

The Broadsheet

New Mexico Press Women March 2008 Vol. 31 No. 2

New Ideas, New Directions at Spring Meet

Are you one of those people who talks to your television set? "You call that dialogue? That's lame! My dog could write better dialogue than that."

Which leads to the notion that you yourself could write better dialogue. Which leads to the exciting field of scriptwriting. And maybe you've been thinking about a new avenue for your writing. Hold that thought: Film and media industries are big in New Mexico and getting bigger.

NMPW is fortunate to snag **Kirk Ellis** for a scriptwriting workshop during the upcoming annual convention. Ellis has a long string of award-winning TV and film projects to his name: "Anne Frank: The Whole Story," "Into the West," and "Life with Judy Garland: Me and My Shadows," "The Grass Harp," and "Blood and Thunder." More recently he completed an untitled Jackie Robinson feature for Robert Redford and is writing "The Marcus Dixon Story" for Paramount. For HBO, Ellis is at work on David McCullough's "1776" as a multi-part telefilm, and a series adaptation of "American Tabloid," James Ellroy's political crime novel.

And don't forget the morning writing workshop with AP veteran **Julie Dunlap**.

"We write to tell stories, to make a point, to inform. We hope to help readers make sense of their world. In a journalism realm where bloggers increasingly grab more eyes, nervous newsroom managers flail for formulas to boost sagging readership and "mainstream media" has become a term of derision, we can't afford to waste words. Your writing will improve if you can answer two questions: "Who cares?" and "What does it mean?"

For those of you interested in new media, **Troy Simpson**, videographer and online video producer with the Albuquerque Journal, will talk about online production and videography.

And don't forget our gala awards banquet with author and journalist **Doug Fine**.

We hear rumors of an after-party Saturday evening at the Albuquerque Press Club. Stay tuned.

Kudos to **Dan Mayfield** and **Chris Burroughs** for a dynamite lineup.

SILENT AUCTION AND USED BOOK SALE

Every year we raise money for journalism scholarships with the **NMPW Silent Auction**, and it's now time to rustle up some goods. Have a friend or relative with a boutique, gift shop or gallery? Ask for donations. Don't overlook your favorite masseuse, beauty parlor or B&B – services can be auctioned. Regifting and gently used items are encouraged. Something that's not quite you can be somebody else's treasure.

New this year is the **Play It Forward Used Book and CD Sale**. (We'll also take DVDs and videos.) Clean out those bookshelves and help a young writer. Proceeds will go toward journalism scholarships. This sale replaces the second-hand jewelry sale. (We figured a group like this has probably spent more money on books than on jewelry.) If you're in Albuquerque, contact **Sherry Robinson** at robinson@nmia.com or bring books to the next APW meeting. If you're outside Albuquerque, bring your books with you to convention.

Don't put this off. The need is great. Scholarship chair **Laurie Mellas** says the selection process is "heart wrenching. The applicants have needs as well as talent."

Hotel Deadline March 10

Don't forget to make your hotel reservations by March 10 to get the reduced rate. Prices will increase this spring, and many of the hotel rooms are already booked for that weekend. If you're not absolutely sure you can come that weekend, keep in mind that you can always cancel a reservation 48 hours in advance, but once the March 10 deadline passes you will not be able to get the discount rate and there's no guarantee that rooms will be available.

Stay another night for the same convention rate!

New This Year: Convention Blog

Sari Krosinski has set up a convention blog on WordPress. New to this? It's easy. Sari provides some instructions.

For those who are unfamiliar with blogs/WordPress, here are a few basic instructions. Creating a WordPress account is similar to creating an account for a forum/message board/other social media. Basically, you give your name/email and create a user name and password to set up the account (if you click the link in the invite message, it should walk you through the process). The account allows you to create a blog (but you don't have to), and to post to the NMPW blog.

To do the latter, after setting up the account you can go to nmpw.wordpress.com, click login (righthand column, toward the bottom, under "META"), and enter your username and password on the screen that comes up. On the next page that comes up, under "Welcome to WordPress.com", click "Write a post". Then you can simply type a title and message, and click "Publish" when you're ready to post (you can also click save if you want to come back to it later before posting, or edit it after posting if needed). Questions? Contact Sari at michal@unm.edu or 277-1593 or 306-5954.

NMPW News

President **Emily Drabanski** and Contest Czar **Connie Gotsch** established a reciprocal arrangement with the **Denver Press Guild/Denver Press Association** to judge contest entries. In January a committee of northern New Mexico members judged entries. They were, besides Emily, **Anne**

Hillerman, Carol Clark, Jean Keppler Ross, R. Thomas Berner and Julie Ann Grimm.

Chris Burroughs, Carol Clark and Emily have been soliciting sponsorships and so far have commitments from **John Córdova, Sandia National Laboratories,** and the **Rio Grande Sun.**

At the convention business meeting **NMPW** members will elect new officers. Emily is forming a nominating committee. If you'd like to be an officer or serve on the nominating committee, let Emily know.

Zia Award chair **Jessica Savage** received 13 books for this year's contest from writers in the Las Cruces and Albuquerque areas. Entries are: "Loving Will Shakespeare" by Carolyn Meyer, "Hot Foot Teddy: The True Story of Smokey Bear" by Sue Houser, "Laylie's Daring Quest" by Kersten Hamilton, "Voyage of the Beetle" by Anne Weaver and George Lawrence, "The Key to Grandpa's House" by Cristina Ortega and Armando Ortega, "The Shaman and the Water Serpent" by Jennifer Owings Dewey, "The Horse of Seven Moons" by Karen Taschek, "Death Stars, Weird Galaxies, and a Quasar-spangled Universe" by Karen Taschek, "Jamie Learns to Love" by Kay Nation, "Firefighters to the Rescue!" by Kersten Hamilton, "The Ghost of Schafer Meadows" by Beth Hodder, "Benito's Sopaipillas" by Ana Baca, and "Harvey Girl" by Sheila Wood Foard.

Five members will be honored at the 2008 NFPW conference in Idaho and also at the state convention for their anniversary dates: NMPW treasurer **Sandy Schauer**, 35 years; **Chris Burroughs**, 15 years; **Carolyn Gonzales, Mary Conrad,** and **Dayna Griego**, 10 years.

Sandy tells us she joined NMPW as a child.

NMPW historian **Denise Tessier** and **Sandy Schauer** will update Sandy's 1989 NMPW history. They expect to finish the new tome before the organization's 60th anniversary next year.

Applications for NMPW's college journalism scholarships are due March 7, and applicant packets will be judged March 14. Scholarship chair **Laurie Mellas** expects an increase in applicants this year because NMPW raised the amount of the award and has publicized the scholarship more. Recently APW members **Suzanne Burks** and **Doug Swift** organized a raffle that raised \$175 for the scholarship fund.

PR chair **Gail Rubin** said her release about winners of the **NFPW High School Communications Contest** ran in the "Kudos" column of the **Albuquerque Journal** on December 25. And Gail published the call for entries in the **NMPW 2008 Communication Contest** and the **Zia Award** in the SouthWest Writers newsletter.

High School Contest chair **Chris Burroughs** received 134 entries from Highland High School, (19) Del Norte High School (1), Sandia High School (25), La Cueva High School, (39) Ruidoso High School (6), Albuquerque Academy (43) and Hobbs High School (2).

The Highland High School newspaper advisor brought her entries to Chris's home and thanked NMPW for having this contest. Without the **Albuquerque Tribune**, NMPW now offers the only statewide competition.

CHAPTER NEWS

Janine Caldwell, western director of operations at **PR Newswire**, will talk about the company's worldwide public relations efforts and its new Albuquerque operation during a joint meeting of **Albuquerque Press Women** and **Public Relations Society of America**.

Join us March 10 at 11:45 a.m. at the MCM Elegante, 2020 Menaul Blvd NE, just east of University Blvd.

PR Newswire is 54 years old, has offices in 14 countries and routinely sends its customers' news to outlets in 135 countries and in more than 40 languages.

For reservations, call **Doug Swift** at 296-3564 by March 5.

Las Cruces Press Women roared back to life in February with two informal meet-and-greets -- "Coffee and Conversation" at Starbucks and an evening mixer at St. Clair Winery & Bistro. **Jessica Savage** attended. "There was a very enthusiastic and warm energy among all in attendance. I'm excited about this group starting up again and being able to participate," she says.

Good News and Bad News

AdAge.com reported on Feb. 18 that U.S. media employment in December fell to a 15-year low (886,900), primarily because of shrinkage in newspaper jobs, but employment in advertising and marketing is at a record level (769,000). Internet media companies increased jobs by 13.4 percent last year. (Thanks to **Diana Sandoval** for sharing.)

People News

Dan Mayfield hosts a doo-whop radio show on **Real Oldies 1600AM** every Sunday at 2 p.m. You can also catch Dan on **KOAT** on Saturday mornings. Along with her full-time job at the **Los Alamos Monitor**, **Carol Clark** is also doing a TV show that features LANL scientists.

Linda Harris reports that it has been nearly two years since she finished treatment for breast cancer and that she and her hair are back in fine form. In November 2007, a permanent exhibit on Las Cruces history, for which she wrote the text, opened at the city's **Branigan Cultural Center**. Also that month her article "Record Keeping to Save Your Sanity" was published in **Coping with**

Cancer, a magazine distributed nationally at cancer treatment centers. Her latest project deals not with words but with pencils. She is taking drawing classes, with plans later to include oil painting in her list of relaxing things to learn how to do. She sends her thanks to everyone who wrote, called or dropped by for coffee during her “sabbatical.”

Denise Tessier is on the board of **Earth Alert** and is also involved with the **East Mountain Historical Society**.

Laurie Mellas started the **Parent Relations Office** at UNM and has added a newsletter for parents to her duties.

Coming Events

The **New Mexico Book Co-op** and the **New Mexico Book Association** will sponsor the **Mother’s Day Book Fair** at The Village in Eldorado in Santa Fe on May 10 from 10 a.m. to 3 p.m. The fair will feature authors and publishers from across New Mexico. There will also be a Growers Market and entertainment outdoors. The fee to participate is \$10 if you provide your own table, or \$20 if sponsors provide the table. For more information see <http://nmbookcoop.com>.

The **Museum of New Mexico Shops** is organizing the first **New Mexico Women’s Book Festival** on Milner Plaza on Museum Hill in Santa Fe. Set for Sept. 27, the event is modeled on the Library of Congress’ National Book Festival. The festival will feature seven pavilions where 70 authors will read and discuss their books and their craft in thirty minute intervals. Authors will sign books and books will be sold on Milner Plaza. Special activities. There is no fee to participate. **John Stafford**, director of retail operations at the Museum of New Mexico Foundation will be sending applications in March. Contact him at john@museumfoundation.org.

Convention Schedule

Friday:

- 1 - 3 p.m. — NMPW board meeting
- 3 - 4:30 p.m. — Field trip to Albuquerque Journal
- 6 p.m.- 8 p.m. — Silent Auction and no host bar
- 7 p.m. — Communication Awards Banquet
- 7:30 p.m. — Keynote Speaker, Doug Fine
- 8 - 9:30 p.m. — Communication Awards
- 9:30 p.m. — Auction Checkout

Saturday

- 7:15 a.m. - 2 p.m. — Registration
- 7:30 - 9 a.m. — Breakfast
- 8 - 9 a.m. — Annual Meeting
- 9:15 - 11:30 a.m. — Julie Dunlap workshop
- 11:45 a.m. - 1 p.m. — Zia Award Lunch

1:15 - 2:30 p.m. — Troy Simpson Workshop
2:45 - 4 p.m. — Kirk Ellis Workshop

Registration

Full Conference registration

NMPW Member: Early Bird (by March 31), \$130; Regular (by April 7), \$150

Nonmember: Early Bird (by March 31), \$150; Regular (by April 7), \$170

Full-time Students: \$75

Saturday only: \$100

Banquet only: Early Bird, \$40; Regular, \$50

Breakfast only: \$20

Lunch only: \$25

Julie Dunlap workshop only: \$50

Kirk Ellis workshop only: \$30

Troy Simpson workshop only: \$30

Register Now: Early Bird Registration: March 31

Name_____

Business (Affiliation or Freelance)_____

Mailing Address_____

Member _____

Nonmember_____

City, State, Zip_____

e-mail address_____

Full Registration_____

Julie Dunlap only_____

Ellis workshop only_____

Simpson workshop only_____

Banquet Only_____

Saturday Only_____

Lunch Only_____

Total enclosed payment_____

Membership Dues (Join now for \$63)_____

Total _____

Need a membership form? Download one at www.newmexicopresswomen.org

Make checks payable to NMPW. (Sorry, no credit cards accepted.) Mail check and registration form to:
Sandy Schauer, NMPW Treasurer
P.O. Box 1054
Los Lunas, NM
87031-1054

NEW MEXICO PRESS WOMEN BOARD OF DIRECTORS

Emily Drabanski, President
edrabanski@yahoo.com

Carol Clark, Vice President
caclarkci@yahoo.com

Susanne Burks, Secretary
subuscoop@msn.com

Sandy Schauer, Treasurer
Schauer722@earthlink.net

Connie Gotsch, Contest
cgotsch@gobrainstorm.net

Sherry Robinson, Newsletter Editor
robinson@nmia.com

Denise Tessier, Historian
scs@nmia.com

Gail Rubin, Public Relations Chair
grpr@flash.net

Laurie Mellas, Scholarship Chair
lmellas@unm.edu

Diana Sandoval, Communicator of Achievement
dmsandoval@aol.com

Chris Burroughs, High School Contest Chair
coburro@sandia.gov

Jessica Savage, Zia Award Chair
jsavage@cybermesa.com

Sharon Niederman, Mentor Program Chair
sherites@swcp.com

Cheryl Fallstead, Las Cruces Chapter President
cfallstead@hotmail.com

Jean Kepler Ross, Northern Chapter President
RWRLink@aol.com

Dan Mayfield, Albuquerque Chapter President
dmayfield@abqjournal.com