

Arizona Press Women

PRESIDENT'S MESSAGE

Mission Accomplished!



Brenda Warneka

We did it! We hosted an exceptional conference for National Federation of Press Women that will keep members across the country talking for years to come. In addition to memories of the conference itself, they will not soon forget the scenery they saw, the history they learned or the people they met.

Thanks goes to the APW conference committee members who volunteered their time to make the 75th NFPW annual conference such a huge success. Meeting over many months to plan the conference were Pam Stevenson, Carol Osman Brown, Glennis McNeal, Patricia Myers, Sheila Roe, Gail Hearne, Barbara Lacy and Cheryl Kohout. We also owe thanks to Southern District member Jan Cleere, and to Jane Eppinga and Barbara Clarihew for their role in planning the post-tour of southern Arizona.

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75th Anniversary NFPW Conference



Attendees of the 75th Anniversary NFPW Conference enjoyed a day-trip to Taliesin West. See Pages 2 through 11 for more conference coverage.

APW member hits half-century mark

Carol Osman Brown received recognition for 50 years as a member of NFPW, and she's still leading the way and giving encouragement to new members.



NFPW President Lori Potter, left, helped recognize Carol Osman Brown for 50 years of NFPW membership.

Conference attendees applauded Carol for hitting the 50-year mark as she was presented with a certificate by NFPW President Lori Potter on Thursday, September 20.

An award-winning journalist and photographer, Osman Brown was a reporter for AP, UPI and the *Phoenix*

See Osman Brown, Page 14

Central District October meeting announced

“**A** Woman of our Times: Olgivanna Lloyd Wright” is presented by APW President Brenda Warneka at the Central District's Thursday, October 18 meeting.

The event is held at 11:30 a.m. at the DoubleTree Suites, 320 N. 44th St. in Phoenix. Admission is free for members and \$5 for guests. Lunch is ordered from the menu. Wright was a member of Arizona Press Women for many years, and attendees may wish to read the

Warneka wrote on her in *Skirting Traditions: Arizona Women Writers and Journalists 1912-2012*.

In addition to being APW's president, Warneka is an award-winning editor and writer, as well as an attorney. She led the *Skirting Traditions* anthology project and was a co-editor and co-writer of the book.

Reservations should be sent via email by October 16 to apw.reservations@gmail.com.



Brenda Warneka brings a piece of journalism history to the October Central District meeting.

President's Message from Page 1

Members of the committee were involved in every aspect of the planning, so they are all owed kudos in every area, but we especially owe thanks to Pam Stevenson who chaired the conference and was thereby charged with the tremendous responsibility of making it a success, and Carol Osman Brown, who took on the Herculean task of identifying and contacting speakers and planning the conference schedule. Brown worked for many weeks with Gail Hearne to coordinate information for the print program. The quality of the keynote speakers and the workshops presented at the conference was a testament to Brown's contacts in the media world. She also arranged for field trip to ASU's Cronkite School in downtown Phoenix and was the group leader.

We also especially thank:

Barbara Lacy, who donated the image of her Arizona scenic quail painting as the logo for the conference, which included being displayed on the program book and the conference tote bags. She also was in charge of the Silent Auction.

Glennis McNeal, who took responsibility for the tours, including everything from planning itineraries to hiring buses and picking up box lunches for the



passengers. Also, Pam Stevenson, pretour guide, and Bunny Badertscher, post-tour guide.

Cheryl Kohout, who was the volunteer coordinator for the conference and oversaw the work of our volunteers, including for the opening event and registration desk.

Sheila Roe, who was involved in menu budgeting and selection, and acted as hotel liaison for such things as room scheduling, set-up details and centerpieces. Roe personally created cactus centerpieces for the COA banquet.

Patricia Myers, who worked with Roe on menu selection and took on the last minute task of locating a caterer and coordinating with them to provide food at the opening event when other plans fell through. She also was involved in publicity.

Gail Hearne, who worked with NFPW and APW, and the printer, PostNet in Payson, with proofing assistance from Carol and Bing Brown to produce the 57-page program book. She was also in charge of door prize drawings for donated items from Arizona sponsors, which brought in more than \$470 to pay for bus expenses.

Jan Cleere, who was in charge of the NFPW author book tables.

We also thank APW members who volunteered to assist at the opening event at the Arizona Historical Society museum and staff the registration table throughout the conference. Those working the opening

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Conference field trip

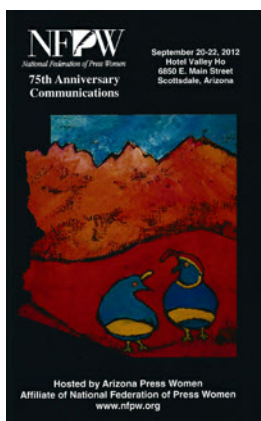
Visits to the Zane Grey Cabin and Gila County Museum were on the agenda for NFPW's pre-convention bus tour of Northern Arizona, led in part by Glennis McNeal.

Thirty-five participants departed Scottsdale for Payson where they dined on boxed lunches from the Mazatzal Casino's grill near the edge of the Mogollon Rim. They also visited the Zane Grey cabin.

"They raved about the lunch, and enjoyed the apples later in the day," says McNeal "During the tour they were swapping the Zane Grey books purchased at the museum."



Madelyn and Bobby Lamb of Baton Rouge, LA, enjoyed resting their feet while asking questions about Zane Grey and his cabin after their tour. Photo by Carol Osman Brown.



A heartfelt thanks goes to Rim Country District member Pat Gail Hearne, shown at right, for working for more than two months on the print program for the 2012 NFPW National Conference, held in Scottsdale. Gail worked closely with Diane Enos, layout artist and co-owner of PostNet printers in Payson, who printed the program. Gail edited the program with proofing assistance from Carol and Bing Brown, and Barbara Lacy's artwork adorns the cover.



President's Message from Page 2

event at the museum included Sheila Roe, Bev Harvey-Konig, Christy Powers, Katherine Herbert and Gail Fisher.

A special thanks to APW members Lynda Exley, Katherine Herbert, Christine Marek, Patricia Myers, Linda Radke, Conrad Storad and Betty Webb, who led workshops at the conference. We also appreciate the time and effort of the many other Arizonans who led workshops or made presentations, including Marshall Trimble and Steve Saffron.

Our members contributed funds, as well as volunteer work, in support of the conference. Central District paid for the conference tote bags. Rim Country and our state organization paid for the venue (museum) for the conference opening event. APW purchased copies of *Skirting Traditions* from the anthology project for the conference tote bags and speakers' gifts. Retired member Tanya Grace Collins contributed funds which went toward the expenses of the opening event. Gift baskets for door prize drawings were donated by Linda

Radke, Laurie Fagan and Tammy Fraser, who owns Gifts To Go.

Thanks to Tom Pitts of the Verde Valley Wine Consortium, Caress Rodgers of the Hotel Valley Ho and Mazen Elnhas of AV Concepts for their support.

Also, thanks to our sponsoring partners Arizona Newspaper Association, Arizona Highways, and ASU Walter Cronkite School of Journalism and Mass Communication, as well as the University of Arizona School of Journalism.

We particularly appreciate Lori Potter, NFPW president, Carol Pearce, and Gloria Watkins for all their work with APW before and during the conference.

Please forgive me if I have failed to give thanks where it is due. We do appreciate everything that everyone did to make the conference a success.

Watch for the next issue of the NFPW Agenda for more details about the conference and workshop presentations.

Brenda

NFPW workshop: How media and PR can work together

By Patricia Myers

Public relations representatives can more effectively assist the daily news feed for print and broadcast staffers from email and phone tips, a panel of media pros told an NFPW Conference workshop audience.

“Public relations staffs are more valuable than ever because of the increasing appetite for news,” says KPHO-TV CBS Channel 5 anchor Sean McLaughlin.

“We need more story ideas and pitches for our multiple newscasts. PR agencies need to know each media outlet and know how to contact specific staff members.”

McLaughlin says he reads Facebook, tweets and blogs to see what people are talking about as part of the continual search for story ideas.

McLaughlin cited an effective pitch that translated to a news story being aired within two hours of receiving an email tip. He says the PR person did three important things: emailed it to a specific person at the station (not the station’s general email-box); wrote a subject line of “Consumer Alert” that related to a motor vehicle issue; provided interview contacts for a parts-theft victim and an automotive expert (client of the PR firm).

“We took those contacts and worked up the story for the next newscast,” McLaughlin adds.

He also noted the importance of changing the subject line of repeated email pitches from the same organization to show that each one is new and different.



Sean McLaughlin, left, a CBS 5 news anchor, makes a point during the Media/PR Panel Discussion at the NFPW Conference. Dawn Gilbertson, senior travel reporter for the Arizona Republic, and Jim Cross, senior news reporter for KTAR radio, were also part of the panel. Photo by Carol Osman Brown.

KTAR radio reporter Jim Cross agreed that the media need even more ideas than ever before. “People have an unbelievable appetite for news,” he says, and advised, “It’s important for agencies to build an ongoing trust with us. The worst is when PR people play favorites in the media, or when they don’t return phone calls.”

Generating local angles on national issues is a vital key to effective PR, says panel moderator Kristen Jarnagin, vice president of communications for the Arizona Lodging and Tourism Association.

Arizona Republic travel writer Dawn Gilbertson, who gets news ideas from numerous PR agencies, blogs and tweets, cited the need for PR people to tailor releases to specific cities and towns.

“We only have so much space in the daily editions, but our bureaus are hungry for copy. Because of our smaller staffs, the bureaus sometimes will use well-written releases verbatim.” She stressed the importance of press releases containing all the basic facts, not just “teaser” information. She also said it’s important for PR people to respond when queried about industry aspects that are negative, not just when there’s something to “sell.”

Submissions wanted!

Share industry related news with your fellow APW members including committee reports, event news, writing contests, industry related articles, industry-related personal accomplishments ... anything you think would be of value to our membership! Send submissions, photos and art to Lynda Exley at exlent@aol.com. The deadline for the November issue is October 21.

APW thanks Verde Valley Wine Consortium

The wine tasting provided by Verde Valley Wine Consortium for the NFPW Conference Opening Night was a huge success.

Starting clockwise from top left: Sheila Roe gets wine ready to serve.

Verde Valley Wine Consortium Director Tom Pitts with Gail Fisher.

wines from Javelina Leap are accented by a Barbara Lacy painting.

Verde Valley Wine Consortium Director Tom Pitts pours for conference attendees.



First impressions...

Tobi Lopez Taylor says: "My first NFPW conference exceeded my expectations in every way: the sessions I attended were of high quality, the women I met were friendly and welcoming, the food was fabulous, and the hotel staff couldn't have been more professional. Over the next year, I look forward to getting better acquainted with my fellow APW members (especially those in the Tucson area), and heading to Salt Lake City in 2013 for my second conference!"



Patricia "Gail" Hearne says: "As a first-timer attending an NFPW communications conference, I enjoyed meeting management, elected and appointed officers, and members from other state affiliates. Attending the General Membership Meeting and serving as a Delegate for APW aided understanding of how NFPW works. The break-out sessions offered good ideas, information and inspiration for writing and then marketing the end product. Hotel Valley Ho food and accommodations pleased the senses. The keynote speakers brought laughter (Steve Saffron), hope for the future of journalism and print newspapers (Terry Kroeger), and encouragement and tips for writing effectively today (Terry Wimmer). The importance of learning and utilizing photography, video, the Web and social media for effective communication and career opportunities and success was emphasized throughout the conference."

More opening night photos...



Left: The NFPW Conference Opening Night event was held at the Arizona Historical Society in the museum's lobby.

Below right: Christy Powers helps serve food at the opening event. Shown in blue is Los Olivos owner Maria. Her company provided food for the fiesta.

Bottom left: A group of conference attendees pose on the steps at Arizona Historical Society during the conference's opening evening event.

Bottom right: Official Arizona State Historian and author Marshall Trimble is flanked by Barbara Lacy, left, and Pam Stevenson. Trimble provided the evening's entertainment.



NFPW Conference Speakers

They came ... They spoke ... We listened



NFPW President Lori Potter spoke on opening night.



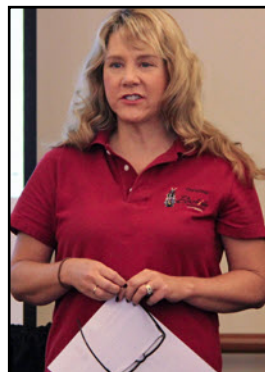
"Turning Your Beat into a Book" was presented by author/journalist Terry Greene Sterling.



Katherine Atwell Herbert presented a workshop on writing screenplays.



Jeff Kida, photography editor of Arizona Highways talked about getting the perfect shot.



Christine Marek, president of Bushido Marketing gave tips on social and web-based marketing.



Accomplished mystery writer, Betty Webb, discussed "mining" newspapers for ideas.



Humorist Steve Saffron (shown in the above-left photo in the far-right corner), who presented "Leadership & Humor During Tough Times – How to Lighten Up & Balance Life, Work & Play," gave conference attendees a chance to show some attitude and dance.



Nicole Carroll, VP, news editor of Arizona Republic and AZcentral.com discussed the digital age.

NFPW Conference Speakers

They came ... They spoke ... We listened



The keynote luncheon speaker was Kathryn McManus, VP of Global Communications, Thunderbird School of Global Management.

Top Right:
Arizona
Newspaper
Association
panel:
Ilana Lowrey,
Pam Mox,
Thelma Grimes,
and Flo Eckstein.



Right:
Brook Christofferson
and Richard Haddad,
speakers at the
President's roundtable.

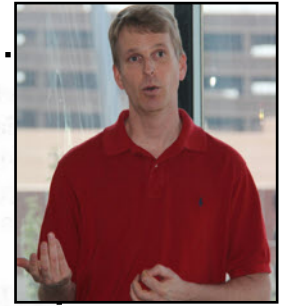


The Arizona Capitol Times Panel, moderated by Ginger Lamb (above left), VP and publisher for Arizona News Service, the parent company of *Arizona Capitol Times*, included (above right from left to right): reporter Luige Del Puerto, Assistant Managing Editor Tom Spratt and Jim Small, editor. Their topic was “Covering Politics & Legislative Issues.”



Five Star Publications’ authors presented: “Making Nonfiction FUN!” by Conrad Storad, left in blue; and “Book Marketing Essentials” by Lynda Exley, center, and Linda Radke, owner of Five Star Publications.





Steve Elliott,
director of
digital news at
ASU's Walter
Cronkite School
of Journalism.

Easy first steps into multimedia journalism

Steve Elliott

Walter Cronkite School of Journalism and Mass Communication | Arizona State University

Step 1: Just do it

Like so many things, multimedia is easier if you find a reason other than work to try it. Family events, community groups, etc., etc., in which you are involved are a way to enjoy learning these skills so that trying them out in your job is more efficient – and perhaps less threatening.

Your smartphone most likely has good camera, a decent video recorder and an OK sound recorder. Start with those.

Important note: IT DOESN'T HAVE TO BE PERFECT. In most cases, multimedia complements what you do best. For example: Video from an interview or an event – no cutaways, no lower thirds, etc. – can add an extra interactive dimension to your coverage.

Step 2: Use your smartphone

Just as the Internet has removed barriers to broadcasting content, the exponential development of smartphones has put multimedia power into our pockets and purses. Let's face it, having the tools at hand makes it so much easier to collect and produce multimedia content. Here are some easy and relatively inexpensive apps, available through Apple or the Android Marketplace that can get you in the multimedia game:

Pano: \$2.99

One of a number of panorama-photography apps, Pano lets you string together images that make impressive displays. Keep in mind that panorama shots become very difficult when people, animals and objects such as cars are moving around.

Camerabag: \$1.99

In the proper context, filters on photos can be used to create engaging effects. Camerabag is a step up from the free Instagram because it offers more filters and doesn't constrain to a square (very limiting). There are ethical considerations to using both because the user is altering reality.

Slow Shutter: 99 cents

This opens the camera's "shutter" for up to 15 seconds or so automatically or for an indefinite time manually. This allows for neat shots of lightning, traffic, crowds in motion, etc. There are a number of slow-shutter apps, so shop around and look at the recommendations.

Comic Touch: \$2.99

Here's another app with great potential but some big ethical questions. Comic Touch will put callouts and text boxes on images.

Genius Scan (+): Free or \$2.99

This provides high-resolution scans of documents as PDFs and JPGs. Just hold the phone and snap, then adjust some crop lines and save. The output can be in color or black and white. Covering a city council hearing at which officials hand out documentation? Why not scan it and offer alongside your story? The paid version works with Google Docs, Evernote and Dropbox.

Microsoft Photosynth: Free

This one is really cool and fairly difficult to do well. Photosynth takes interactive panoramas that are either amazing or horrific because the user didn't stand still enough in collecting the many shots needed.

See Multimedia, Page 10



Steve Elliott (shown in bottom-left photo in the center wearing red) director of digital news at ASU's Walter Cronkite School of Journalism, discussed multimedia journalism and gave a tour of the facility to NFPW Conference attendees.

Multimedia from Page 9

iMovie: \$4.99

Available for iPhone (though there are competitors in Android Marketplace), this replicates the iMovie video editor for computers with some constraints (e.g. only one option for transitions, not much flexibility on sound). It works with video and photos. There's a voice recorder for laying down audio with video. There are some simple music beds that add life to videos.

Step 3: Just beyond the smartphone

Video editors

Your computer likely comes with iMovie or Windows Moviemaker, so you're able to edit video without paying for software. These have their limitations, but they are a good first step. Apple's Final Cut line (starting at \$299) and Adobe Premiere (starting at \$99 for the Elements model) are next steps with lots of option for creating professional videos.

Video equipment

A camera should have an audio input and a jack for earphones to make sure you are collecting audio. You'll need a tripod for steady video. For good audio, you'll need a good microphone – stick, lav or shotgun.

Audio slideshows

These can be created manually in a video editor (a bit of a pain) or in Soundslides, which costs \$39.95. Soundslides is extremely easy to use.

Google Maps

This free and easy tool allows the user to add text callouts, mark points, highlight routes and more. Maps can be embedded on Web pages.

Google Fusion

This very easy tool takes spreadsheet data and combines it with Google Maps if you have GPS coordinates. An example is mapping where dams are in your state.

NFPW Conference photo album



Above left: APW President Brenda Warneka at the Communicator of Achievement (COA) Awards dinner with Cassandra Rogers, left, and Pam Stevenson.

Below left: COA Cynthia Price with student journalism contest winner Jimmy Cook.



Top right: Shayne Del Cohen, Nevada Press Women president; center right: APW Rim District Director Carol Osman Brown (standing) with Patricia Myers; bottom right: Teri Ehresman of Idaho shrieks with delight when it was announced she won the grand door prize, a three-day, two-night stay at Scottsdale Camelback Resort.



It's not too soon to think about Utah!

NFPW Conference
Aug. 22-24, 2013
Salt Lake City

Unique, Unbelievable

UTAH

Hosted by Media Network Idaho

Museum welcomes 'Skirting Traditions'

See schedule for future anthology events

Carol La Valley received a delightful welcome from the Old Trails Museum and the people of Winslow, Ariz., at a book signing for *Skirting Traditions* on Sat., Sept. 15.

LaValley is the author of the story in the book about Winslow's darling Vada Carlson Rodriguez. Almost everyone who visited with LaValley at the signing knew Rodriguez and/or Billie Williams Yost, who also appears in the book. Some bought a copy of the book to enjoy and pass along. Others bought a copy to keep as a remembrance of the women they remembered.

One woman told LaValley that Rodriguez had mentored her husband into a writing career. Another recalled how much fun Carlson and her husband, Joe, were to be around and how passionate they were about the arts in their community.

The manager from La Posada bought books for the gift shop. The anthology committee thanks the museum docents and Director Ann-Mary J. Lutzick who were very accommodating in having the book event at the museum located at 212 Kinsley Ave. Visit www.OldTrailsMuseum.org for museum information.

Future Events

Following is a list of upcoming events for Skirting Traditions. In many instances, other contributors to the anthology are welcome to join in the program with enough advance notice. Contact the contributor who set up the program as indicated in the announcement. The anthology is available for sale and signing at all events unless otherwise noted. The contributor who sets up the event brings the books for sale unless instructed otherwise.

Oct. 10, 6 p.m. Join a gathering that begins with a 6:30 dinner meeting of the National League of American Pen Women at Chaparral Suites, fourth-floor Bridge private dining room. Arranged by Lois McFarland, Patricia Myers will speak about Arizona pioneer communicators. Guests are welcome.

Cost: \$22. Reservations: contact Kathryn Grosnoff, Msdiet32@aol.com.

Oct. 18, 4:30 p.m. Participate in the monthly book club meeting at the Mustang Branch of the Scottsdale Public Library in the Mustang Book Discussion Room, 10101 N. 90th St. Brenda Warneka will lead discussion of *Skirting Traditions*. Other contributors to the anthology are invited to participate in the program with advance notice to Warneka at

warneka@cox.net.

Everyone is welcome to attend. Contact: Barbara Yavitt, 480-948-2651.

Nov. 1. Chapter BA meeting of P.E.O., a philanthropic organization where women celebrate the advancement of women; educate women through

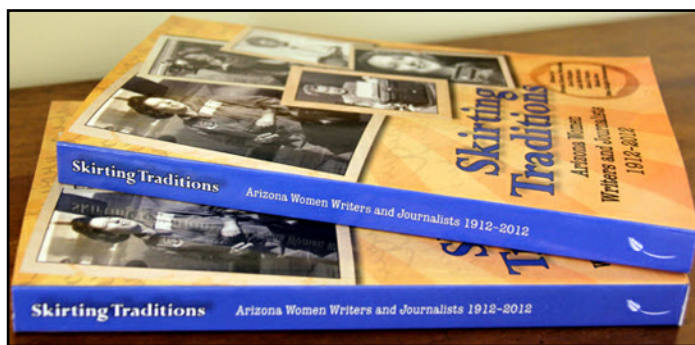
scholarships, grants, loans and stewardship of Cottey College and motivate each other to achieve their highest aspirations. Patricia Myers and Lois McFarland will be guests. Program: "Remembering Arizona Women Journalists and Writers" featuring *Skirting Traditions*.

Nov. 12, 5 p.m. Monthly meeting of Colorado River Historical Society, Colorado River Museum, 355 Highway 95, Bullhead City. Brenda Warneka will present a program about some of the historical women in the anthology. Guests are welcome. Info: warneka@cox.net.

Nov. 19, 10 a.m. Brenda Warneka and Arlene Uslander will lead the discussion about *Skirting Traditions* at a Barnes & Noble Book Club, which meets this month only for lunch at a private home in Scottsdale.

Jan. 19, 2012, noon. Phoenix Writers Club meets at the Blue Water Grill, 1720 E. Camelback Rd., Phoenix. Pam Stevenson and Brenda Warneka will make a presentation about the anthology. Other contributors are welcome to join in the presentation with advance notice. Info: prstevensn@aol.com.

Events at AHS Museum at Papago Park and Sharlot Hall Museum are in process of being scheduled. Details were not available at press time.



IN TOUCH WITH APW



Emily Cary's romantic mystery, "The Pembroke Bath," was published in July and is available at Amazon.com and other outlets.

Lois McFarland

spent most of the summer working on the 40th anniversary history of McCormick Ranch, which was developed as Scottsdale's first master-planned community 1972 through the 1990s. The kickoff for the 40th anniversary celebration was Sept. 22.



Emerita member Tanya Grace

Collins is thanked for her cash contribution to pay expenses related to the NFPW conference.

Vera Marie ("Bunny")

Badertscher is thanked for taking over as tour director for Jane Eppinga on short notice when Eppinga was unable to lead the post-conference tour to southern Arizona for the NFPW Conference. Badertscher blogs on the popular *A Traveler's Library* and is the co-author with Charnell Havens of *Quincy Tahoma: The Life and Legacy of a Navajo Artist* (2011).

Carol Hughes, co-editor and co-writer for the APW anthology *Skirting Traditions*, reports that as of Oct. 1, she is "leaving the Phoenix desert and Arizona State

University to return to my hometown of Chicago and a career move to



DePaul University as its news bureau director. DePaul is steeped in liberal arts and has an amazing roster of alumni, including the mayors Daley."

Since *Skirting Traditions* was published, Hughes has been in charge of marketing the anthology, including the use of various social media tools. APW members appreciate Hughes's dedication to the anthology since she joined the project in its initial phase in 2009 and wish her well in her new endeavor.

Gail Hearne's son,

Kevin Hearne, had publishing success with his *Iron Druid Chronicles*. Check out his website at www.kevinhearne.com.



Vickie Lopiccicolo Jennett of

Chandler, who does freelance work for www.needleworkpress.com, and **Clara Beard**, a reporter from Williams, Ariz., are welcomed as APW's newest members!

Osman Brown from Page 1

Gazette. She served as editor of *Phoenix Rising* magazine and several corporate newsletters. Her freelance articles appeared in *Arizona Highways*, *Sunset*, *Native Peoples*, *Arizona Highroads* and the *Arizona Republic*.

A journalism instructor at Arizona State University, Osman Brown still teaches writing at Rio Salado College. She was the 1992 NFPW sweepstakes award winner, and served as Arizona Press Women's president in 1993. She continues to serve as director of APW's Rim Country District.

A conference cornerstone

Osman Brown secured the workshop speakers and handled other details for the September 20 through 22, 2012 NFPW Communications Conference at the Hotel Valley Ho in Scottsdale. In a letter from Carol Pierce to Carol Osman Brown, who handled all the details for speakers at the 2012 NFPW National Conference, she says:

"I have been raving about the EXCELLENT program of speakers at the AZ conference to everyone and anyone who will listen but not yet to YOU! You probably heard that the very wonderful opening speaker said to all of us that he would not have been there except that you invited him. Others said the same thing throughout and it was clear that you pulled one rabbit out the hat after another. Really, you outdid yourself. People are still talking about being encouraged to get up and dance their way out of the opening session. I came right home and retold the story about the clown and the trombone. Really, there were so many wonderful experiences I cannot list them all. Thanks again and again for nailing down all of these outstanding speakers. Everyone went home VERY happy."

Thanks Carol, for your years of service and leadership.