideration. Students must be New Mexico residents enrolled at/attending a Post-Secondary/Higher Education institution. Applicants are required to send samples of their work, proof of financial need, an academic transcript, a letter of recommendation, a letter of intent with career goals and the application form.

Copies of the application forms can be downloaded at www.newmexicopresswomen.org. Financial aid officers and higher education journalism chairs have been notified about this year's NMPW scholarship opportunities.

Complete application packets must be postmarked by Friday, March 13, 2009, and sent to:

Laurie Mellas, NMPW Scholarship Chair
3939 Rio Grande Blvd. NW
Casita 53
Albuquerque, NM, 87107

Presentation of Awards

Awards will be presented to the winners of the *New Mexico Press Women's 2009 Communication Contest*, the *High School Communications Contest* and the *Zia Award* on April 18th at the NMPW Annual Conference and Banquet in Santa Fe. Good luck to all who entered these prestigious competitions.

The *Communications Award* recognizes excellence in print or electronic media, photography, advertising, public relations, graphic arts and academic journalism in New Mexico.

The *High School Communications Award* is part of the National Federation of Press Women (NFPW) High School Communications Contest. It inspires students to do their best work, which earns them recognition and reflects well on their teachers/advisers. The National Association of Secondary School Principals has placed the contest on its "NASSP National Advisory List of Contests and Activities," which can be found on the Web site, www.nassp.org.

Students enter work in one of 14 categories: Editorial, Opinion, News Story, Feature Story, Sports Story, Columns, Feature Photo, Sports Photo, Cartooning, Review, Graphics, Single-Page Layout, Double-Track Layout and Environment.

First place winners continue to the NFPW High School Communications Contest and will compete with students from all over the country in their respective categories. Professional journalists judge all New Mexico entries and provide written comments on the work, which are returned to the students. All first place, second place, third place and honorable mentions receive certificates.

The *Zia Award* honors an outstanding New Mexican writer. In 2009 it is designated for a writer of non-fiction.

Free Work Search Class Offered

Submitted by Kathi Brown at the NM Commission on the Status of Women

COMMISSION ADDS ADDITIONAL *EFFECTIVE WORK SEARCH SKILLS* WORKSHOP IN RESPONSE TO POPULAR DEMAND

ALBUQUERQUE, NM (February 12, 2009) — With so many people looking for employment, what can you do to increase your odds of landing a job? Learn how to effectively market yourself to find the right job! The NM Commission on the Status of Women's Displaced Homemakers Office will offer a **free** class, *Effective Work Search Skills*, on **Thursday, March 12, 2009 from 9:30 AM to 3:30 PM**. The class will be held in the Kachina Room on the 8th Floor of 300 San Mateo Blvd. NE, in Albuquerque.

Register for this free workshop and discover how to:

- Identify Skills and Interests
- Write an Effective Résumé
- Tap into the Hidden Job Market
- Prepare for Today's Interviewing Process

Seating is limited so registration is required. Contact Lorraine Bantista for additional information and registration at 222-6600. If you have a disability and require specific assistance to participate in this meeting, please contact the Commission at 505-222-6600 or 1-800-432-9168 at least 10 days before the meeting. TTY/TDD users, please call NM Relay at 1-800-659-8331. Public documents can be provided in various accessible forms.

Chapter News

Las Cruces Press Women

contributed by Cheryl Fallstead

The Las Cruces Press Women are developing a calendar for the year that includes:

- A May talk by a Mexican journalist.
- The Annual Meeting in June.
- In July, a workshop on graphic design.
- A presentation (speaker TBA) in September.
- A panel discussion on non-fiction book writing in November.
- The holiday party in December.

We currently have 20 paid members, and are seeking two new board members.

North Chapter

Contributed by R. Thomas Berner

Members of the north chapter of New Mexico Press Women heard a talk by Amy Blackburn of Tucson, the author of *Caring for Cynthia*, a book about a medical doctor who had a double mastectomy. Amy, among other things a registered nurse and professional photographer, followed Cynthia's recovery to create the book, which combines photographs and text to help people understand the role of caregivers. The next speaker will be Dan Mayfield of the Albuquerque Journal, who will talk about covering the inauguration of President Obama. In December, Carol Clark, managing editor of the Los Alamos Monitor and state president, talked about covering the major political conventions.

Next meeting is April 4th at 12 noon. Café Paris in Burro Alley, Santa Fe.

Member News

Sherry Robinson was the ghost writer for the autobiography of Albuquerque venture capitalist Dave Durgin, *Entrepreneur to Investor, the Hard Way*. The book, published recently by Sunstone Press in Santa Fe, describes Durgin's business evolution, along with the evolution of New Mexico's business climate and some history of high tech in the state.

New member **Karen Lehmann** has volunteered to put together the NMPW newsletter in 2009. Native to Boston, Karen moved to the Albuquerque area from Denver four years ago. Most recently employed as a tech writer/editor, she offers copy writing and editing services through her company, ***Phrases Incorporated***. Karen's also active in the Montessori community, an avid equestrienne and has published poetry and fiction in various literary journals.

To share your news, e-mail it to karen@phrasesincorporated.com by the 15th of the month.